



City of Broken Arrow

Request for Action

File #: 23-1165, **Version:** 1

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