



AGENDA MEMORANDUM
City Council Meeting of August 12, 2025

DATE: July 21, 2025
TO: Peter Zaroni, City Manager
FROM: Elisa Olsen, Director of Communications
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361-446-2737

City of Corpus Christi Logo Update

STAFF PRESENTER(S):

<u>Name</u>	<u>Title/Position</u>	<u>Department</u>
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