# AGENDA ITEM NO. 8-A

**MONTEREY PENINSULA REGIONAL PARK DISTRICT**
**BOARD REPORT**

**DATE:** November 4, 2026
**TO:** Board of Directors
**FROM:** Savannah Peña, Environmental Education Supervisor
**REVIEWED BY:** Eric Morgan, General Manager
**SUBJECT:** Approval and Feedback on MPRPD Brand Rollout Plan

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## SUMMARY

Staff respectfully request Board feedback on and approval of the Brand Style Guide and proposed brand rollout plan for the refreshed Monterey Peninsula Regional Park District logo. The plan phases in the refreshed logo over two years, starting with low-cost digital items and replacing physical materials as they are depleted.

## FISCAL IMPACT

$7,300-$23,400 (FY26-27) for Phase 1, ongoing replacement items, and Phase 2

## FUNDING SOURCE

6794 – Professional/Contract Services

## FUNDING BALANCE

$428,000

## DISCUSSION

MPRPD's logo refresh design was approved at the September 2, 2026 regular board meeting, and the Board directed staff to return with a phased implementation plan, cost estimate, and a brand and style guide codifying approved color variants, uniform/apparel treatments, and layout adaptations.

Final Logo with Tagline
(11/4/26)

Staff have since worked with TOPO Collective, the District's on-call design consultant, to create a brand style guide and rollout plan (**ATTACHMENT 1 and 2**) to guide the logo and branding updates. Phase 1 is currently in progress.

Staff proposes a two-year rollout plan (**ATTACHMENT 2**) with ongoing updates, which includes: rough cost estimates for design time, staff implementation time, and fabrication to update the logo across District-wide mediums. The goal of this logo refresh and branding is to support ongoing communications, signage, uniform, and outreach needs.

The rollout is guided by three principles. First, digital and high-visibility items are updated first because they are low cost and reach the most people. Second, physical items such as printed materials, apparel, and supplies are replaced at the next reorder or reprint, so existing inventory is used rather than discarded. Third, larger items such as signage, park maps, and the website are updated through future capital projects, each scoped and budgeted individually. During the rollout, the current and refreshed logos will appear together on District materials, and staff will use only approved templates to keep the brand consistent. Cost estimates for future phases will be incorporated into the FY 2027-28 budget. The table below is a brief snapshot of the rollout plan.

| **Phasing** | **Timing** |
|---|---|
| **Phase 1: Initial Rollout** | October 2026 - December 2026 |
| **Ongoing: Replace as Depleted** | At next reorder or reprint |
| **Phase 2: Print media, limited apparel** | January 2027 - June 2027 |
| **Phase 3: Uniforms, outreach materials** | FY 2027-28 |
| **Capital Improvement Projects** | Budget Dependent |

Staff's feedback on the proposed rollout has been incorporated or will be incorporated (as phases are rolled out) into this proposal. Concerns included: the length of time to turn over uniform pieces, the cost of uniform pieces, the costs of design and implementation, suggestions on various design elements for templates, and changing priorities on the order of various listed items.

## RECOMMENDED ACTION

Staff respectfully request that the Board take the following actions:

1. Provide feedback on the phases of the rollout plan and Brand Style Guide to reflect the priorities of the District
2. Adopt the Brand Style Guide (Attachment 1) as the District's standard for use of the refreshed logo.
3. Adopt the tagline "Preserving and Protecting Open Space" as part of the District's official logo, as presented in Attachment 1.
4. Direct staff to incorporate future phase's cost estimates into the FY27/28 budget planning, for review at the regular board meeting that contains the budget review.

## ATTACHMENT(S)

1. Brand Style Guide
2. MPRPD Brand Rollout Plan