

# Merced General Plan Update – Downtown Station Area Plan

## Project Logo Selection

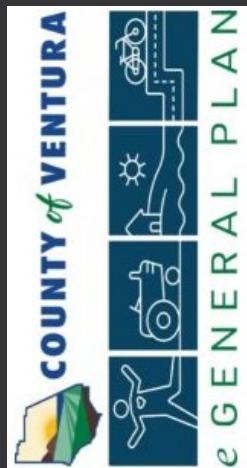
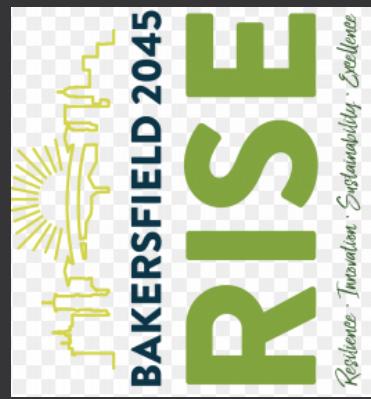


# IMAGINE MERCED



①	②	③	④
⑤	⑥	⑦	⑧
②	③	④	⑤
⑥	⑦	⑧	①

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 Camarada, photographer & subcommittee member, volunteered to develop concepts

# Option 1: Block Lettering in Black & White Only

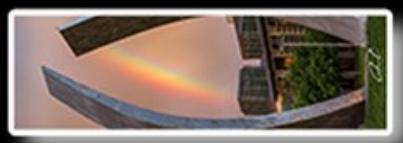
IMAGINE  
IMMERSED



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 & Option 4

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

Small Icon - rays within the background



Option 4

Option 3:



Small Icon with solid background



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Downtown Station Area Plan

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# IMAGINE MERCED

# PUBLIC OUTREACH

Example of  
Option 1 on the  
ImageMerced.com  
website

## GET INVOLVED

JOIN THE GENERAL  
PLAN EMAIL LIST

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.



Home

General Plan Update

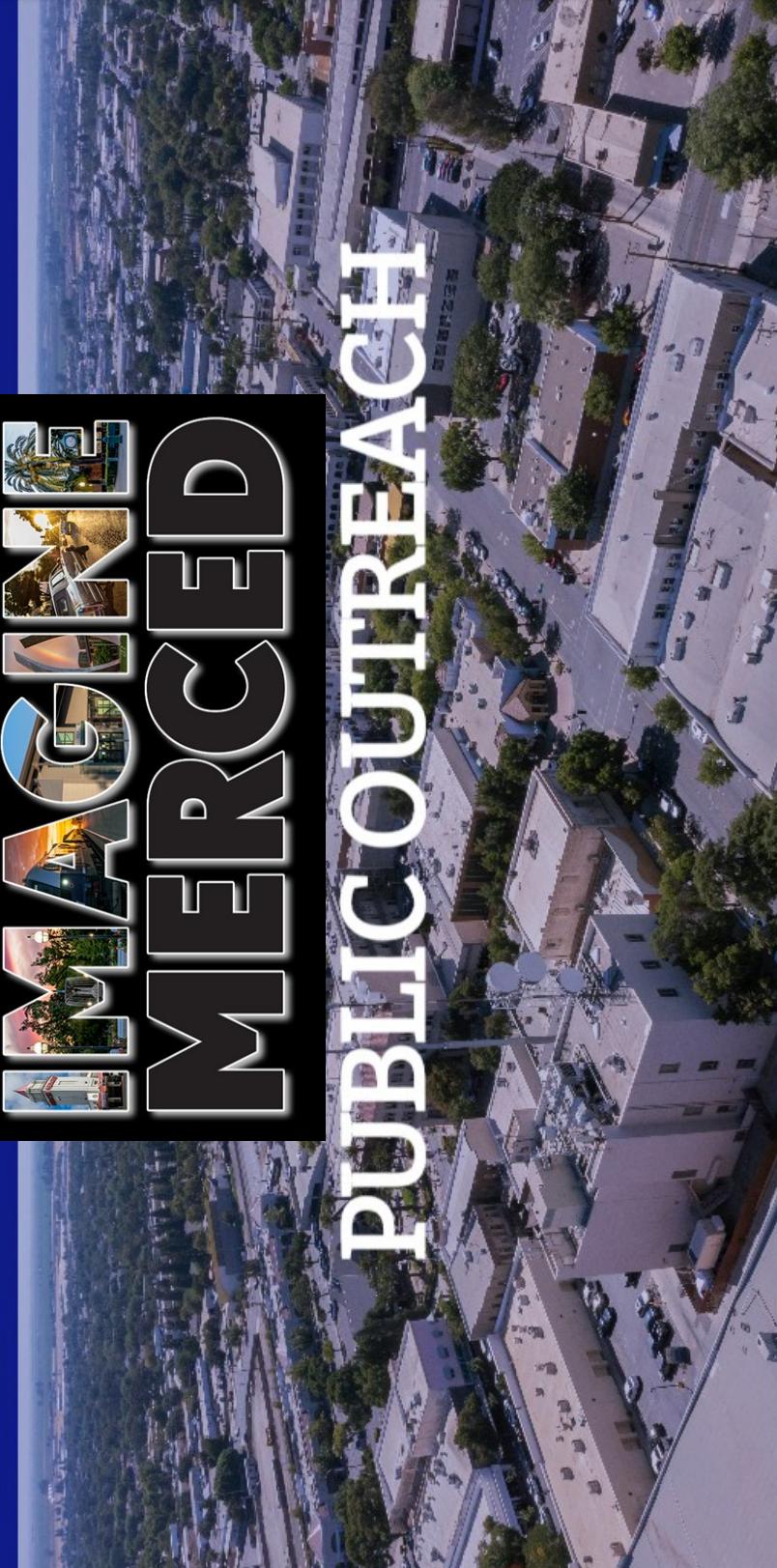
Downtown Station Area Plan

English



Example of  
Option 2 on the  
ImageMerced.com  
website

PUBLIC OUTREACH

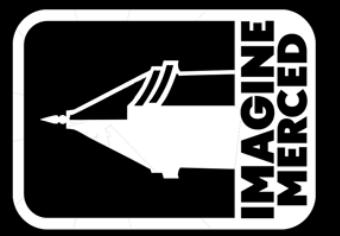


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Example of  
Option 3 on the  
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# PUBLICOUTREACH

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# PUBLIC OUTREACH

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Example of  
Option 4 on the  
[ImageMerced.com](http://ImageMerced.com)  
website

# 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