WORK SESSION AGENDA

NOTICE IS HEREBY GIVEN THAT THE CENTERVILLE CITY COUNCIL WILL HOLD ITS WORK SESSION MEETING AT 5:30 PM ON AUGUST 20, 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. ROLL CALL

B. BUSINESS ITEMS
Business action or discussion items to be considered.

1. Centerville City Branding Discussion
   JIBE Media will lead the City Council in a branding discussion
2. Discussion - Dog Parks
   Discussion and information on city dog parks

C. CLOSED SESSION
The City Council may vote to discuss matters in a closed session for reasons allowed by law, including, but not limited to, the provisions of Utah Code § 52-4-205 of the Open and Public Meetings Act, and for attorney-client matters that are privileged pursuant to Utah Code § 78B-1-137.

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

CITY COUNCIL

Staff Report

8/20/2024

Item No. 1.
Title: Centerville City Branding Discussion
Initiated By: Bryce King, Administrative Services Director
Staff Representative: Bryce King, Administrative Services Director

SUBJECT:

JIBE Media will lead the City Council in a branding discussion

RECOMMENDATION:

BACKGROUND:

ATTACHMENTS:

1. Centerville City Branding Update
2. Style Guide for the City of Philadelphia

JIBE

Centerville

Logo Concepts

August 20, 2024

Concept 1

CENTERVILLE
UTAH

Previous Version

CENTERVILLE
ESTD UTAH 1847

Updated Version

CENTERVILLE
Administration

CENTERVILLE
Community Development

CENTERVILLE
City Council

CENTERVILLE
Parks & Recreation Committee

CENTERVILLE
Public Works

CENTERVILLE
Whitaker Museum

CENTERVILLE

ESTD UTAH 1847

CENTERVILLE

ESTD UTAH 1847

CENTERVILLE

ESTD UTAH 1847

CENTERVILLE

ESTD UTAH 1847

CENTERVILLE
ESTD UTAH 1847

Original “C”

CENTERVILLE
ESTD UTAH 1847

Thinner “C” Exploration

Concept 2

CENTERVILLE
UTAH

Previous Version

CENTERVILLE
ESTD UTAH 1847

Updated Version

CENTERVILLE
Administration

CENTERVILLE
Community Development

CENTERVILLE
City Council

CENTERVILLE
Parks & Recreation Committee

CENTERVILLE
Public Works

CENTERVILLE
Whitaker Museum

CENTERVILLE

ESTD UTAH 1847

CENTERVILLE

ESTD UTAH 1847

CENTERVILLE

ESTD UTAH 1847

CENTERVILLE

ESTD UTAH 1847

CENTERVILLE

ESTD UTAH 1847

CENTERVILLE

ESTD UTAH 1847

CENTERVILLE

ESTD UTAH 1847

CENTERVILLE

ESTD UTAH 1847

CENTERVILLE
ESTD UTAH 1847

Original Sunburst

CENTERVILLE
ESTD UTAH 1847

Softer Sunburst Exploration

CENTERVILLE
ESTD UTAH 1847

1A

CENTERVILLE
ESTD UTAH 1847

1B

CENTERVILLE
ESTD UTAH 1847

1C

CENTERVILLE
ESTD UTAH 1847

1D

CENTERVILLE
ESTD UTAH 1847

Alternate Icon

CENTERVILLE
ESTD UTAH 1847

2A

CENTERVILLE
ESTD UTAH 1847

2B

CENTERVILLE
ESTD UTAH 1847

2C

CENTERVILLE
ESTD UTAH 1847

2D

CENTERVILLE
ESTD UTAH 1847

Alternate Icon

CENTERVILLE
ESTD UTAH 1847

2E

CENTERVILLE
ESTD UTAH 1847

2F

CENTERVILLE
ESTD UTAH 1847

2G

CENTERVILLE
ESTD UTAH 1847

2H

Thank You

A Style Guide for the City of Philadelphia

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What is a Style Guide?

These guidelines have been created for the City of Philadelphia to establish a seamless customer service-oriented voice for the City online and offline. In order for this to occur, please follow the instructions provided in this style guide.

Why this brand?

The icon and tagline focus on the core values of the City – a timeless brand promise, built on core values re-discovered in the roots of Philadelphia's City seal and the internationally known City icon – the Liberty Bell. Our story – old or new – is one of our values: Hope, Peace, Justice, Prosperity.

All of the logo options seen can be downloaded on **phila.gov/lifelibertyyou**.
Users will recieve a password and be required to agree to a liability statement before download.

Public use is allowed, but must be approved by the Office of the City Representative.

Have questions?

Contact:
Melanie Johnson
City Representative
215-683-2060
melanie.johnson@phila.gov

Why LIFE • LIBERTY • AND YOU™

Life

Because we aspire to better the lives of our citizens regionally, and all who visit our great City.

Liberty

Because this is the symbol of our city, and our ability to be in a society free of oppressive restrictions.

And You

Because each individual is responsible for making Philadelphia great, as ambassadors regionally, and as stewards of Peace, Hope, Justice, and Prosperity in everything we do.

This is the logo.

And it represents the internationally known City icon – the Liberty Bell. This is the central feature of the City of Philadelphia brand identity system. This bell was carefully selected for its modern and timeless flair, always tilted slightly to the right with an urban-sophisticated edge.

The Bell is the **Graphic Logo.**

This is the **Wordmark.** It includes the **Tagline**.

City of Philadelphia

LIFE • LIBERTY • AND YOU™

Text & Typography

The offical City of Philadelphia typeface is **Trebuchet MS Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

The typeface of the tagline is HelveticaNeue Extended

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

These are the colors.

The colors represent the original rich gold and deep blue of the City Seal. The logo may be used online in a variety of these colors (see Pages 8 -9), or in black or white.

Gold

PMS
117C

CMYK
0/18/100/15

RGB
222/180/8

HTML
DEB408

Blue

PMS
208C

CMYK
100/72/0/18

RGB
0/73/144

HTML
004990

Red

PMS
1807C

CMYK
0/100/18/27

RGB
181/18/27

HTML
B5121B

These are the primary executions.

Consistent use ensures the strength and longevity of the City of Philadelphia brand and contributes to the success of the city's mission. These are the two primary executions. Various color versions of each follow.

Horizontal

Characteristics: "City of Philadelphia" and tagline are to the right of the Bell. "City of" is above "Philadelphia." The tagline is below "Philadelphia." TM is placed to the right of the tagline.

Allowances: Use of the graphic logo only, as a marketing element, is allowed. Use of the tagline only, as a marketing element, is allowed.

Restrictions: When using the graphic logo with the wordmark, "City of Philadelphia" and the tagline must both be used.

Round

Characteristics: "City of Philadelphia" encircles the top of the bell. The tagline encircles the bottom half. Two dots separate the two text lines. TM is placed under right post of bell.

Allowances: Use this, in its entirety, when the horizontal version does not fit your design.

Restrictions: The wordmark cannot change in this format. It must appear as shown.

These are the alternate executions.

These are the two alternate executions, to be used when the primary versions do not work with your layout or design.

Stacked

Characteristics: “City of Philadelphia” and tagline are to be placed under the Bell. “City of” is above “Philadelphia.” The tagline is below “Philadelphia.” TM is placed to the right of the tagline.

Allowances: Use this version when you need to fit this into a square space or when the Round version is unreadable due to size restrictions.

Philadelphia Only

Characteristics: “City of” is removed from the Horizontal and Stacked versions.

Allowances: Use this when representing or identifying with Philadelphia in regard to non-official City of Philadelphia business.

These are the color options.

Full-color option

Uses all three colors (Gold - PMS 117C, Blue - PMS 208C, Red - 1807C).
This is used when printing in three colors does not cost more.

City of Philadelphia
LIFE • LIBERTY • AND YOU™

CITY OF PHILADELPHIA • LIFE • LIBERTY • AND YOU

Two-color option

Uses only gold and blue. (Gold - PMS 117C, Blue - PMS 208C)
This is used when printing in two colors.

City of Philadelphia
LIFE • LIBERTY • AND YOU™

CITY OF PHILADELPHIA • LIFE • LIBERTY • AND YOU

These are the color options.

One-color option

When used in one color, only Blue (PMS 208C) or Black are approved. The logos may also be reversed out and used in White on a dark background.

City of Philadelphia
LIFE • LIBERTY • AND YOU™

CITY OF PHILADELPHIA • LIFE • LIBERTY • AND YOU

Philadelphia
LIFE • LIBERTY • AND YOU™

City of Philadelphia
LIFE • LIBERTY • AND YOU™

This is how you use the new logo

Each layout requires a unique size, placement and color. Here are the usage guidelines to create a consistent use of the brand.

Clear Space – a minimum amount of "clear space" needs to be maintained around all sides of the logo. That space is 0.125" of the height of the logo. So, if the logo is 1" high, the clear space should be 0.125" on all sides.

Other graphic elements should NEVER enter the clear space.

Minimum Size – the logo should **NEVER be reproduced so the font size of the tageline is less than 12pt.** (Approximately 1" in height)**.** The Horizontal logo should be measured from top, right side of the end of the tagline. The Round logo should be measure from the top of the "L" in hiladelphia to the bottom of the "T" in Liberty.

This is how NOT to use the new logo

These rules help build a consistant and strong brand for the City of Philadelphia.

DO NOT change the orientation of any elements when used as a whole, or in parts. This means the graphic logo must always tilt right and the wordmark must appear as is when used alone.

DO NOT use colors other than what is presented in this style guide.

DO NOT put this logo, or its elements, on a busy background.

DO NOT flip, rotate, or distort in any way.

DO NOT use fonts other than those presented in this style guide.

DO NOT use smaller than the measurements provided in this style guide.

Merchandise –a line of products will be developed to sell to the public through various channels. Any additional products for promotions or sale must be pre-approved.

These are the corresponding Service Sector Logos

The name of the sector is always in font **Trebuchet MS Bold**

City of Philadelphia and tagline are always in font HelveticaNeue Extended.

These are used on the sections of the Web site that pertain to these service sectors and on newly-created sector-specific letterhead.

Each sector has a designated color, outlined here. All can be used in black.

ONE COLOR

Business Services
CITY OF PHILADELPHIA
LIFE • LIBERTY • AND YOU™

TWO COLOR

PMS 653C

Business Services
CITY OF PHILADELPHIA
LIFE • LIBERTY • AND YOU™

THREE COLOR

PMS 653C Warm Gray 8

Business Services
CITY OF PHILADELPHIA
LIFE • LIBERTY • AND YOU™

WEB VERSION

005295 # A19589

Business Services
CITY OF PHILADELPHIA
LIFE • LIBERTY • AND YOU™

TWO COLOR

PMS 1245 C

THREE COLOR

PMS 1245 C Warm Gray 8

WEB VERSION

D59F0F # A19589

TWO COLOR

PMS 7474C

THREE COLOR

PMS 7474C Warm Gray 8

WEB VERSION

00929F # A19589

TWO COLOR

PMS 391C

Financial Services
CITY OF PHILADELPHIA
LIFE • LIBERTY • AND YOU™

THREE COLOR

PMS 391C

Warm Gray 8

Financial Services
CITY OF PHILADELPHIA
LIFE • LIBERTY • AND YOU™

WEB VERSION

A4A510

A19589

Financial Services
CITY OF PHILADELPHIA
LIFE • LIBERTY • AND YOU™

TWO COLOR

PMS 1807C

Public Safety Services
CITY OF PHILADELPHIA
LIFE • LIBERTY • AND YOU™

THREE COLOR

PMS 1807 C

Warm Gray 8

Public Safety Services
CITY OF PHILADELPHIA
LIFE • LIBERTY • AND YOU™

WEB VERSION

B5121B

A19589

Public Safety Services
CITY OF PHILADELPHIA
LIFE • LIBERTY • AND YOU™

TWO COLOR

PMS 152 C

Transportation Services
CITY OF PHILADELPHIA
LIFE • LIBERTY • AND YOU™

THREE COLOR

PMS 152 C Warm Gray 8

Transportation Services
CITY OF PHILADELPHIA
LIFE • LIBERTY • AND YOU™

WEB VERSION

F3901D # A19589

Transportation Services
CITY OF PHILADELPHIA
LIFE • LIBERTY • AND YOU™

TWO COLOR

PMS 222C

Visitor Services
CITY OF PHILADELPHIA
LIFE • LIBERTY • AND YOU™

THREE COLOR

PMS 222C Warm Gray 8

Visitor Services
CITY OF PHILADELPHIA
LIFE • LIBERTY • AND YOU™

WEB VERSION

#7D0041 #A19589

Visitor Services
CITY OF PHILADELPHIA
LIFE • LIBERTY • AND YOU™

This is how you use the new logo on collateral materials.

First, there is still a place for the City Seal gold letterhead in the Mayor's Office for legal official correspondence. And the City Seal will still appear at the bottom of letterhead for a **transition time of 3 years.**

The new logo will replace some City Seal gold letterhead when writing most service-oriented correspondence. Remember, the purpose of the new logo is to convey a service-oriented City.

Following are two examples of how to use the new logo on letterhead:

1. **How to incorporate this on existing letterhead**
2. **How to incorporate this when you run out and have to print again**.

Please do not throw out your current products, as we want to slowly roll this out to stop unnecessary spending.

This is how to incorporate into existing letterhead.

OPTION 1 - HORIZONTAL LOGO

City of Philadelphia

Office of
address
Philadelphia, PA 19107
(215) 686-0000
Fax (215) 686-0000

Place the black Horizontal version of the logo in the bottom left corner of your letterhead template.

This should be 0.5” from the left edge, and 0.25” from the bottom.

This must be at least 1” in height from top of graphic logo to bottom of wordmark.

This is how to incorporate the logo when its time to print new letterhead.

0.5”

1”

0.5”

City of Philadelphia

LIFE • LIBERTY • AND YOU™

Office of
address
Philadelphia, PA 19107
(215) 686-0000
Fax (215) 686-0000

Place full color or 2-color Horizontal logo in the top left corner, 0.5” from the left edge and 0.5” down from the top edge of the page.

This must be at least 1” in height from top of graphic logo to bottom of wordmark.

The Round logo cannot be used here.

Place your service sector name at the bottom, aligned in the middle.

It must be and 0.25” from the bottom edge. It must be at least 0.5” high.

You may use this in your service sector color, or in black to save on printing. The wordmark must use same font and treatment as appears in your service sector logo.

Place the City Seal in the bottom right corner, 0.5” from the right edge and 0.25” up from the bottom edge of the page.

It should be approximately as tall as the service sector wordmark.

0.5”

Business Services

CITY OF PHILADELPHIA

LIFE • LIBERTY • AND YOU™

0.25”

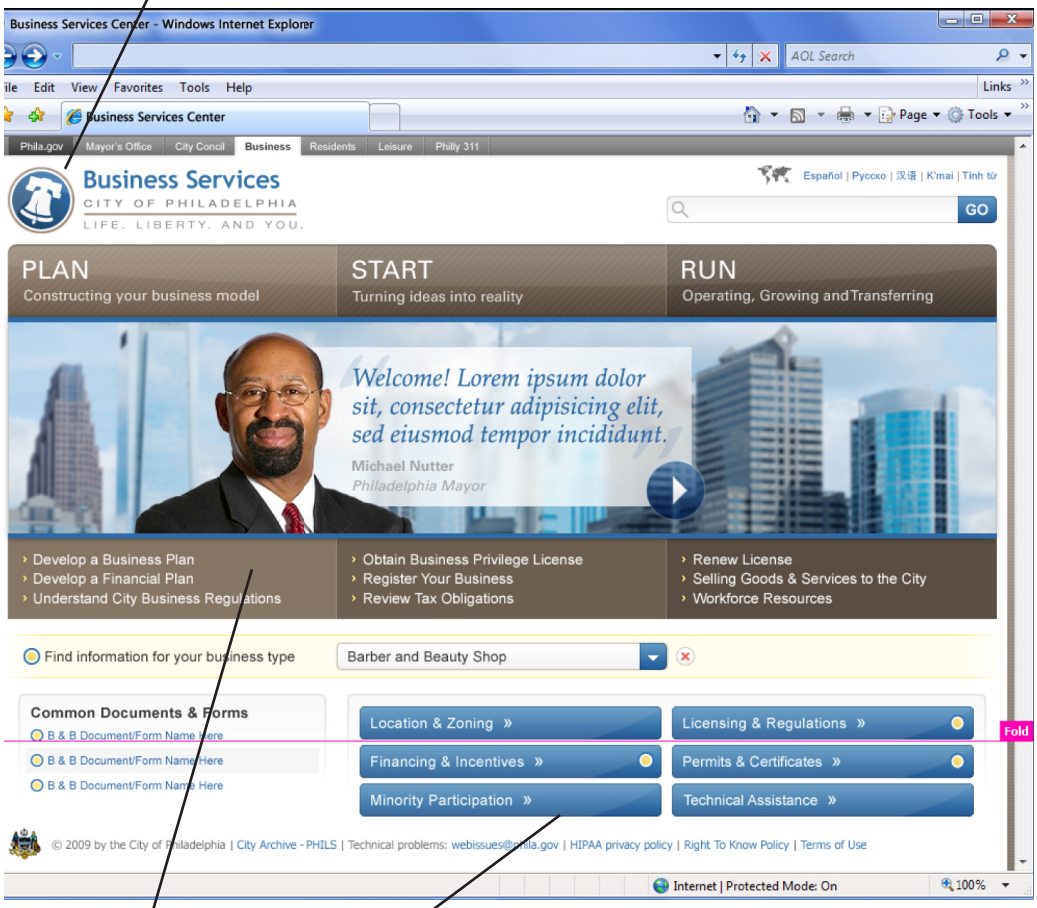
0.5”

0.25”

18

This is how to incorporate Service Sector logos on Web

Your sector's logo should always be used in the top left corner of the page.

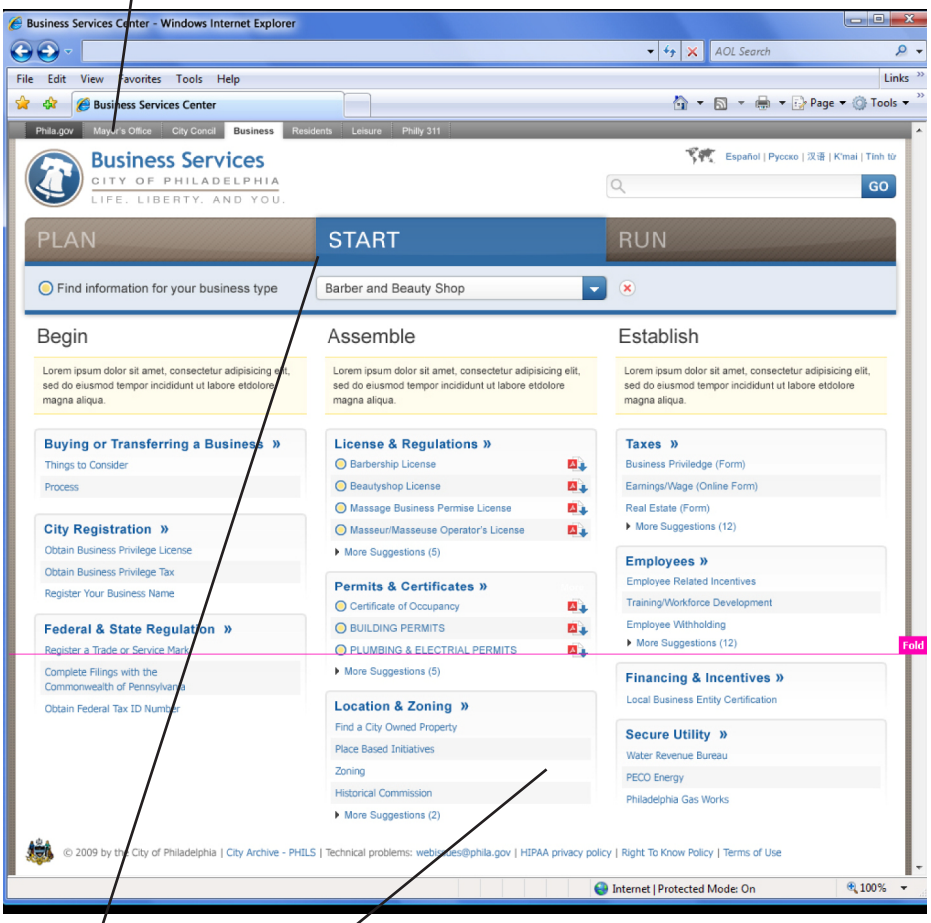


The color scheme on the rest of the page should correspond with the logo. Use the primary color in your logo, grey, and black (see pages 10 - 13).

Please contact the Department of Technology before beginning any Web development projects.

This is how to incorporate Service Sector logos on Web

Your sector's logo should always be used in the top left corner of the page.



Carry the corresponding colors through all layers of your site.

Please contact the Department of Technology before beginning any Web development projects.

CITY COUNCIL

Staff Report

8/20/2024

Item No. 2.
Title: Discussion - Dog Parks
Initiated By: City Council
Staff Representative: Bruce Cox, Parks and Recreation Director

SUBJECT:

Discussion and information on city dog parks

RECOMMENDATION:

BACKGROUND:

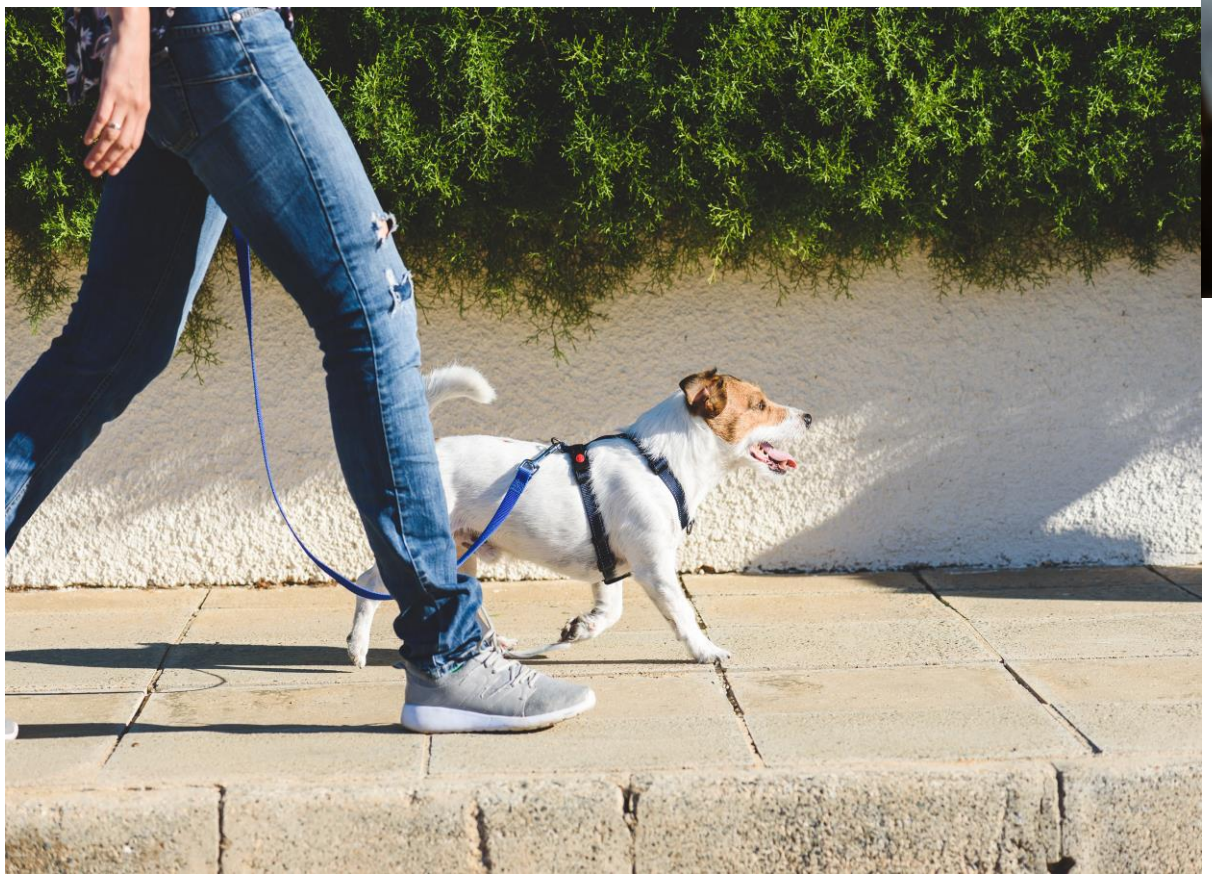
The City Council has asked to have a discussion about the pros and cons of a city dog park. Bruce Cox, City Parks & Recreation Director will explain what is available now for dog owners in Centerville and current regulations. Bruce has talked with many of his colleagues in the Utah Cemetery & Parks Association about the topic and had a roundtable discussion at their recent conference last spring in addition to visiting a few existing dog parks to learn more about those cities that have them currently or had one at one time but chose to not continue providing one. Bruce will share some information to start the discussion and then give some time to Bountiful City Parks & Recreation Director, Brock Hill, to share his experience with dog parks in our neighboring city to the south.

ATTACHMENTS:

1. Dogs in Parks

Dogs & Parks

August 20,2024



Centerville Parks & Dogs

Pet Fountains

Davis School District, Other Cities & Dogs

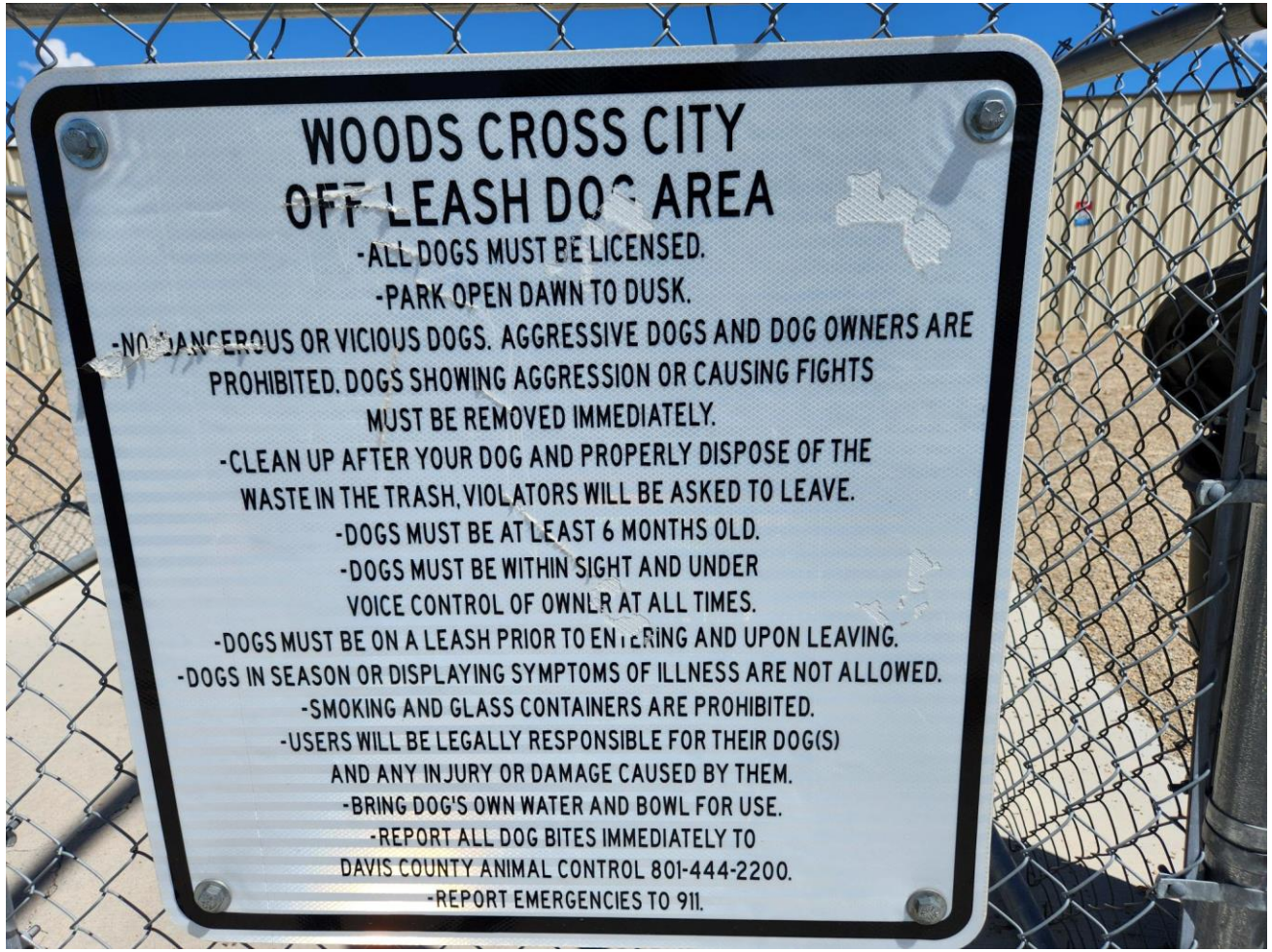
NSL Legacy Park - Splash Pad

NSL Legacy Park – 50 Dog Signs

NSL-Woodscross Dog Park

Inside view

Dog Park Rules



Let's Talk Costs $$$

- Land
- Development
  - Fencing for small, medium, & large dogs with mow strip.
  - $50,500.00 - fence
  - $103,000.00 – concrete mow strip
  - $100,000.00 – restrooms
  - $ Benches, fountains, Trees & drip
- Maintenance
  - Contractor or FT Employee?