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To: "Direct to Mayor and Council - DL" <CCDTMACDL@vancouver.ca>
Date: 3/2/2017 10:02:00 AM
Subject: City wordmark

Dear Mayor and Council,

As follow up to the Mayor's announcement that we will be engaging in a discussion with leaders in the graphic design community re: our new wordmark, I am writing to let you know that I have instructed staff to put the roll out of the wordmark temporarily on hold.

We will be using the current City logo (with blossom) for any materials produced in the interim. I have also instructed staff to, if possible, avoid producing any permanent items (such as exterior business signs) or items with a longer life, pending a decision on an approach to a new design.

You will also likely see materials in the public realm which were approved for production in the week since the Council meeting. Anything that is digital and can be reverted back to the current logo with no cost or limited costs will be updated. This may take a week or so to take effect.

We expect this engagement with the design community to take between six and eight weeks. This may or may not lead to adjustments to the design or a new process.

If you have any questions, please feel free to contact me.

Best
Sadhu

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