

**NORTH COUNTY CORRIDOR
TRANSPORTATION EXPRESSWAY AUTHORITY**

ITEM: 3b

SUBJECT:

Approval of a New North County Corridor Logo

STAFF RECOMMENDATIONS:

Approve a New North County Corridor Logo

FISCAL IMPACT:

Not Determined

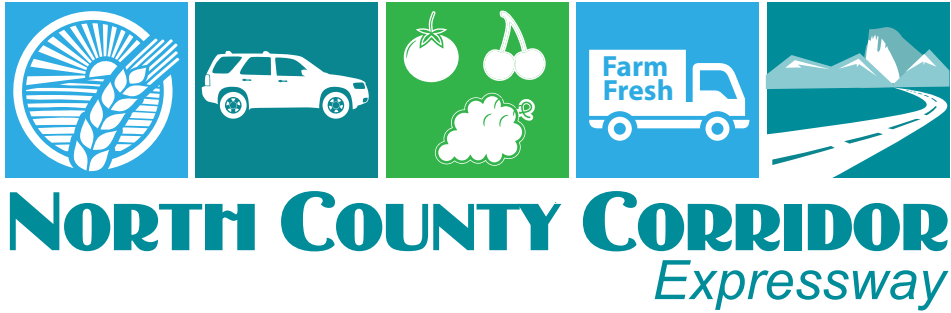
DISCUSSION:

The North County Corridor Transportation Expressway Authority was formed for the purpose of completing Project Approval and Environmental Documentation (PA/ED), and developing a preferred alternative that will be used to establish a precise alignment for the North County Corridor (NCC).

In September 2008, an NCC logo was approved to be the identifying mark to be used on all NCC communications. This logo depicts a freeway/expressway connecting the Pacific Ocean to the Sierras. This was to depict the route's interregional significance. Noting the change in scope of the project, Judith Buehe Communications offered to redesign the logo at no cost and the resultant four options are attached as Exhibit A. All four modified logos clearly state the expressway designation with other various concepts.

JPA Staff recommends Option 1 as it makes reference to many of the local needs for the project such as goods movement and local travel. Another good alternative that staff considered is Option 3 as it makes reference to our success of the SR 108 Route Adoption.

Option 1



Option 2



Option 3



Option 4

