



TRIUNFO SANITATION DISTRICT

A PUBLIC AGENCY

Board of Directors
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Providing Outstanding Service Since 1963

January 28, 2019

Board of Directors
Triunfo Sanitation District
Ventura County, California

NEW LOGO FOR TRIUNFO WATER AND SANITATION DISTRICT

Summary

Integral to the name change from Triunfo Sanitation District (TSD) to Triunfo Water and Sanitation District is the design of a new logo for letterhead, bill stock, website, etc. At the December 17, 2018 TSD special meeting, the Board reviewed 10 alternative logo designs prepared by Searle Creative and selected a blend of two as the preferred design. The Board directed staff to work with Searle to create the blended design, and staff did so. The revised design is shown on the attached page, together with the two original designs that the Board asked to be blended. Up to two additional revisions would be covered under the agreed-upon not-to-exceed quote of \$3,000. Once the Board approves a final logo design, staff will proceed to integrate it into the overall process of the District's name change.

Recommendation

It is recommended that the Board review the revised logo design and direct staff accordingly.

If you have questions, please call me at (805) 658-4608 or email sandywarren@vrsd.com.

SANDY WARREN – MANAGEMENT ANALYST

REVIEWED AND APPROVED:

Mark Norris - General Manager

Attachment



TRIUNFO
WATER & SANITATION DISTRICT

(Note that actual colors are better viewed on screen – will present at meeting)



TRIUNFO
WATER & SANITATION DISTRICT

(grayscale)

Originals

Comp 2



TRIUNFO
WATER & SANITATION DISTRICT

Comp 7



TRIUNFO
water & sanitation district