

City of La Verkin

435 North Main St., La Verkin, Utah, 84745
(435) 635-2581 Fax (435) 635-2104
www.laverkin.org

La Verkin City Council Work Meeting Minutes

Wednesday, August 17, 2022, 5:30 pm.

Council Chambers, 111 S. Main, La Verkin, Utah

Present: Mayor Kelly Wilson, Council Members: Micah Gubler, Patricia Wise, and Blair Gubler; Staff: Kyle Gubler, and Christy Ballard, Public: John Valenti.

A. Called to Order-Mayor Wilson called the work meeting to order at 5:32 pm.

1. City logo

Kyle passed out examples of a new City logo created by Met Johnson. See Exhibit A

They are black and white, but color will be added once the Council decides which one they prefer. Fonts can change as well. He also reminded them the logo would be on trucks and advertisements.

Councilwoman Wise said the bridge is in all the options because they (her, Kyle, and Met) felt not many communities can say they are the bridge to places, and La Verkin has two bridges, one on the north and one on the south end of our community.

Kyle reported the bridge was also the most mentioned item during a survey on Facebook.

Councilman Blair Gubler asked why the City needed a new logo.

Kyle answered the current logo is outdated, and it was a hand drawing, so the City doesn't have it in a digitized format.

The Councilmembers discussed the different options and were encouraged to take the examples home and decide which one they like for a future meeting.

If they don't like any of the options, we can have Met create some alternatives.

B. Adjourn:

The meeting adjourned at 5:54 pm.

Sept. 7, 2022

Date Approved

ATTEST:

Christy Ballard
Christy Ballard
City Recorder

Kelly B. Wilson
Mayor Kelly B. Wilson

La Verkin City Logo Concepts



La Verkin City Logo Concept A



La Verkin City Logo Concept B

THE FOLLOWING IS A CONCEPT FOR THE LA VERKIN CITY LOGO. IT IS A BLACK AND WHITE DESIGN THAT IS SIMPLE AND EASY TO REPRODUCE. THE DESIGN IS A STYLIZED REPRESENTATION OF THE CITY'S LANDMARKS, INCLUDING THE TOWER AND THE BRIDGE. THE TEXT "LA VERKIN CITY" IS PLACED BELOW THE GRAPHIC.



La Verkin City Logo Concept C

Option 1



Option 2

