



TRIUNFO SANITATION DISTRICT

A PUBLIC AGENCY

Board of Directors

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Providing Outstanding Service Since 1963

December 17, 2018

Board of Directors
Triunfo Sanitation District
Ventura County, California

NEW LOGO FOR TRIUNFO WATER AND SANITATION DISTRICT

Summary

At the November 26, 2018 Triunfo Sanitation District (TSD) Board meeting, the Board chose Searle Creative to design the District's new logo to accompany the name change to Triunfo Water and Sanitation District for a not-to-exceed cost of \$3,000. Staff advised Searle Creative of the decision and authorized payment of a 50% fee (\$1,500) to initiate work. Searle staff created a total of eight comps (mock-ups) for the Board's review (see attached). Under the terms of the project agreement, the next step is for the Board to select a preferred design from among those presented and direct staff as to any desired modifications. Up to three rounds of revisions are covered by the total fee of \$3,000.

Recommendation

It is recommended that the Board review the submitted design comps 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

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Comp 1



Comp 2



Comp 3



Comp 4a



Comp 4b



Comp 5



Comp 6



Comp 7



Comp 8a



Comp 8b

