

**AGENDA ITEM 7:            **Receive update on Delta Branding effort****

Prepared by: Erik Vink, Catherine Caldwell

Presented by: Erik Vink;  
Julie Amos, AugustineIdeas

Requested Action: Provide input on Delta logo options

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Background. DPC contracted with AugustineIdeas in 2013 to develop a logo suitable for use for Delta-wide marketing, and for use by the proposed National Heritage Area (if related federal legislation is approved). The Delta Conservancy partnered in the project, and will work with DPC to develop a marketing plan and program when the brand materials are finalized.

Following months of “discovery” meetings, focus groups, and one-on-one discussions with community members, four alternatives were created to reflect the unique and varied interests, activities, and strengths of the Sacramento-San Joaquin Delta. Staff recently solicited community review and comment on the four Delta brand alternatives in an online survey, to help in developing a final Delta logo.

Julie Amos, Executive Vice President with AugustineIdeas, will present the results of their research and brand development to date.