



City of San Antonio

Agenda Memorandum

File Number:
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Agenda Item Number: {{item.number}}

Agenda Date: February 12, 2022

In Control: San Antonio Youth Commission Meeting

DEPARTMENT: Department of Human Services

DEPARTMENT HEAD: Melody Woosley

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Review of the Citywide Internship Website Logo and Branding

SUMMARY:

Commission members will receive an update on the citywide internship website logo and branding designs. City Staff will ask for the commission members feedback on the designs that Texas Creative provided.

BACKGROUND INFORMATION:

City staff recognizes the importance of youth voice in forming a citywide internship website and would like to have the Youth Commission give their recommendations for the usability and design of the website. In the Youth Commissions November Meeting, city staff presented the original concept designs that were created by Texas Creative and potential names for a citywide internship

website. The commission members gave their feedback and recommendations for color themes and what features would be most helpful for people their age seeking internships. City staff shared those recommendations with Texas Creative and the recommendations were incorporated into the updated branding themes and logo designs. Texas Creative presented the updated designs with city staff on January 27th, 2022. The presentation that was shared with city staff will be presented to the Youth Commission members to get the commission members' feedback on the updated designs.

ISSUE:

The Department of Human Services would like to establish a website that improves access to and resources for internship opportunities available in the City of San Antonio.

FISCAL IMPACT:

None.

ALTERNATIVES:

Keep the current system in place. Or, do not involve the San Antonio Youth Commission in the branding and logo discussions.

RECOMMENDATION:

Proceed with getting the feedback from our San Antonio Youth Commission in the logo and branding options for the city wide internship website.