

CROCKETT COMMUNITY SERVICES DISTRICT

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TO: Recreation Commission
FROM: District Secretary
SUBJECT: Recreation Logo
DATE: January 6, 2025

A logo is a simple visual communication of a product or service. A logo helps to quickly identify and differentiate recreation districts. Examples of various recreation logos are listed on the California Association of Recreation and Park District's webpage.



Crockett Community Services District has not embarked on a coordinated branding effort to identify the department services. The primary services that Crockett Recreation Department offers are Bocce Ball, Tennis, and swimming, in addition to park service.



A well-designed logo can also help generate revenue by selling branded apparel.



