

MEETING DATE: March 12, 2015

TITLE: Acceptance of 2014 MCWD Brand Manual Updates

RESOLUTION NUMBER: 15-XXX

PREPARED BY: Telly Mamayek, MCWD Director of Communications and Education

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REVIEWED BY: Administrator Counsel Program Mgr. (Name): _____
 Board Committee Engineer Other

WORKSHOP ACTION:

<input checked="" type="checkbox"/> Advance to Board mtg. Consent Agenda.	<input type="checkbox"/> Advance to Board meeting for discussion prior to action.
<input type="checkbox"/> Refer to a future workshop (date): _____	<input type="checkbox"/> Refer to taskforce or committee (date): _____
<input type="checkbox"/> Return to staff for additional work.	<input type="checkbox"/> No further action requested.
<input type="checkbox"/> Other (specify): _____	

PURPOSE or ACTION REQUESTED:
Accept 2014 MCWD Brand Manual updates

PROJECT/PROGRAM LOCATION:
N/A

PROJECT TIMELINE:
November – December 2014: Brand Manual updates made by graphic designer
February 12, 2015: Status report presented to MCWD Board of Managers workshop
March 12, 2015: Request acceptance of MCWD Brand Manual updates by MCWD Board of Managers

PROJECT/PROGRAM COST:
Fund name and number: 2303
Current budget: \$8,000
Expenditures to date: \$0
Requested amount of funding: NA
Is a budget amendment requested? No
Is additional staff requested? No

PAST BOARD ACTIONS:

July 16, 2009 – MCWD Board of Managers adopts updated MCWD Logo and Stylebook
February 12, 2015 – Presentation of 2014 MCWD Brand Manual updates to MCWD Board Workshop

March 12, 2015 – Request 2014 Brand Manual updates be advanced from MCWD Board Workshop to March 25, 2015 consent agenda

SUMMARY:

The current MCWD logo has been in use since 2009, when the design was changed to accommodate technical requirements for District boundary signage. The MCWD Logo and Stylebook, accepted by the MCWD Board of Managers on July 16, 2009, has been the District's guide for use of variations of the District's logo, official color palette and typefaces on District signage, publications, logo wear and other promotional and informational materials.

As the District's communication needs and design standards have changed, staff identified a need in the fall of 2014 for an updated brand manual. Working with graphic designer Justin Hickman, who created the 2009 MCWD Logo and Stylebook, staff developed a brand manual with a broader color palette, updated logo designs including the addition of a one-color logo for use on dark-colored backgrounds, more contemporary typefaces to reflect current design standards and improve legibility and consistent graphic design features to freshen the District's brand.

The 2014 MCWD Brand Manual updates were presented at the February 12, 2015 MCWD Board Workshop. Staff is requesting the 2014 MCWD Brand Manual updates be advanced from the March 12, 2015 MCWD Board Workshop to the consent agenda for the March 26, 2015 MCWD Board Meeting.

RESOLUTION

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TITLE: **Acceptance of 2014 MCWD Brand Manual Updates**

WHEREAS, the current MCWD logo has been in use since 2009, when the design was changed to accommodate technical requirements for District boundary signage; and

WHEREAS, the MCWD Logo and Stylebook, accepted by the MCWD Board of Managers on July 16, 2009, has been the District's guide for use of variations of the District's logo, official color palette and typefaces on District signage, publications, logo wear and other promotional and informational materials; and

WHEREAS, as the District's communication needs and design standards have changed, staff identified a need in the fall of 2014 for an updated brand manual; and

WHEREAS, working with graphic designer Justin Hickman, who created the 2009 MCWD Logo and Stylebook, staff developed a brand manual with a broader color palette, updated logo designs including the addition of a one-color logo for use on dark-colored backgrounds, more contemporary typefaces to reflect current design standards and improve legibility and consistent graphic design features to freshen the District's brand; and

WHEREAS, the 2014 MCWD Brand Manual updates were presented at the February 12, 2015 MCWD Board Workshop; and

NOW, THEREFORE, BE IT RESOLVED that the Minnehaha Creek Watershed District Board of Managers accepts the 2014 MCWD Brand Manual updates.

Resolution Number 15-XXX was moved by Manager _____, seconded by Manager _____. Motion to adopt the resolution ___ ayes, ___ nays, ___ abstentions. **Date:** _____.

Secretary Date: _____