



Merced General Plan Update – Downtown Station Area Plan

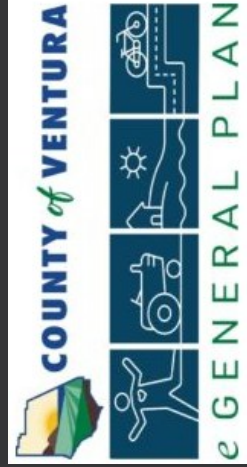
Project Logo Selection

IMAGINE MERCED



①	 IMAGINE MERCED GENERAL PLAN 2015-15 AND DOWNTOWN STATION AREA PLAN	②	 IMAGINE MERCED	③	 IMAGINE MERCED GENERAL PLAN 2015-15 AND DOWNTOWN STATION AREA PLAN	④	 IMAGINE MERCED GENERAL PLAN 2015-15 AND DOWNTOWN STATION AREA PLAN
⑤	 CITY OF MERCED GENERAL PLAN 2015-15 AND DOWNTOWN STATION AREA PLAN	⑥	 IMAGINE MERCED	⑦	 CITY OF MERCED GENERAL PLAN 2015-15 AND DOWNTOWN STATION AREA PLAN	⑧	 CITY OF MERCED GENERAL PLAN 2015-15 AND DOWNTOWN STATION AREA PLAN

Initial Options Presented In July 2025



General Plan
Logos from
Other Cities

Meetings with Art Council Subcommittee

Recommend using “Imagine
Merced” as the project logo

Lettering to include Merced
imagery

Glen Camarda, photographer &
subcommittee member,
volunteered to develop concepts



**IMAGINE
MERCED**

Option 1: Block Lettering in Black & White Only

Shown with a dark background and in a negative image with a light background



Option 2: Colorized – Photos within IMAGINE

Shown with a dark background



Option 2: Colorized – Photos within IMAGINE

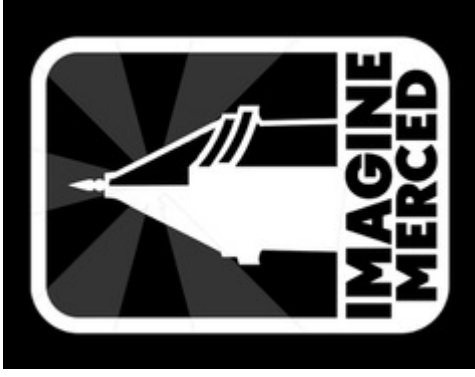
Shown with a light background

Option 3:



Small Icon with solid background

Option 4



Small Icon - rays within the background

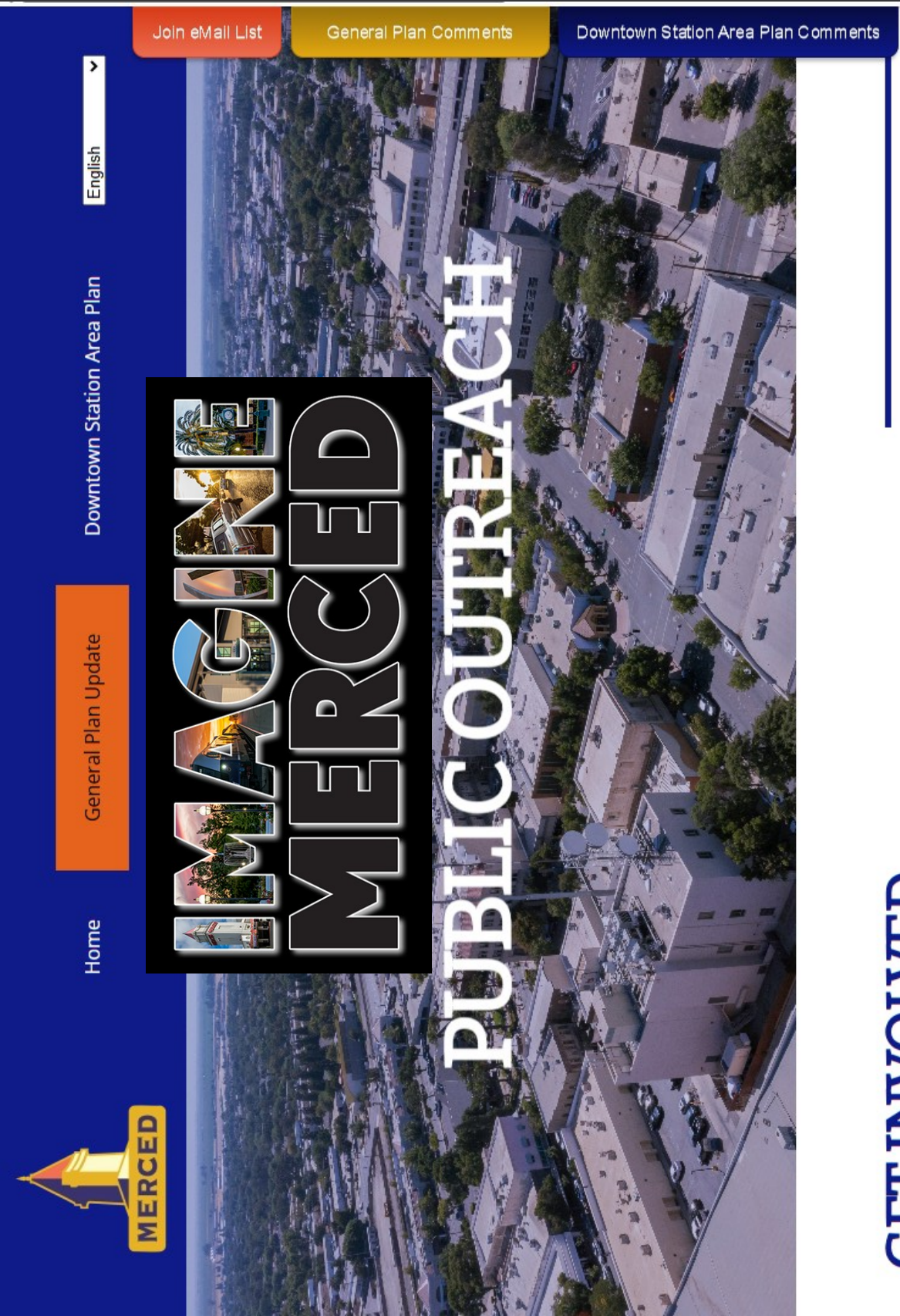
Option 3 & Option 4

Additional use of a small icon. Both options presented with a dark or light background.

Example of
Option 1 on the
ImageMerced.com
website



Example of
Option 2 on the
ImageMerced.com
website

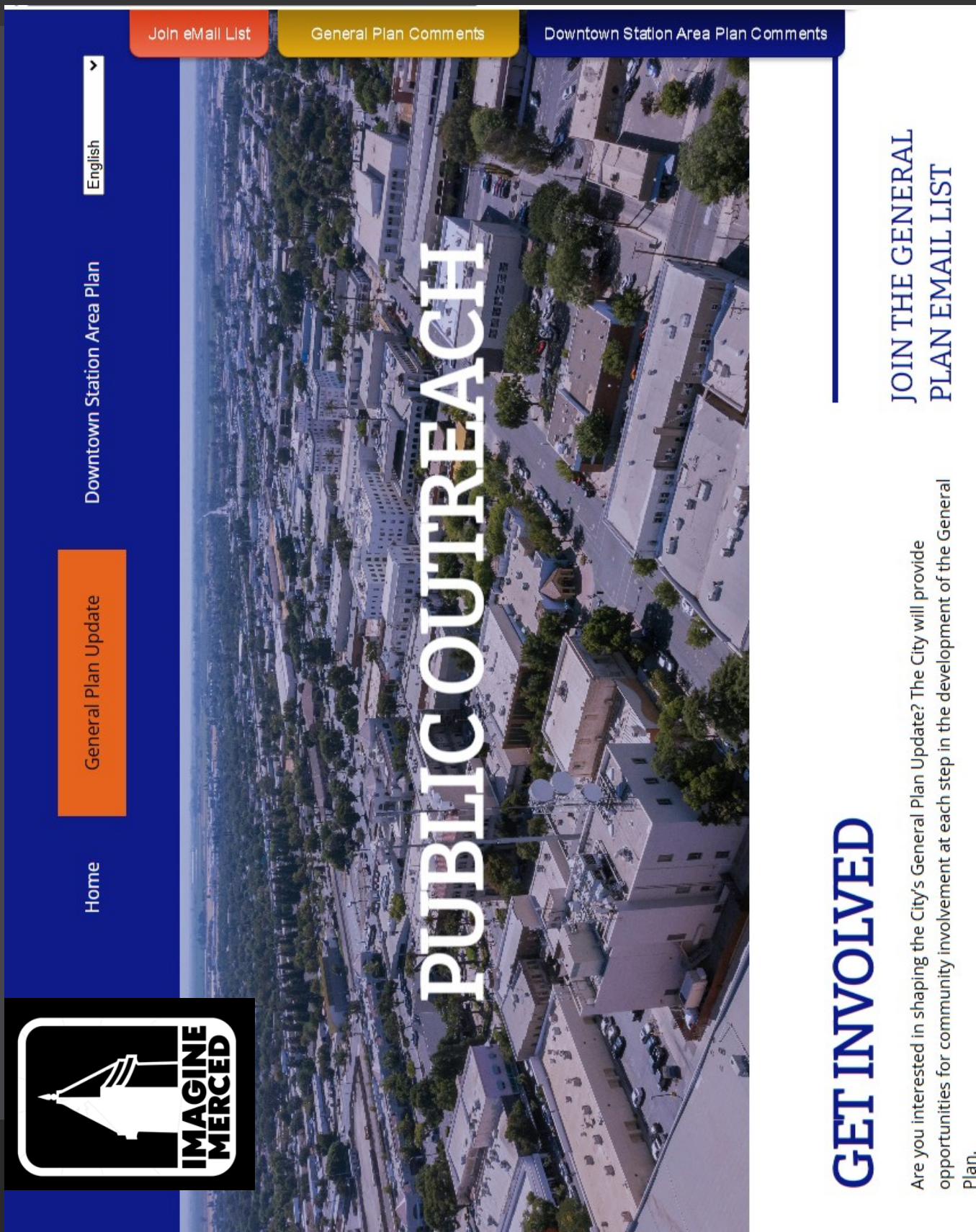


GET INVOLVED

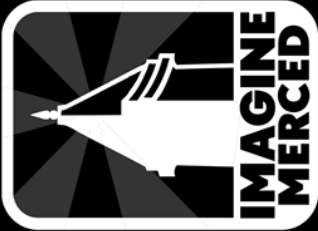
Are you interested in shaping the City's General Plan Update? The City will provide opportunities for community involvement at each step in the development of the General Plan.

JOIN THE GENERAL
PLAN EMAIL LIST

Example of
Option 3 on the
ImageMerced.com
website



Example of
Option 4 on the
ImageMerced.com
website



[Home](#)[General Plan Update](#)[Downtown Station Area Plan](#)

English

Join eMail List

General Plan Comments

Downtown Station Area Plan Comments



PUBLIC OUTREACH

GET INVOLVED

Are you interested in shaping the City's General Plan Update? The City will provide opportunities for community involvement at each step in the development of the General Plan.

JOIN THE GENERAL PLAN EMAIL LIST

Choices before Council

- Option 1 – Block Lettering in Black & White only
- Option 2 – Colorized – Photos within IMAGINE
- Option 3 – Small Icon with solid background
- Option 4 – Small Icon - rays within the background
- Option 5 – Keep using the current City Logo for the General Plan
- Option 6 – Approve a combination of the new alternatives