



**AGENDA MEMORANDUM**  
City Council Meeting of August 12, 2025

**DATE:** July 21, 2025  
**TO:** Peter Zanoni, City Manager  
**FROM:** Elisa Olsen, Director of Communications  
elisao@cctexas.com  
361-446-2737

**City of Corpus Christi Logo Update**

**STAFF PRESENTER(S):**

<b><u>Name</u></b>	<b><u>Title/Position</u></b>	<b><u>Department</u></b>
1. Elisa Olsen	Director of Communications	Communications

**BACKGROUND:**

The City Logo has been updated to include the iconic new Harbor Bridge. This is the first major update to the logo since it was released in 2002. Integrating the Harbor Bridge into the City's primary graphic mark will enhance civic pride and strengthen the City's visual brand.

**LIST OF SUPPORTING DOCUMENTS:**

PowerPoint – Council-Logo-Briefing-072925