



TRIUNFO SANITATION DISTRICT

A PUBLIC AGENCY

Board of Directors

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Providing Outstanding Service Since 1963

November 26, 2018

Board of Directors
Triunfo Sanitation District
Ventura County, California

TSD NAME CHANGE – PROPOSALS FOR DESIGN OF NEW LOGO

Summary

At the October 22, 2018 Triunfo Sanitation District (TSD) Board meeting, your Board voted to move forward with the renaming of the District to “Triunfo Water and Sanitation District.” Part of that process will entail the design and incorporation of a new logo for use on letterhead, bill stock, signage, website, social media, and other outlets. In accordance with District Purchasing Resolution No. TSD 89-13 and at the Board’s request, staff solicited informal quotes from five local design firms. Each company responded with a proposed price and samples of their logo design work. The firms and their quotes for the work are summarized below. Their submitted samples are attached to this letter.

- **TheAgency** – This is the company that designed and maintains TSD’s current website. Quote for TSD logo: \$3,000-\$5,000 depending on the extent of the desired ID package.
- **Black Dragonfly Designs** – Based in Thousand Oaks, this company consists of two principals who provide a full range of electronic and print design. Quote for TSD logo: \$2,500.
- **Michael Lang Design** – A sole proprietorship in Westlake Village, this designer has 15 years of design experience. Quote for TSD logo: \$2,500.
- **Searle Creative** – This firm has offices in Ventura and designed Ventura Regional Sanitation District’s new website. Quote for TSD logo: \$4,275.
- **Susan Wells** – A sole proprietorship in Simi Valley, Susan specializes in magazine and advertisement work, which is reflected in her samples. Quote for TSD logo: \$1,200.

All quotes include the time necessary to meet with staff on design goals and specifics as well as production of the finished logo artwork in electronic format. The quotes do not include incorporation of the logo where needed (e.g., website, stationery, bill stock, etc.), which will be performed on an item-by-item basis at additional cost.

Fiscal Impact

In the event the Board elects to choose a designer from among the five presented above, the cost for design and production of a new District logo would range from \$1,200 to \$5,000 as part of the total budget allocated for the District name change.

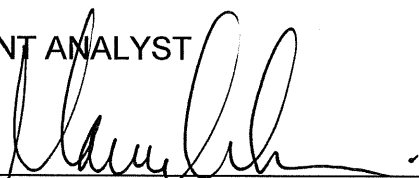
Recommendation

It is recommended that the TSD Board review and discuss the quotes and samples submitted by the five design firms listed above and direct staff accordingly.

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

SANDY WARREN – MANAGEMENT ANALYST

REVIEWED AND APPROVED:



Mark Norris - General Manager

Sample Logo Designs

The Agency



Sample Logo Designs

Black Dragonfly Designs



Sample Logo Designs

Michael Lang Design

logos



Sample Logo Designs

Searle Creative



Sample Logo Designs

Searle Creative (cont.)



Sample Logo Designs

Susan Wells

THE FUTURE IS NOW
ADLER FELLOWS CONCERT

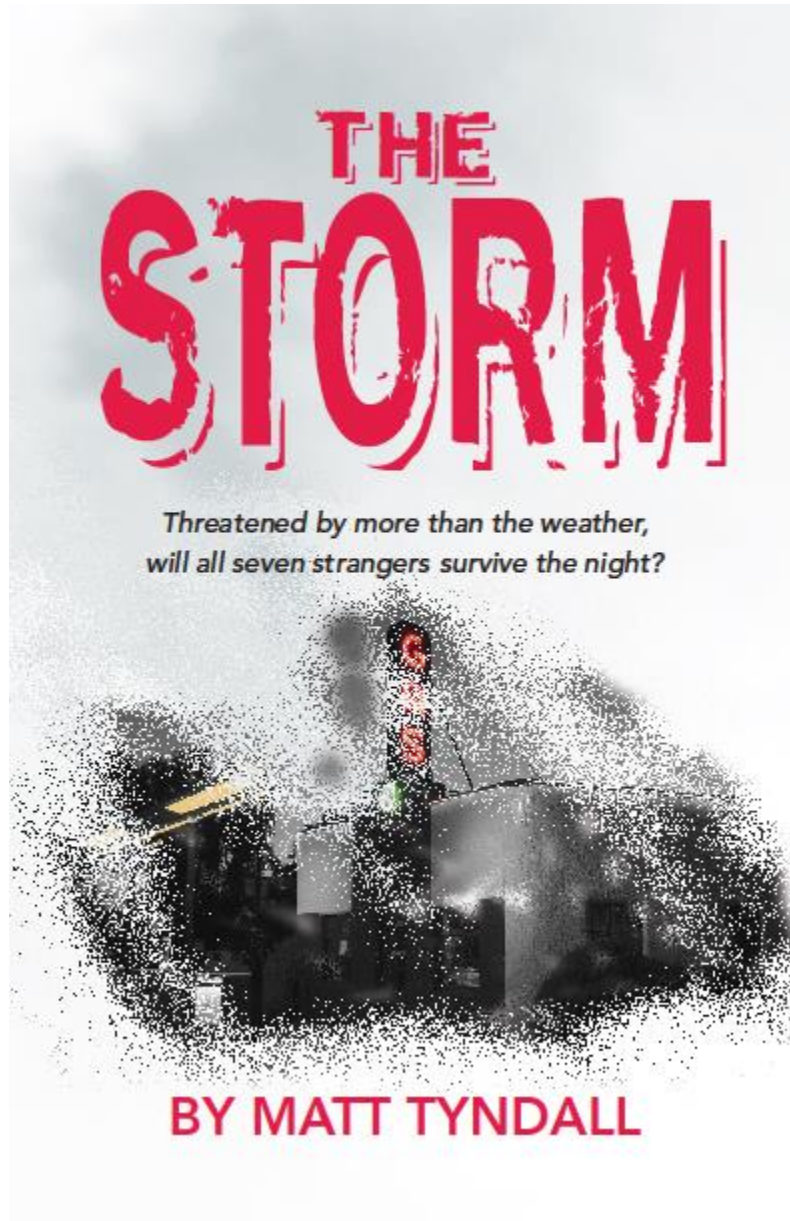
Friday, December 8, 2017 • 7:30 PM
War Memorial Opera House

**SAN FRANCISCO
OPERA CENTER**

MATTHEW WASHBURN

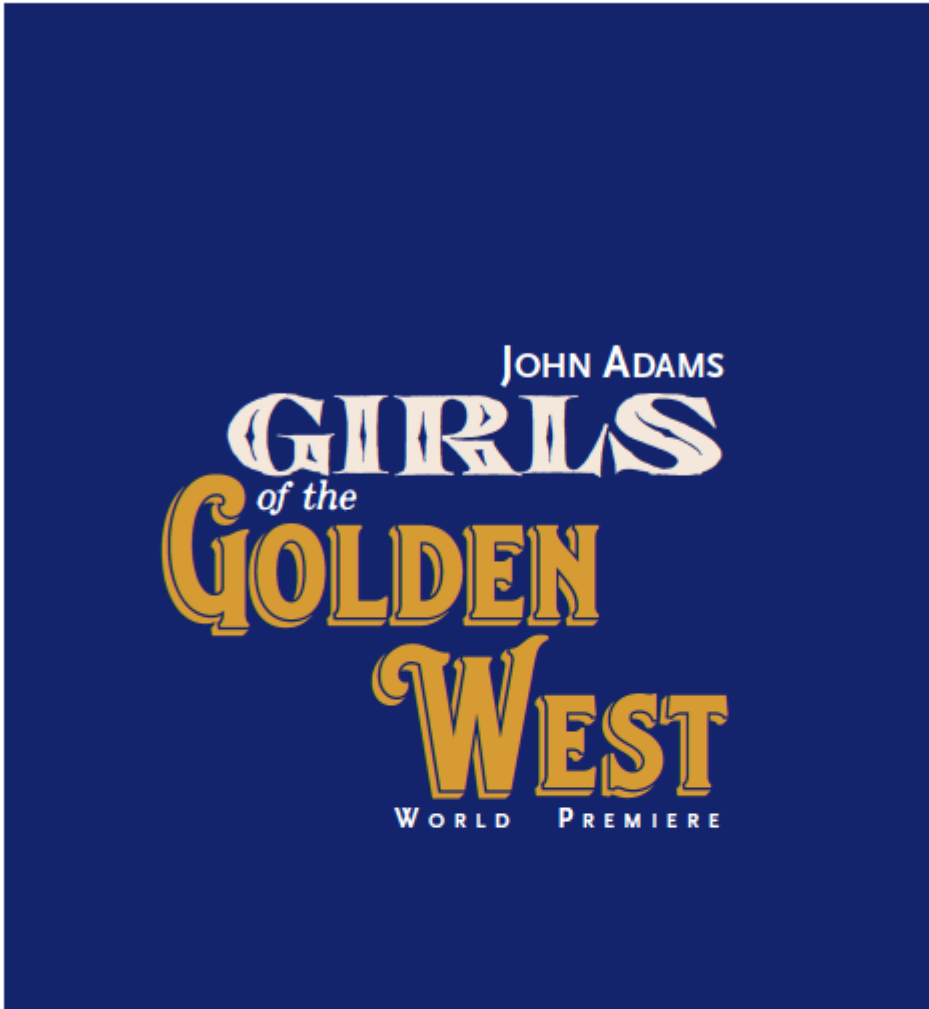
Sample Logo Designs

Susan Wells (cont.)



Sample Logo Designs

Susan Wells (cont.)



Tan: Cyan: 2.4%; Magenta: 7.1%; Yellow: 10.2%; Black: 2%

Gold: Cyan: 15.3%; Magenta: 40.8%; Yellow: 94.5%; Black: 1.2%

Sample Logo Designs

Susan Wells (cont.)

Celebrate
Buddy Collette's
Annual



Benefiting the Stroke Association
of Southern California

Sample Logo Designs

Susan Wells (cont.)

