



Providing Outstanding Service Since 1963

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November 28, 2022

Board of Directors
Triunfo Water & Sanitation District
Ventura County, California

CONSIDER A TEMPORARY 60TH ANNIVERSARY TRIUNFO LOGO FOR 2023

Summary

Starting in 2023, Triunfo Water & Sanitation District will be celebrating 60 years of service to our customers. To that end, staff would like to request temporary rebranding of the Triunfo logo to incorporate "60" and possibly the years of Triunfo's operation (1963-2023). This logo would be utilized for the calendar year 2023 only -- on letterhead, and for promotion on social media posts, temporary signage, email, and other graphic utilizations.

Logos under consideration, provided by Searle Creative:

#1:



#2:



#3:



Fiscal Impact

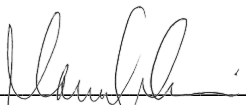
No fiscal impact.

Recommendation

It is recommended that the Board review and select a design so that staff can make preparations to debut the logo in early 2023.

BECKY HAYCOX, PUBLIC INFORMATION OFFICER

REVIEWED AND APPROVED:



Mark Norris, General Manager