

# MIAMIBEACH

OFFICE OF THE CITY MANAGER

NO. LTC# *151-2014*

LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy Morales, City Manager

DATE: May 1, 2014

SUBJECT: **MIAMI BEACH CENTENNIAL LOGO SELECTED**

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In an effort to engage the public on the city's upcoming centennial anniversary, we presented four logo options that incorporated current branding with a centennial twist.

From March 27 through April 30, we asked the public to vote on their favorite look. With close to 400 votes, the logo that received the most votes depicts an abstract one hundred sunrise/sunset superimposed on the current Miami Beach logo. This design allows for versatility. A branding identity sheet with color palette options and approved usages will soon be developed.



This logo will serve as the signature mark for the centennial celebration and be featured throughout the festivities.

The logo contest was promoted via our website, MBTV, MB Line, email, social media networks and news media.

JM/MM/NR