



# City of Broken Arrow

## Legislation Details (With Text)

---

**File #:** 23-1165                      **Name:**  
**Type:** General Business              **Status:** Agenda Ready  
**File created:** 9/5/2023              **In control:** Visit Broken Arrow  
**On agenda:** 9/12/2023              **Final action:**  
**Title:** Consideration, discussion, and possible approval of updating the Visit Broken Arrow logo  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** 1. Updated Logo Options

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

**Visit Broken Arrow**  
**Meeting of: 09-12-2023**

**Title:**  
Consideration, discussion, and possible approval of updating the Visit Broken Arrow logo

**Background:**

As part of Visit Broken Arrow’s contract with InHouse Advertising and per the marketing committee’s direction, staff is recommending updating the logo for Visit Broken Arrow. The new logo options will give Visit Broken Arrow more flexibility in ad design and create a more cohesive brand for Visit Broken Arrow.

**Cost:** \$0  
**Funding Source:** None  
**Requested By:** Erin Hofener, Interim Tourism Director  
**Approved By:** City Manager’s Office  
**Attachments:** Updated Logo Options

**Recommendation:**

Approve new Visit Broken Arrow logo