



TRIUNFO SANITATION DISTRICT

A PUBLIC AGENCY

Board of Directors

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Providing Outstanding Service Since 1963

April 22, 2019

Board of Directors
Triunfo Sanitation District
Ventura County, California

TRIUNFO WATER AND SANITATION DISTRICT LOGO – ALTERNATIVE COLOR

Summary

Part of the process of changing Triunfo Sanitation District's (TSD's) name to Triunfo Water and Sanitation District includes design of a new logo. On January 28, 2019, the TSD Board voted to approve the following logo designed by Searle Creative:



At the request of Board Chair Orkney earlier this month, staff asked Searle Creative to prepare for the Board's review and evaluation a version of the new logo with the logotype in blue to match that of the right "droplet" in the symbol. That alternative is shown below:



For precise color rendition, staff will present a press proof of the two logos at the April 22 meeting.

Recommendation

It is recommended that the Board review the modified logo requested by Chair Orkney and direct staff accordingly. If you have questions, please call me at (805) 658-4608 or email sandywarren@vrzd.com.

SANDY WARREN – MANAGEMENT ANALYST

REVIEWED AND APPROVED:

Mark Norris - General Manager

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