



Board of Directors Agenda Report

MEETING DATE: OCTOBER 22, 2020 ITEM NUMBER: 10B

SUBJECT: Presentation of Final Branding Recommendations and Vote on Whether or Not to Approve

DATE: October 16, 2020

FROM: Michele Richards, CEO

PRESENTATION BY: Michele Richards, CEO and Director Aitken

RECOMMENDATION

At the Board of Directors' discretion.

BACKGROUND

At the September, 2020 Board of Directors meeting, Director Aitken and CEO Richards provided background on the branding assessment project, along with final branding recommendations to the Board for consideration. The Board did not make any additional recommendations.

The Committee will present the recommendations to the Board for final approval including the following:

- Keep OC Fair & Event Center as the operating name for the 32nd District Agricultural Association
- Refresh the OC Fair and OC Fair & Event Center logos
- Allow for the use of "OC Fairgrounds" in text
- Introduce new logos for Centennial Farm and the Equestrian Center
- Add the tagline "at the OC Fairgrounds" to the Imagination, Pacific Amphitheatre, Centennial Farm, Heroes Hall and Equestrian Center logos