San Francisco Bay Restoration Authority

Date: July 15, 2009

To: Governing Board
               San Francisco Bay Restoration Authority

From: Judy Kelly, Director, San Francisco Estuary Partnership
               Amy Hutzel, Regional Manager, California State Coastal Conservancy

Re: **Selection of Authority Logo**

Attachment: (A) Logo graphics

Summary

The Governing Board (Board) should select a logo. Once selected, the logo will be preliminarily used on San Francisco Bay Restoration Authority (Authority) letterhead and in connection with Authority business while staff from the Association of Bay Area Governments (ABAG) pursues Servicemark Certification.

Discussion

ABAG and California State Coastal Conservancy (Conservancy) staff worked with a volunteer graphic designer to arrive at three possible logos for use by the Authority (Attachment A). This memo will refer to the topmost design as 'Hands', the middle design as 'Sun', and the bottom design as 'Heron'. The logo will be used by the Authority to brand its activities.

The Authority should secure exclusive use of the logo by applying to the U.S. Department of Patents and Copyright for registration of the logo as the Authority's servicemark. To initiate the process, the Authority needs to put the proposed logo into use on published and printed materials. Once this is done, ABAG will submit a servicemark application on behalf of the Authority. The process will take up to a year, as the logo is vetted for possible confusion, or competition, with another servicemark.

To guide the Board in its selection, please know that preliminary review of the Department of Patents and Copyrights' website indicates that the Hands logo is least

likely to generate any confusion or competition and the Heron logo is the most likely with the Sun logo falling between the two.

<u>Requested Actions</u>

1. Select logo.
2. Authorize use in connection with Authority published materials and activities.
3. Authorize submission of servicemark application.

Item 6.B.