



# AGENDA ITEM MEMORADUM

Item No. 16a

**Administration**

Department

**Pat Himelberger**

Department Director

COMMISSION MEETING DATE - 7:00 PM		Deadline to Town Clerk
<input type="checkbox"/>	April 10, 2012 *	Mar 30
<input checked="" type="checkbox"/>	April 24, 2012	Apr 13

\*Subject to Change

- Presentation     Reports     Consent     Ordinance  
 Resolution     Quasi-Judicial     Old Business     New Business

**FY2012 DESIGNATED HIGH PRIORITY ITEM - PRIORITY TOPIC: BRANDING**

**SUBJECT TITLE: Branding Design Tag Line**

**EXPLANATION:** At the April 10th meeting the Town Commission selected the Adirondack Chair with the Pelican as the primary brand logo for the commercial district of Town. The Commission also agreed with Tangled Spider Design Group's suggestion that the Colorful Blocks graphics could be used in marketing campaigns and design elements in a manner that would not dilute the primary brand image of the chair and the pelican.

The Commission deferred a decision on the "Relax....You're Here" tag line and asked Tangled Spider to further review various tag line suggestions that had been received from residents, business owners, and staff. Andrew Hillier of Tangled Spider explained the tag line has to fit the chosen logo design and, while there might be some possibilities in the ones submitted, they would need time to "massage them" to create optional tag lines for the Commission to consider.

Staff asked Tangled Spider Design Group to bring back at least one alternative to the "Relax....You're Here" tag line for the Adirondack Chair and Pelican. They were also asked to bring back two or three tag line options which would be a good fit for a Colorful Blocks Campaign. The result of their work is attached.

**RECOMMENDATION:** Commission select preferred branding design tag line and provide further direction to design team.

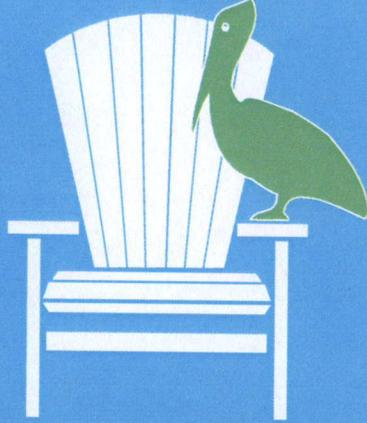
**EXHIBITS:** Optional Tag Lines with graphics

Reviewed by Town Attorney  
 Yes     No

Town Manager Initials

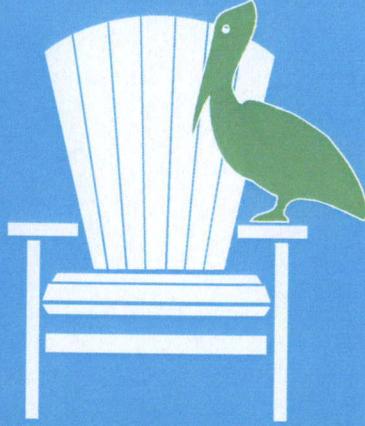
A

Relax...  
You're Here.

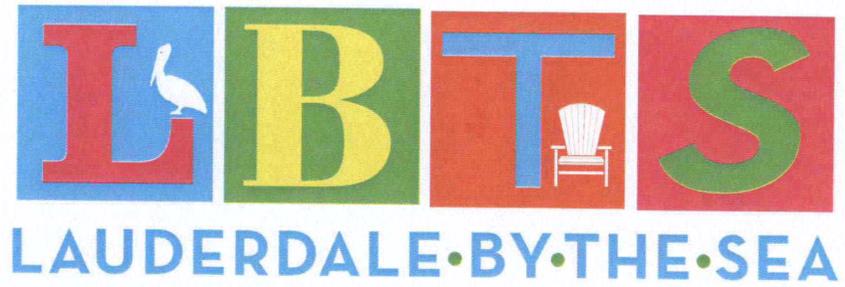


**LAUDERDALE  
BY·THE·SEA**

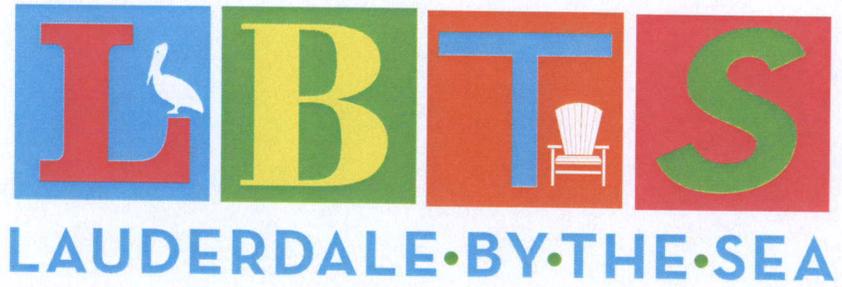
It's Time to  
Take it Easy.



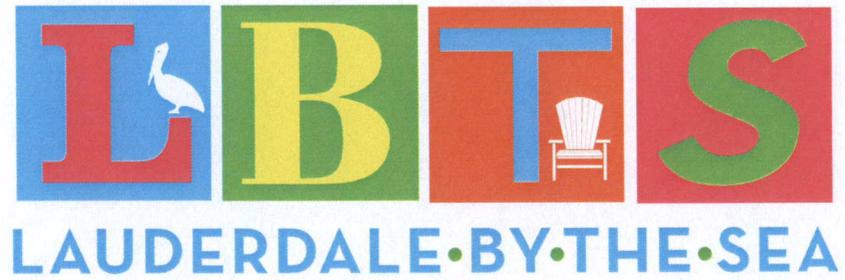
**LAUDERDALE  
BY·THE·SEA**



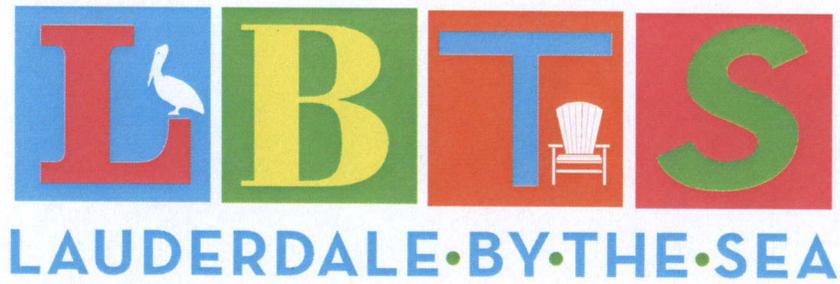
NICE AND EASY DOES IT



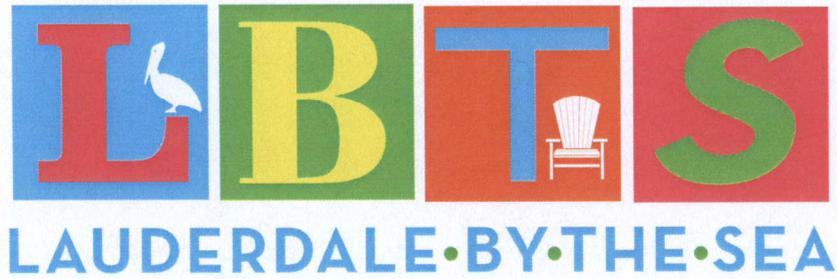
TAKE IT EASY BY THE SEA



Stay and relax a while...



Time to Take It Easy



Always Better By The Sea