



CITY *of* CALABASAS

PARKS, RECREATION & EDUCATION COMMISSION AGENDA REPORT

DATE: JUNE 26, 2023

TO: PARKS, RECREATION AND EDUCATION COMMISSIONERS

FROM: ERICA L. GREEN, COMMUNITY SERVICES DIRECTOR

SUBJECT: COMMUNITY CENTER LOGO RECOMMENDATION

MEETING DATE: JULY 10, 2023

SUMMARY RECOMMENDATION:

Staff recommends that the Parks, Recreation, and Education Commission provide a recommendation on a Community Center logo for future branding efforts.

BACKGROUND:

The City of Calabasas and the City of Agoura Hills are finalizing negotiations for the City of Calabasas' long-term ownership of the Community Center. In preparation to brand the center as the Calabasas Community Center, staff had their contracted graphic designer compile options for approval.

DISCUSSION/ANALYSIS:

The Community Center remains closed and is undergoing roof replacement and soon will have maintenance upgrade projects underway. With the updates and upgrades to the facility and it being renamed to the Calabasas Community Center a rebrand is essential. Part of that rebrand is an updated logo to reflect the fresh new modernized facility the Community Center will soon be.

The Patina Green Community Center roof is a symbol that represents the unique barrel roof facility. To continue to represent this one-of-a-kind facility in the

branding efforts, each logo includes symbolic elements of the roof line. The colors in the logo will be represented throughout the facility with modern furniture and art pieces.

FISCAL IMPACT/SOURCE OF FUNDING:

\$750 was paid from the department's general fund to design the logo options.

REQUESTED ACTION:

Staff recommends that the Parks, Recreation, and Education Commission provide a recommendation on a logo for future branding efforts.

ATTACHMENT:

Logo Options