



THE CITY OF KEY WEST

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MEMORANDUM

TO: Key West Bight Board

FROM: Doug Bradshaw, Port and Marine Services Director

DATE: March 3, 2015

SUBJECT: Selection of final design for selected Key West Historic Seaport logo

At the January 14, 2015 Key West Bight Board meeting, board members selected the existing Key West Historic Seaport logo as the preferred logo to be used on all promotional material and signage going forward. Additionally, the board directed staff to bring back for final approval two versions of the logo; one with and one without the shrimp boat, removing the word "Harborwalk" and changing the wording to have "Key West" above and "Historic Seaport" below the picture. Attached are the two versions for review.