



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Select GrapeLine Logo for City of Lodi Transit System
MEETING DATE: October 5, 1995
PREPARED BY: Assistant City Manager

RECOMMENDED ACTION: The City Council select the logo for the City of Lodi's transit system which has been named GrapeLine.

BACKGROUND INFORMATION: Selena Barlow has provided the City with three colored mockups of the proposed logos for the GrapeLine. As this communication is being written, we have not seen the artist's work-up. As with the name for the transit system, we are making no recommendations for the choice of the logo.

FUNDING: none

Respectfully submitted,

Jerry L. Glenn
Assistant City Manager

JG:br

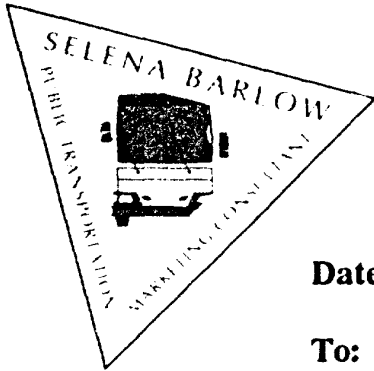
CCOM-109/TXTA.07A

APPROVED

THOMAS A. PETERSON
City Manager



recycled paper



Date: September 27, 1994

To: Jerry Glenn, City of Lodi

From: Selena Barlow

Re: Logos

Here are the three logo options for the City Council's review and selection. The top option is our choice. The second option uses a cluster of grapes as requested by one council member (this cluster could be replaced by the City of Lodi logo...but I didn't have a copy of it). The third option is a variation which another council member suggested and works quite well.

Within the coming week, I will be sending you draft text for the Rider's Guide and ad/flyers. Once we have the final logo selection, your comments on the text and Jim's input on final routes and schedules, we will move ahead with production as quickly as possible.

Also, if you have any changes you would like made to the draft marketing plan, let me know. I will make your changes, add the section on creative, and get you a final version.

I'll talk to you soon.

SELENA BARLOW

11111111111111111111

11111111111111111111

11111111111111111111

Grapeline



 Grapeline

 Grapeline

Grapeline

 Grapeline

 **GRAPE
LINE**