



MEMO

To: Dave Plyman, City Manager

From: Jenny Thompson, Marketing & PR Manager

Date: April 4, 2016

In early 2015, the City of Rochelle contracted with Roger Brooks International for a re-branding of the City of Rochelle. Included in that proposal was a newly designed style guide for the City which includes a new logo, color scheme, fonts, and design ideas that correspond with our brand reflecting the industrial nature of Rochelle.

Following the City's logo change, a new logo for Rochelle Municipal Utilities was created by local graphic designer, Kyle Elliott. The logo features both a distressed and a cursive font that coordinate with the City logo while utilizing the color "sky" from the secondary color palette presented in the style guide. The logo includes two variations – one with the letters RMU and one with the complete Rochelle Municipal Utilities.

Pending the City Council's approval, the newly designed RMU logo will be implemented slowly by replacing items internally or as supplies of disposable items are depleted.