



# CITY COUNCIL AGENDA

**NOTICE IS HEREBY GIVEN THAT THE CENTERVILLE CITY COUNCIL WILL HOLD A SPECIAL PUBLIC MEETING AT 6:00 PM ON JANUARY 23, 2024 AT CENTERVILLE CITY HALL, 250 NORTH MAIN STREET, CENTERVILLE, UTAH.**

*Centerville City Council meetings are open to the public, unless otherwise closed for reasons allowed by law. Centerville City Council meetings may be conducted via electronic means pursuant to Utah Code § 52-4-207. In compliance with the Americans with Disabilities Act, individuals needing special accommodations due to a disability may contact the City Recorder at (801) 295-3477, at least 24 hours in advance of the meeting. The Mayor and Council reserve the right to modify the sequence of agenda items in order to facilitate special needs or provide greater efficiency.*

**The full agenda packet and backup materials can be found on the Centerville City website at:**

<https://centervilleutah.gov/129/Agendas-Minutes>

## **A. ZOOM INFO**

1. Join Zoom Meeting

<https://us06web.zoom.us/j/88937337391?pwd=AmuHyjSXypU2c3gkfxkJty9ln0NYiF.1>

Meeting ID: 889 3733 7391

Passcode: 632167

## **B. ROLL CALL**

## **C. BUSINESS ITEMS**

Business action or discussion items to be considered.

1. Centerville Branding Session  
Follow-up branding discussion with Jibe Media

## **D. ADJOURNMENT**

# CERTIFICATE OF POSTING

*I hereby certify that this notice and agenda was posted at Centerville City Hall, published on the Utah Public Notice Website, and provided to a newspaper or media correspondent in accordance with the requirements of the Utah Open and Public Meetings Act, including, but not limited to, provisions of Utah Code § 52-4-202.*

**Jennifer Robison**





**CENTERVILLE**  
*city*  
**CITY COUNCIL**

**Staff Report**

**1/23/2024**

**Item No. 1.**

**Title:** Centerville Branding Session

**Initiated By:** Jibe Media

**Staff Representative:** Bryce King, Administrative Services Director

**SUBJECT:**

Follow-up branding discussion with Jibe Media

**RECOMMENDATION:**

**BACKGROUND:**

In August of last year, Jibe met with the City Council and led them through an exercise to capture data, thoughts and feelings on branding for the City for the next 20 years. Using data gathered from City Council, Board/Commission members, staff, and the public, Jibe has been working on putting together some initial concepts and ideas for review, and will be presenting those ideas in this meeting.

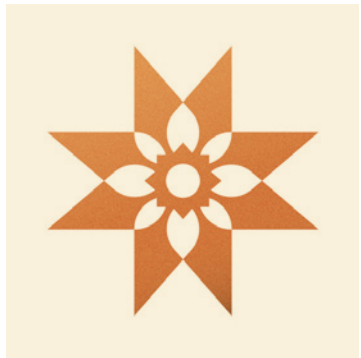
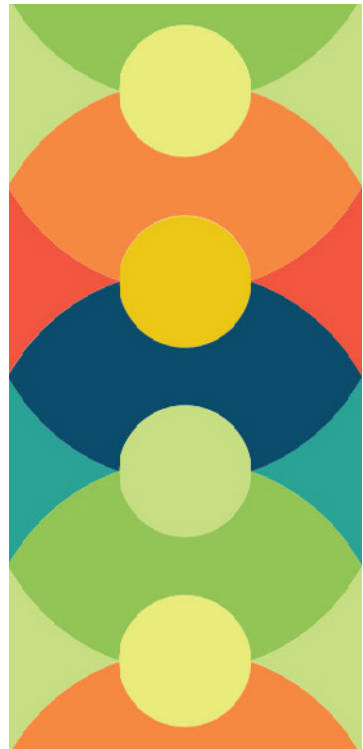
**ATTACHMENTS:**

1. Centerville - Branding Mood Boards

# Centerville City Rebrand

## Moodboards

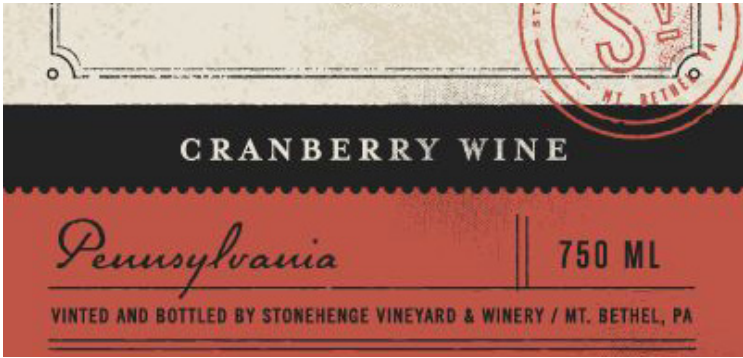
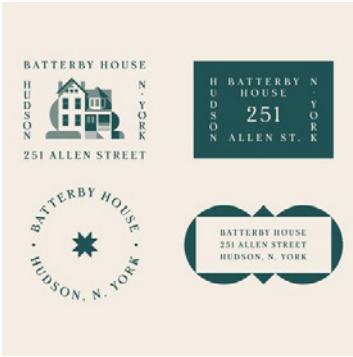
January 23, 2024





## Board A

- This concepts embodies a sense of warmth and togetherness through its use of bold primary colors and friendly shapes.
- Sturdy typography and iconic logos emphasize traditional values while presenting a clean, modern face for the city.
- Illustrations are simple, colorful, and playful; photography is candid and natural.





## Board B

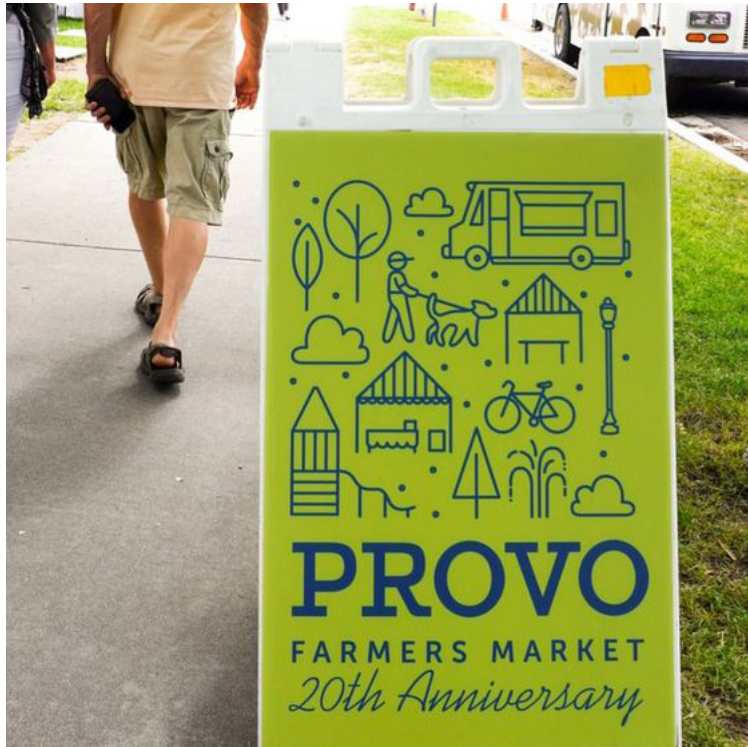
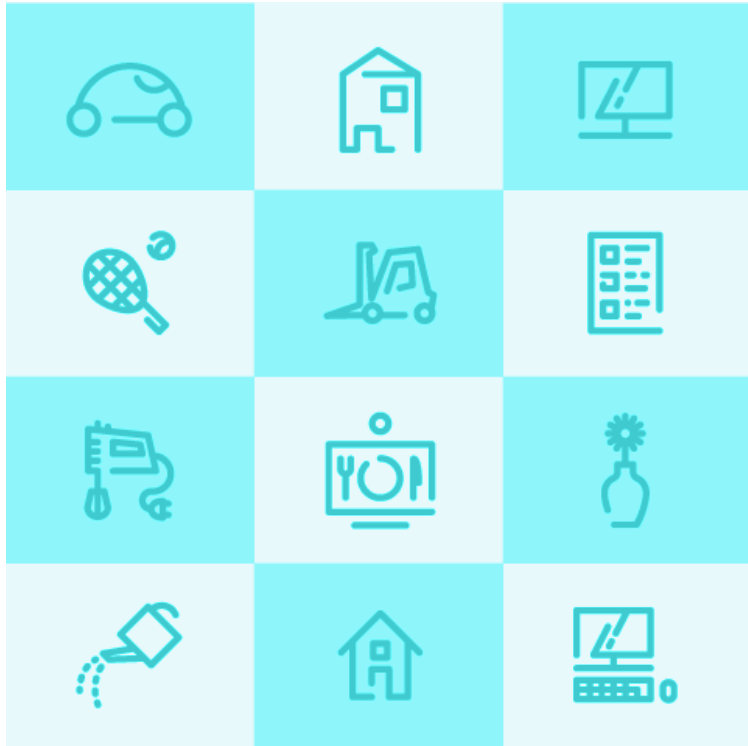
- This concept embraces the heritage and rich history of Centerville city, creating a warm and vintage look with detailed illustrations and classic serif typefaces.
- A variety of seals, secondary logos, and supporting elements create a unique and robust brand, while creating a feeling of trust and history.
- Although elements of the brand are decidedly classic, they are utilized in such a way that creates a contemporary look and feel, such as the oversized type and clean layouts with maximum white space.





## Board C

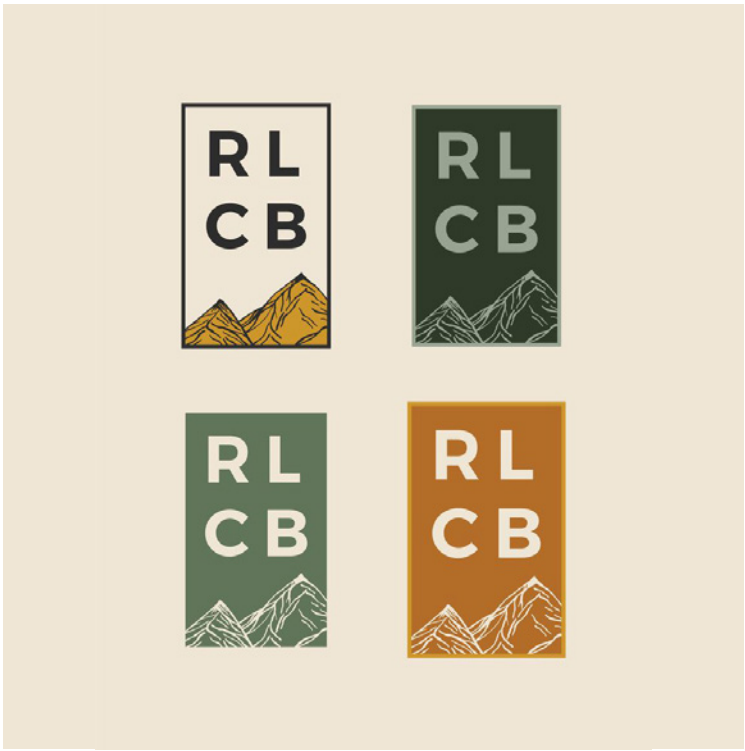
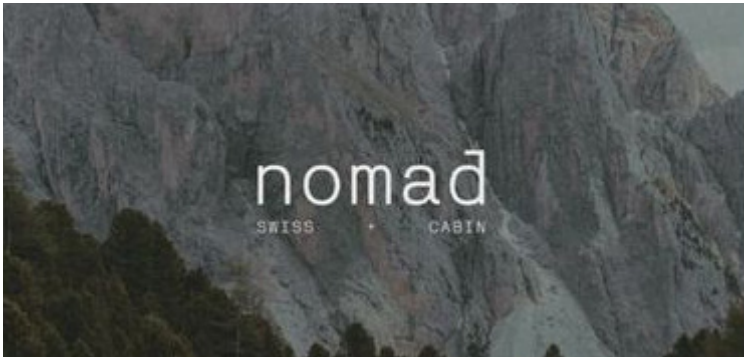
- This concept is characterized by the warm tones of late summer and early autumn to communicate a place of peace and warmth.
- Bold, distressed typography is paired with nature-inspired illustration and photography.
- The brand speaks to a community known for its fun-loving and environment-focused attitude.

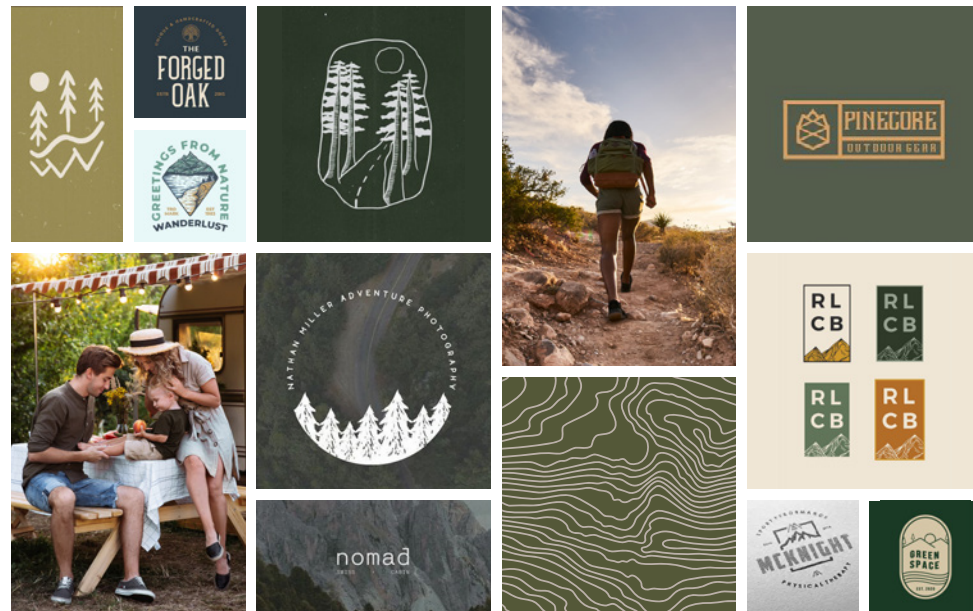




## Board D

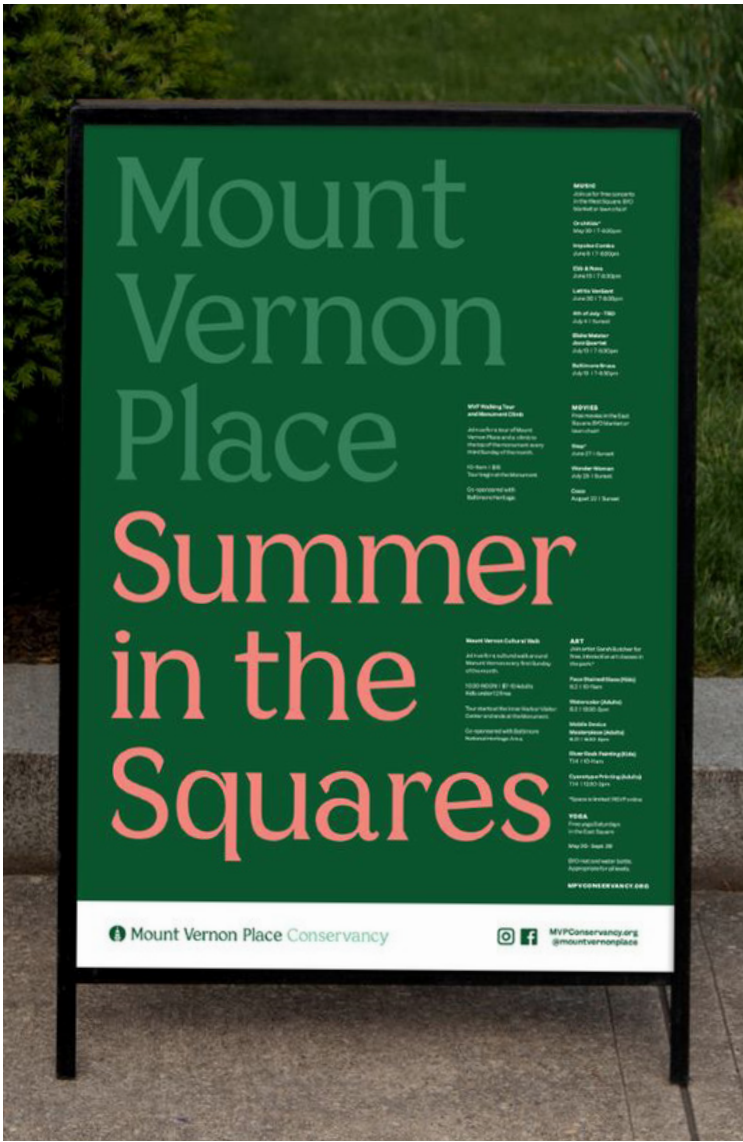
- This direction emphasizes colorful, line-based illustrations that embody a playful energy.
- The outdoor elements (trees, mountains, etc.) bring to mind the many options for outdoor recreation available to Centerville residents.
- The typography is simple and allows other brand elements to take center stage.





## Board E

- This concept is defined by its simple hand-drawn, almost pictograph-like illustrations and outdoor photography.
- It embodies the fearless attitude of our pioneer ancestors and the wild land they tamed.
- The brand's strong voice helps construct a safe and adventurous presence that residents can trust.





## Board F

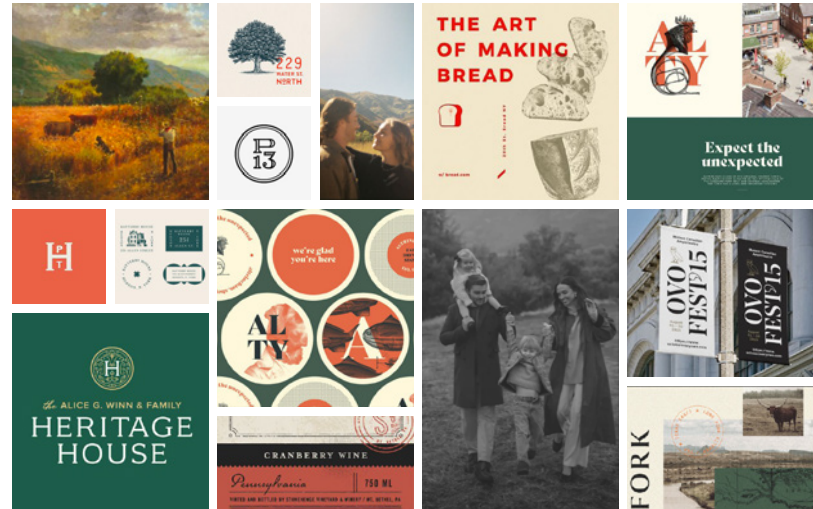
- This concept emphasizes a sense of adventure and community by highlighting local amenities and activities.
- The blues and greens are reminiscent of local landmarks (the Great Salt Lake, mountains, trails, etc.) and create a sense of security.
- The typography is clean and modern, but carries a sense of character that recalls Centerville's historic past.

## All Moodboards

## Centerville City



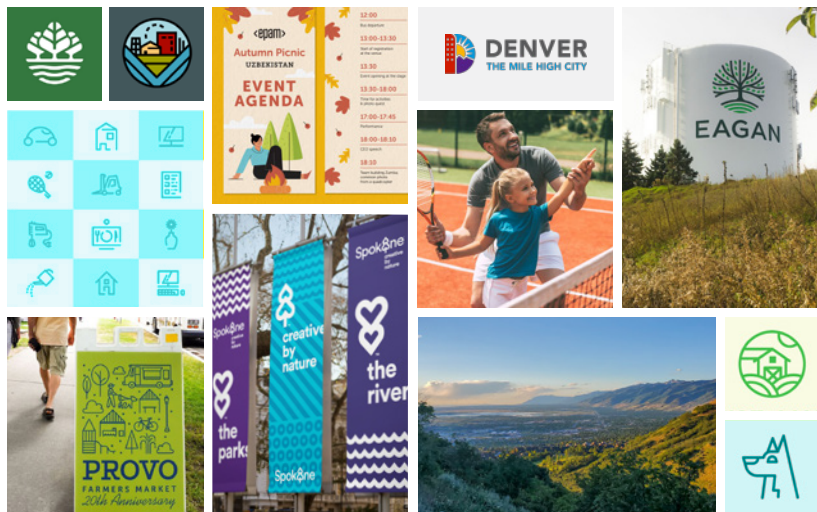
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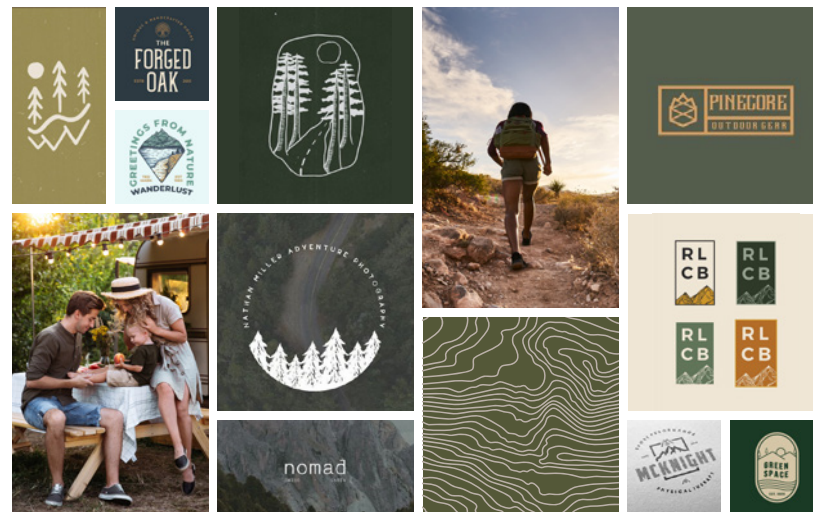
B



C



D



E



F

**Thank You**