



TRIUNFO SANITATION DISTRICT

A PUBLIC AGENCY

Board of Directors

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Providing Outstanding Service Since 1963

February 25, 2019

Board of Directors
Triunfo Sanitation District
Ventura County, California

NEW LOGO FOR TRIUNFO WATER AND SANITATION DISTRICT

Summary

At the January 28, 2019 Triunfo Sanitation District (TSD) Board meeting, the Board reviewed the most recent version of the new District logo, designed by Searle Creative for Triunfo Water and Sanitation District (TSD's new name). The Board voted to make two additional changes to the design:

1. Make the blue droplet more vibrant on the color version;
2. Rearrange the grays on the black and white version so that the darkest gray corresponds with the blue droplet on the color version, the lightest gray corresponds with the green droplet, and the medium gray corresponds with the purple droplet.

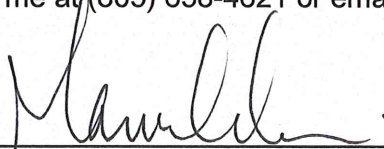
Staff conveyed these changes to Searle Creative, and they are reflected on the attached page. Searle provided three shades of blue for the Board's consideration. (A press proof will be available at the February 25 meeting to provide a more accurate rendition of all colors.) Note: with this change, the Board has requested the third of three revisions provided under the current design quote (\$3,000). Any further revisions would be at additional cost.

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) 658-4621 or email marknorris@vrzd.com.

REVIEWED AND APPROVED:


Mark Norris - General Manager

Attachment

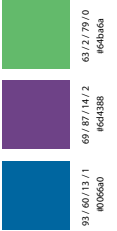
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FULL COLOR

1)



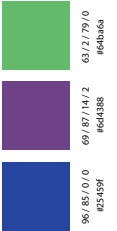
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2)



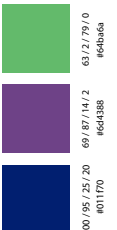
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3)



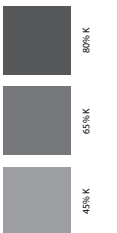
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BW #2



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