



CITY OF ELY

501 Mill Street Ely, Nevada 89301
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June 24, 2019

The reasoning for this proposed switch back to the previous City of Ely corporate logo is threefold:

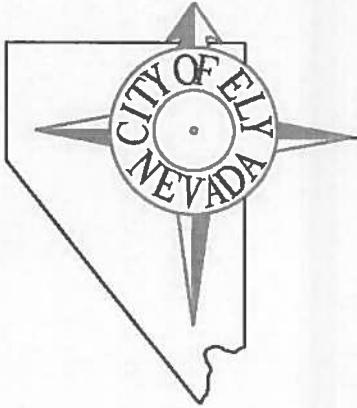
1: The current logo is colorful and detailed and as such is expensive to reproduce, especially for signage and equipment (i.e. work trucks). The previous logo is already on a good deal of our equipment and forms. Also, I'm told we already have door decals of the previous city logo ready to put on city vehicles and equipment. Using the previous logo will save the city money in the short term and going forward.

2: The current City of Ely logo prominently features the train. While the railroad museum is one of, if not our top, attractions I believe it is important to distinguish between the City of Ely as an entity and the railroad. The logo featuring the train can be confusing to visitors and the public.

3: The previous city logo is a simpler design. It's easier to read and as it had been the city logo for many years it is easily recognizable to the public and provides a sense of continuity. Also, the previous logo correctly identifies Ely as an incorporated city, whereas the current train logo does not.

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Mayor - City of Ely



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