



City of Largo Agenda Item 1

Meeting Date
10/16/18

Presenter: Lauren Fatkin, Web & Marketing Specialist

Department: AD – Administration

TITLE:

RECOGNITION OF TOP AWARDS FOR LARGO'S NEW BRAND, LOGO AND WEBSITE ALONG WITH THE PRESTIGIOUS DIAMOND AWARD FROM 3CMA

The City of Largo Communications & Marketing team is very excited to announce the winning of three top Savvy awards and a highly-acclaimed Diamond Award at the 30th Annual 3CMA Conference in Milwaukee, WI on Thursday, September 6.

Winning one of the first, top Savvy awards in the Marketing & Tools category, Largo's new logo was highly applauded by the judges panel. Extremely impressed by the in-house branding efforts, judges praised the overall cohesive and versatile design that fits a range of needs in our community.

Impressed by the eye-catching graphics and infographic style, the all-new Largo.com also received the top award in Digital Interactive: Overall Website category. Judges noted the interactive, modern layout and design that "has set the new standard for government websites."

Last but certainly not least, the 3CMA panel awarded the City of Largo with not just the top Savvy award in Community Visioning, but also with the "best of the best" Diamond Award! Applauded for ongoing community engagement and consistency, Largo's vision and brand has made its mark in the world of City-County Communicators and Marketers.

3CMA, City-County Communications & Marketing Association, is the nation's premiere network of local government communicators. The Communications and Marketing team is proud to be bringing back to Largo these prestigious awards and looks forward to sharing this mark of achievement with our community of choice, naturally!

Budgeted Amount: \$0.00 **Budget Page No(s):** N/A **Available Amount:** \$0.00 **Expenditure Amount:** \$0.00

Additional Budgetary Information: N/A

Funding Source(s): N/A **Sufficient Funds Available:** Yes No **Budget Amendment Required:** Yes No **Source:** N/A

City Attorney Reviewed: Yes No N/A **Advisory Board Recommendation:** For Against N/A **Consistent With:** Yes No N/A Strategic Plan

Potential Motion/ Direction Requested: INFORMATIONAL ONLY

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Attachments: NONE