



City of Tarpon Springs, Florida

Board of Commissioners

324 E. Pine Street

Tarpon Springs, Florida 34689

(727) 938-3711

<http://www.ctsfl.us/agenda.htm>

WORK SESSION AGENDA MEDIA ROOM, 2ND FLOOR

THURSDAY, FEBRUARY 26, 2026
12:00 PM

CALL TO ORDER

ROLL CALL

AGENDA ITEM

1. Logo Selection (365 Degree Total Marketing)

ADJOURNMENT



TOTAL MARKETING

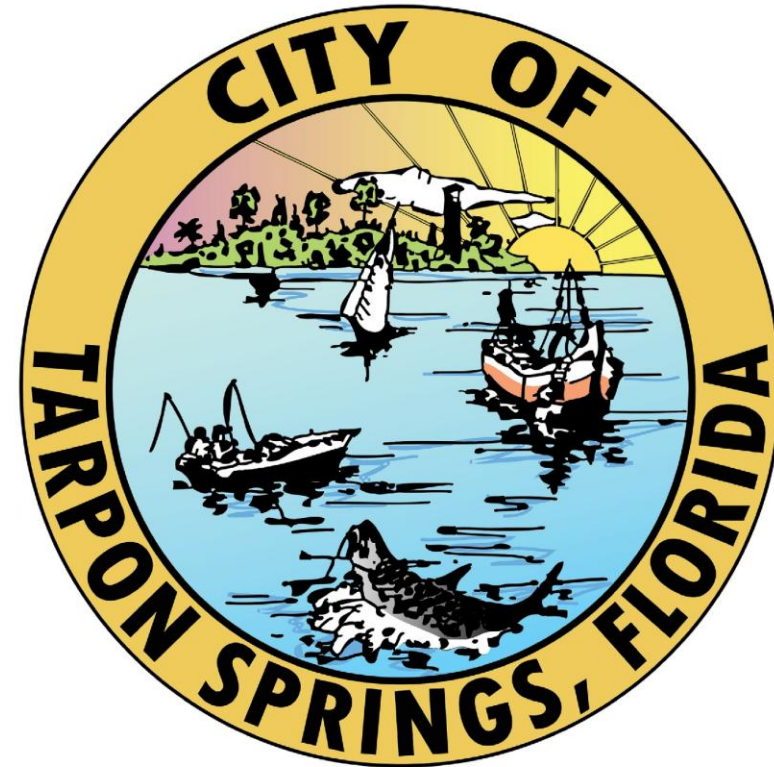
Beyond Full Circle Marketing

Current Seal

Tasks:

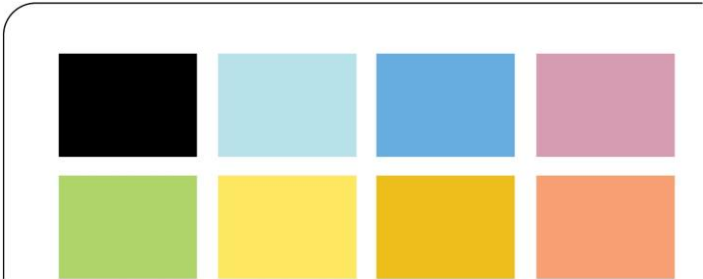
- Redraw Logo
- Eliminate the black fill in
- Ensure each object is clear

ORIGINAL

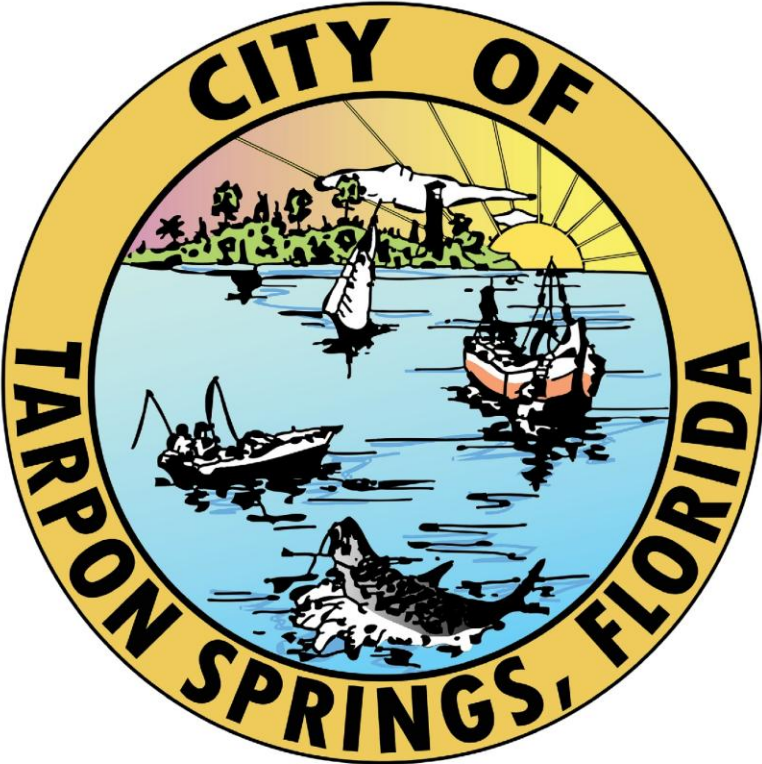


Color Palette

Created new color palette
based on current seal



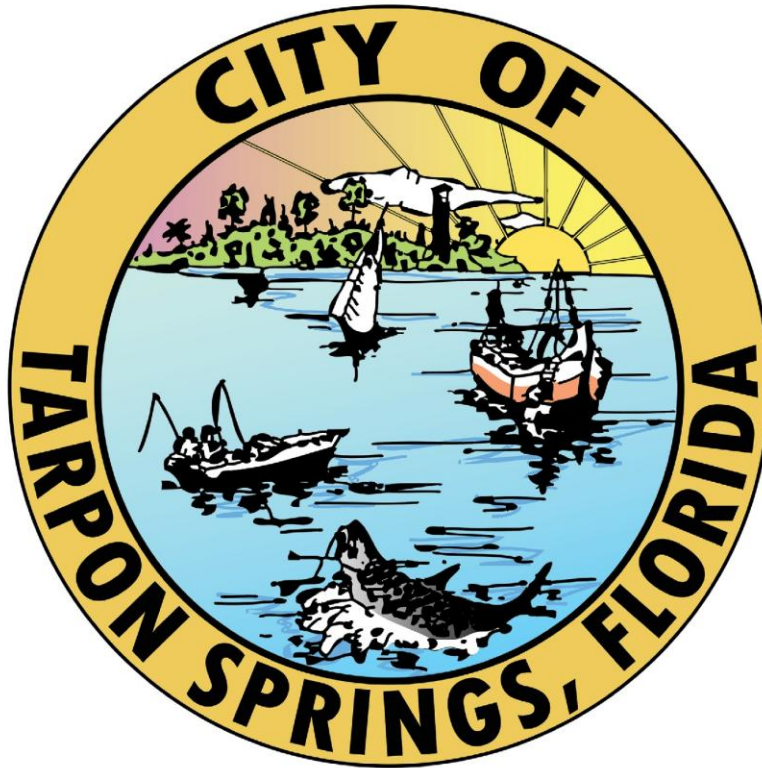
ORIGINAL



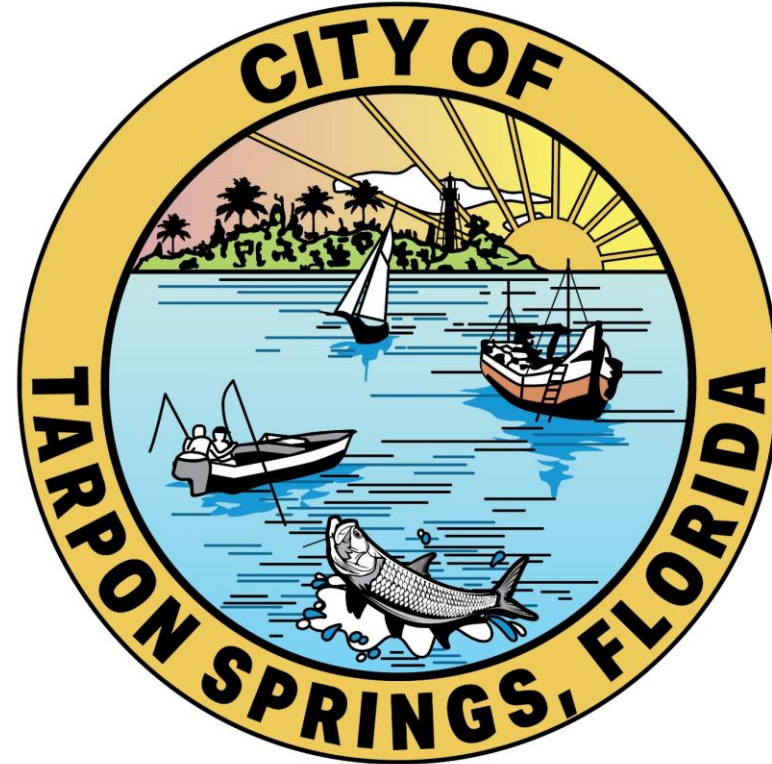
Revision 1

- Redrawn as is with just a small blue shadow uder boats versus black shadows

ORIGINAL

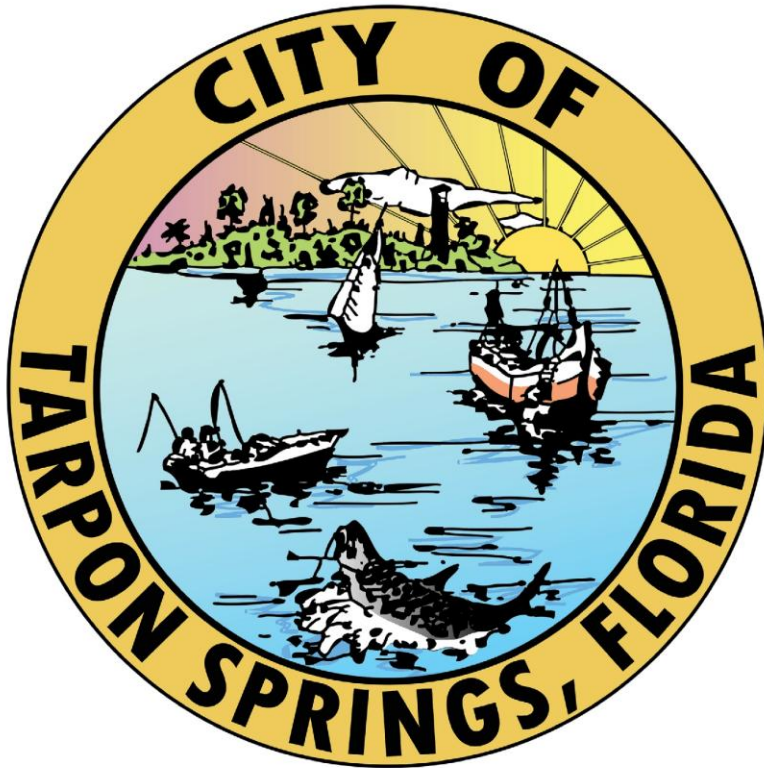


REVISION 1



Revision 2

ORIGINAL



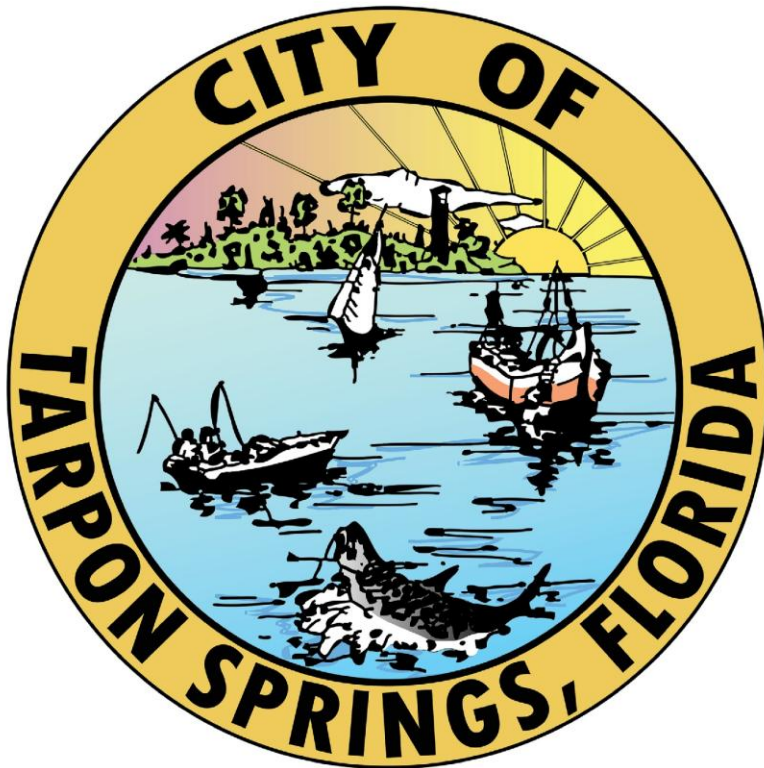
- Tree outline instead of the hills to better reflect the true city terrain
- Added classy, reflective shadows under the boats instead of lines
- Slightly changed the boats to make them more recognizable from a distance.
- Added a little more distance "yellow space" for type Tarpon Springs

REVISION 2



Revision 3

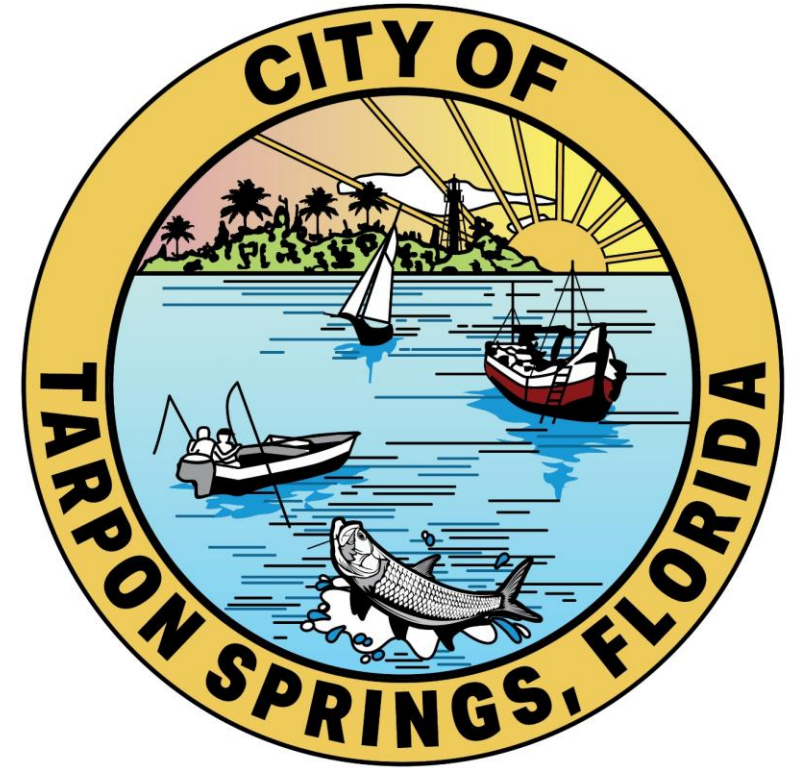
ORIGINAL



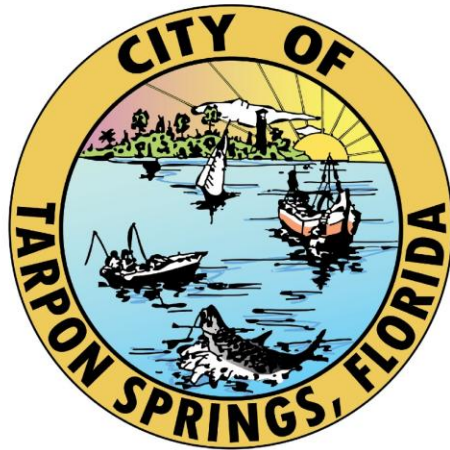
- Changed the orange on the sponger boat to burgundy to match feedback and school color
- New color palette with the burgundy



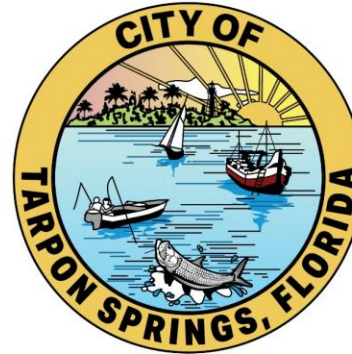
REVISION 3



ORIGINAL



ART STYLE A
ORIGINAL FONT



ART STYLE B
ORIGINAL FONT

ART STYLE A
ALEGREYA (SEMIBOLD 600) FONT



ART STYLE B
ALEGREYA (SEMIBOLD 600) FONT

Seal logo with Sponge helmet integrated



CITY OF
TARPON SPRINGS

District Seals

Original Font



CITY OF
TARPON SPRINGS



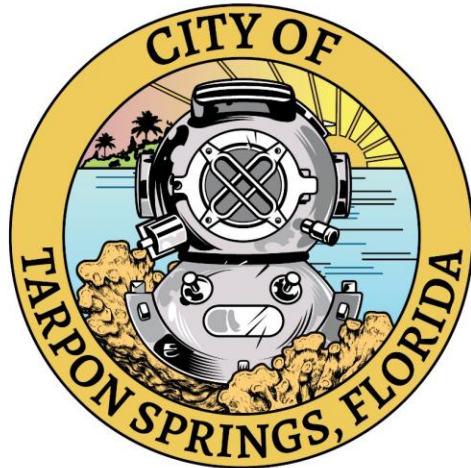
DOWNTOWN
DISTRICT



GREEK TOWN
DISTRICT

District Seals

Alegreya (SemiBold 600) FONT



CITY OF
TARPON SPRINGS
FONT VARIANT



DOWNTOWN
DISTRICT
FONT VARIANT



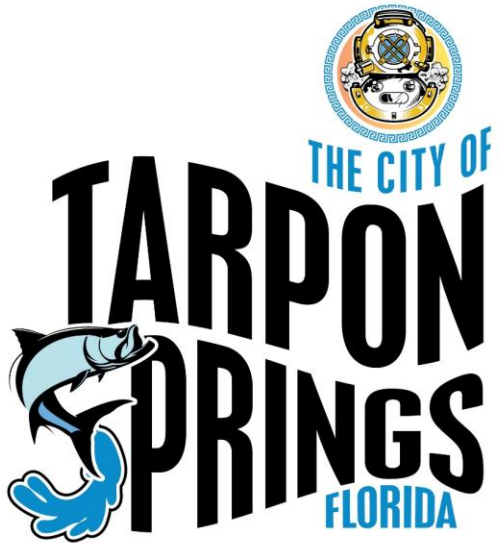
GREEK TOWN
DISTRICT
FONT VARIANT















Tagline Development

Sponge Diving:

In Tarpon Springs, sponge diving is more than history, it's who we are. Along the Sponge Docks, you can still see working boats lined up like they were more than a century ago. Generations of families built their lives around the sponge trade, creating jobs, shaping neighborhoods, and forming the strong community spirit we're proud of today. What began with early Greek divers grew into an industry that put Tarpon Springs on the map and helped our city thrive.

For residents, sponge diving is a point of pride. It tells the story of hard work, resilience, and honoring tradition. For visitors, it offers something rare, a working waterfront where you can watch the trade in real time, talk to the people who do it and take home a natural sponge pulled from the Gulf. From the docks to local shops and museums, the sponge trade connects past and present. It represents the heart of Tarpon Springs and reminds us that our roots are as deep as the Gulf waters that surround us.

- Dive Into Tradition, Explore the Suncoast – 60%
- Soak Up Adventure in Tarpon Springs – 40%
- Diving Deep, Rising Strong
- Tarpon Springs, Soak it all up in Sponge County

Tagline Development

Tarpon & Fishing:

In Tarpon Springs, the story of our city is written in our name, on the water, and sometimes it leaps right out of it. The tarpon, known as the “Silver King,” has long captured the imagination of locals and anglers. When one breaks the surface in a flash of silver against blue sky, it reminds us why this place has always drawn people who feel at home on the water.

Fishing here is more than a pastime. It built our working waterfront, fed families, and shaped generations who learned early that patience, skill, and respect for the tide matter. From commercial crews heading out before sunrise to charter captains guiding first-time anglers, the tradition continues every day.

For residents, fishing represents independence and connection to the Gulf, to the Anclote River, and to each other. For visitors, it’s the chance to take part in something authentic: the thrill of the catch, the quiet of open water, and the freedom that comes with both. In Tarpon Springs, life moves with the tide, and under a wide Florida sky, that’s exactly how we like it.

- Get Hooked on the Tarpon Spirit – 33%
- Opa! Catch the Spirit of Tarpon – 33%
- Get Hooked on Coastal Culture – 33%
- Taste the Heritage, Feel the Pull

Tagline Development

Greek Heritage:

Tarpon Springs is home to the largest Greek community in the United States, and that heritage is woven into everyday life here. From the beautiful St. Nicholas Cathedral to the annual Epiphany celebration along the waterfront, our traditions are not performances -they are lived and shared with pride.

Greek culture shaped the growth of our city, especially through the sponge diving industry, and continues to influence our food, music, faith, and family life. Walk along the city streets and you'll hear the language spoken, smell fresh-baked bread, and feel the warmth of a community that honors its past while welcoming everyone in.

For residents, our Greek heritage is a source of strength and identity. For visitors, it's an experience you won't find anywhere else in Florida. It represents faith, family, resilience, and hospitality, values that define Tarpon Springs and make it a place people feel connected to the moment they arrive.

- A Taste of Greece, No Passport Required!
- Tarpon Springs – It's All Greek to Me!
- Tarpon Springs – Small Town Charm, Big Greek Heart
- Discover Tarpon Springs: Uniquely Florida, Unmistakably Greek – 60%
- Where Greece Meets the Gulf - 80%



TOTAL MARKETING

Beyond Full Circle Marketing