Teen Commission Meeting
October 8, 2025
Presentations

Item #2
Community Outreach and Marketing

Parks and Recreation Department Marketing and Communications

October 8, 2025

CITY OF CUPERTINO

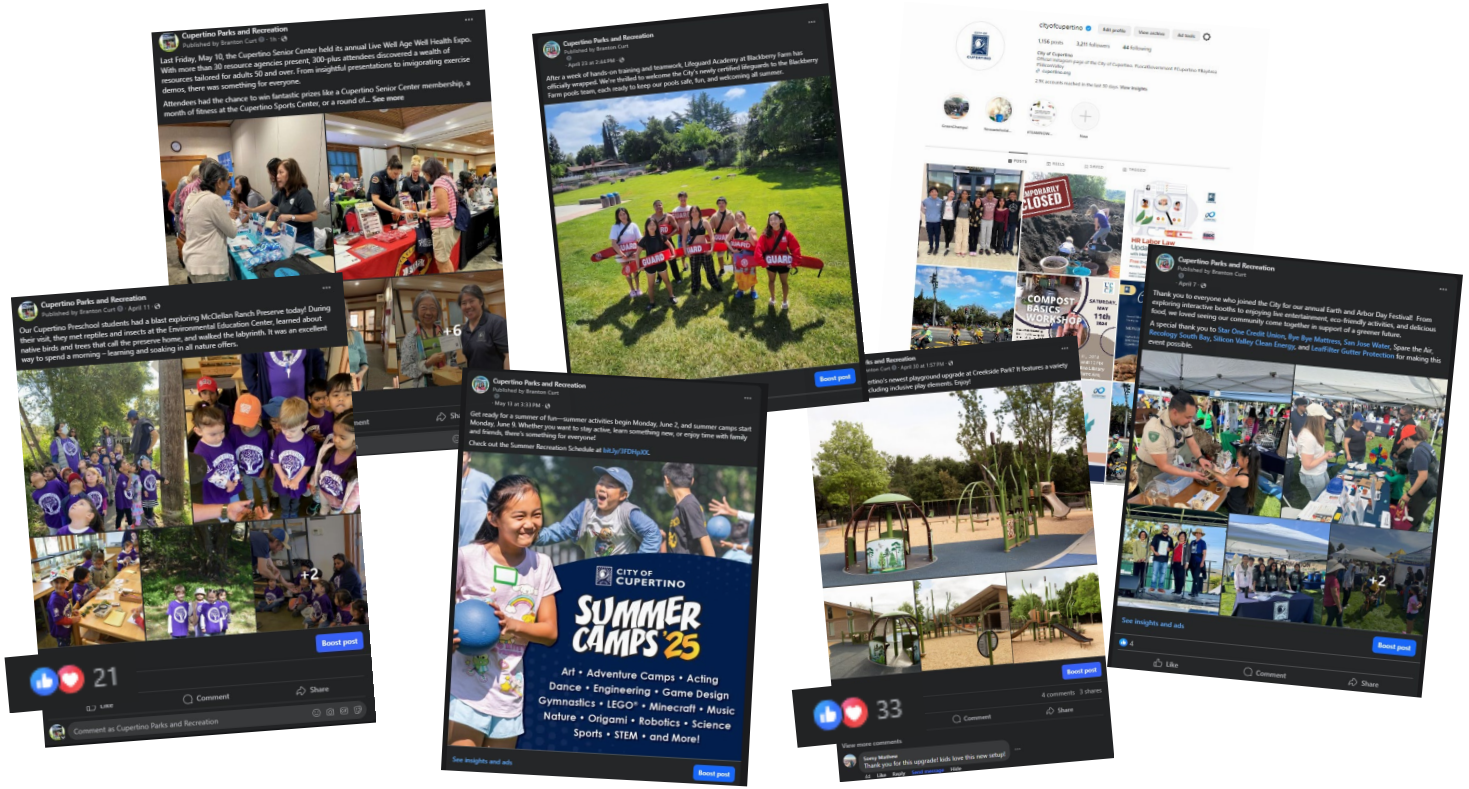
Branton Curt

Marketing and Public Communication

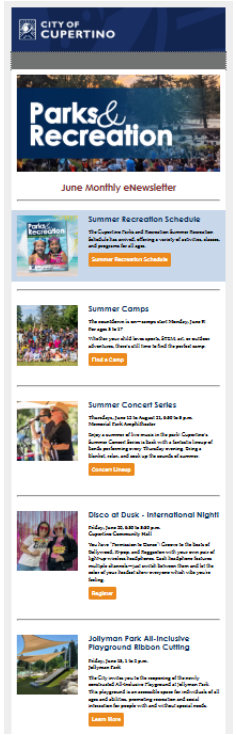
Recreation Schedule

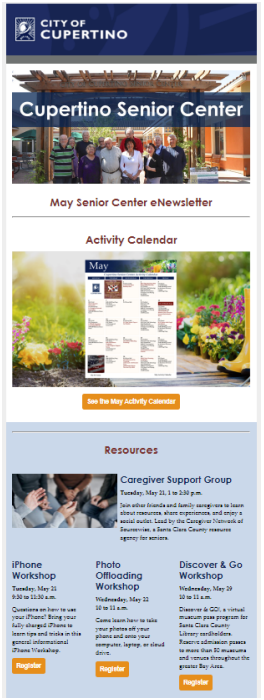
Display Marketing

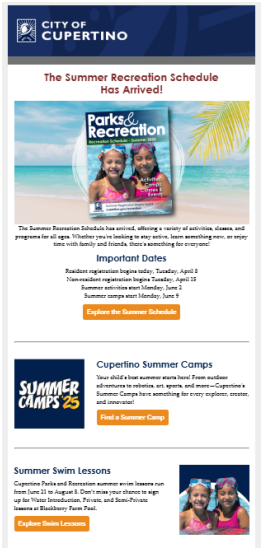
Social Media



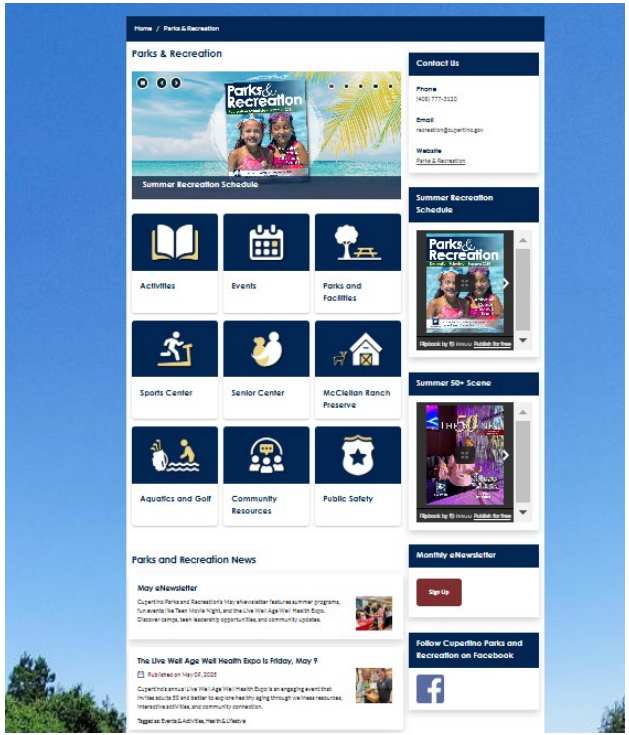
Email Marketing and Outreach







cupertino.gov/recreation



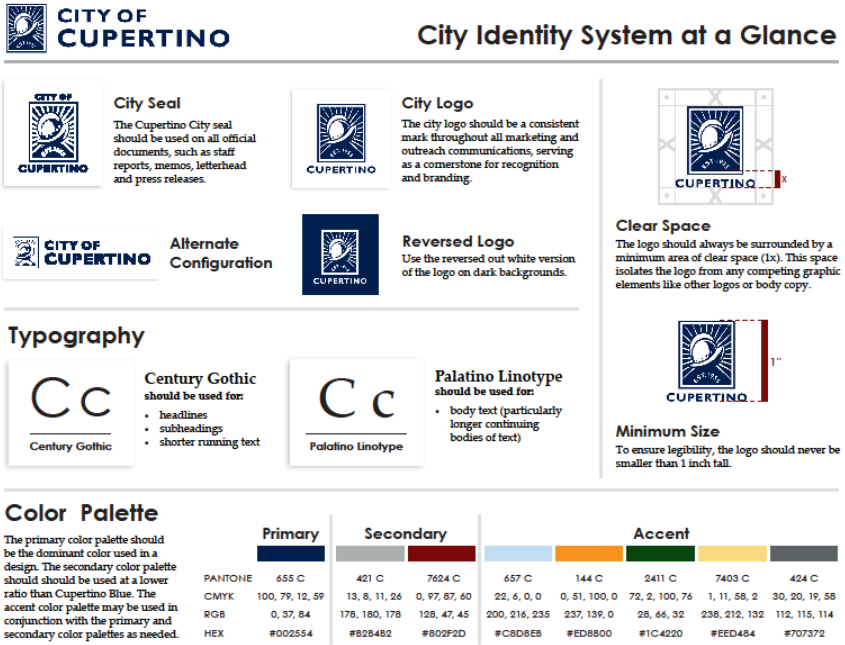
Repeat Customers

“Happy customers become our most potent marketing allies”

Feedback

Communication Guidelines and Policies

Brand Guidelines



CITY OF CUPERTINO

City Identity System at a Glance

City Seal

The Cupertino City seal should be used on all official documents, such as staff reports, memos, letterhead and press releases.

City Logo

The city logo should be a consistent mark throughout all marketing and outreach communications, serving as a cornerstone for recognition and branding.

CITY OF CUPERTINO

Alternate Configuration

Reversed Logo

Use the reversed out white version of the logo on dark backgrounds.

Clear Space

The logo should always be surrounded by a minimum area of clear space (1x). This space isolates the logo from any competing graphic elements like other logos or body copy.

Minimum Size

To ensure legibility, the logo should never be smaller than 1 inch tall.

Typography

Cc

Century Gothic

Century Gothic
should be used for:

- headlines
- subheadings
- shorter running text

Cc

Palatino Linotype

Palatino Linotype
should be used for:

- body text (particularly longer continuing bodies of text)

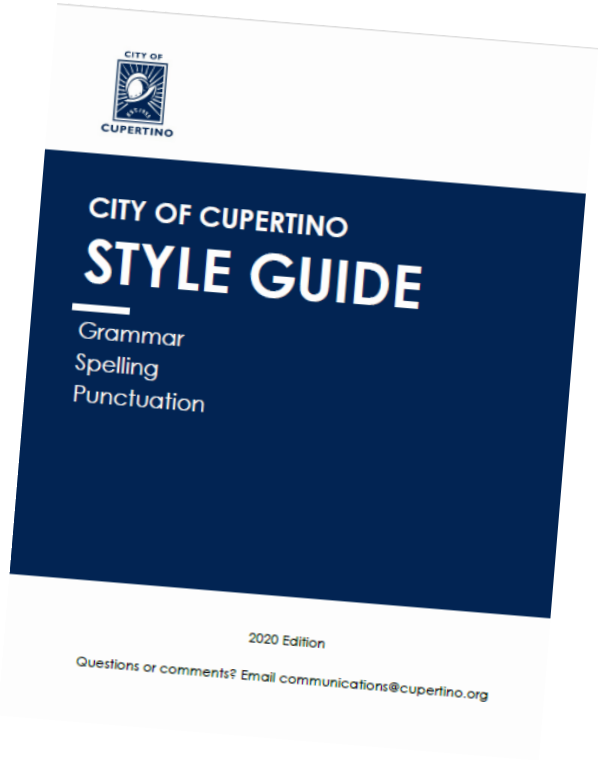
Color Palette

The primary color palette should be the dominant color used in a design. The secondary color palette should should be used at a lower ratio than Cupertino Blue. The accent color palette may be used in conjunction with the primary and secondary color palettes as needed.

	Primary	Secondary		Accent				
PANTONE	655 C	421 C	7624 C	657 C	144 C	2411 C	7403 C	424 C
CMYK	100, 79, 12, 59	13, 8, 11, 26	0, 97, 87, 60	22, 6, 0, 0	0, 51, 100, 0	72, 2, 100, 76	1, 11, 58, 2	30, 20, 19, 58
RGB	0, 37, 84	178, 180, 178	128, 47, 45	200, 216, 235	237, 139, 0	28, 66, 32	238, 212, 132	112, 115, 114
HEX	#002554	#B2B4B2	#802F2D	#C8D8EB	#ED8B00	#1C4220	#EED484	#707372

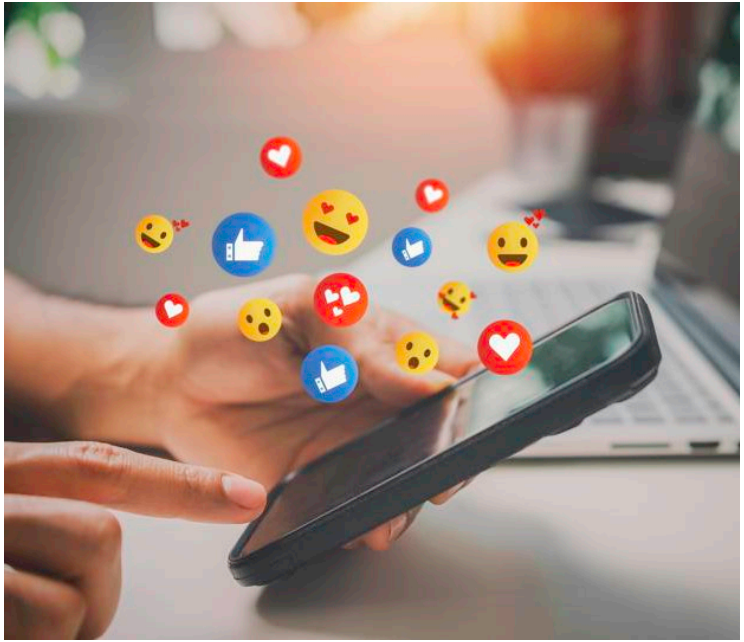
City Style Guide

- Grammar
- Punctuation
- Spelling
- Gives the City one voice



When should you use these guidelines?

Social Media Policy



City of Cupertino Social Media Platforms

- Instagram
- Facebook
- X
- Youtube
- Nextdoor
- Yelp

Parks and Recreation Department
Marketing and Communications

Thank you

CUPERTINO

Teen Commission Meeting
October 8, 2025
Presentations

Item #3
Cybersecurity

Commission Presentation

Cybersecurity Awareness 2025

CUPERTINO

Agenda

- Importance of good Cyber Hygiene
- Stats from FBI and FTC
- Common Scams
- Tips
- City Event
- Questions

Cyber Hygiene

- Strong passwords, 12+ characters, use passphrases
- Set up MFA/2FA on your accounts
- Keep your devices up to date, including IoT (Internet of Things): smart fridges, doorbells, security cameras, phones, tables, computers, routers, etc.
- Look out for phishing emails and scams
- Keep antivirus and anti-malware software updates
- Install software only from trusted sites

2024 Crime Types

2024 CRIME TYPES *continued*

BY COMPLAINT LOSS

Crime Type	Loss	Crime Type	Loss
Investment	$6,570,639,864	Extortion	$143,185,736
Business Email Compromise	$2,770,151,146	Lottery/Sweepstakes/ Inheritance	$102,212,250
Tech Support	$1,464,755,976	Advanced Fee	$102,074,512
Personal Data Breach	$1,453,296,303	Phishing/Spoofing	$70,013,036
Non-Payment/Non-Delivery	$785,436,888	SIM Swap	$25,983,946
Confidence/Romance	$672,009,052	Overpayment	$21,452,521
Government Impersonation	$405,624,084	Ransomware *	$12,473,156
Data Breach	$364,855,818	Harassment/Stalking	$10,611,223
Other	$280,278,325	Botnet	$8,860,202
Employment	$264,223,271	IPR/Copyright and Counterfeit	$8,715,512
Credit Card/Check Fraud	$199,889,841	Threats of Violence	$1,842,186
Identity Theft	$174,354,745	Malware	$1,365,945
Real Estate	$173,586,820	Crimes Against Children	$519,424
*Descriptor***			
Cryptocurrency	$9,322,335,911		

Source: FBI IC3 2024 report (Internet Crime Complaint Center)

Stats

SOURCE: FTC.GOV

Common Scams

Fake jobs

- Interviews via text or WhatsApp
- Requiring you to buy computer equipment from a website
- Asking you for bank details upfront or to pay a fee
- Offer sounds too good to be true

Real companies don't interview via text message

Overpayment scam

- When selling an item online, the buyer overpays via a stolen check, cash app or wire transfer and asks you send a refund for the excess amount

Don't send money back, let the bank or app handle it

Common Scams

Wrong Number

- Someone sends what seems to be a harmless message to you
- Tries to strike up a conversation and build a relationship
- Typically ends up being an investment fraud with crypto

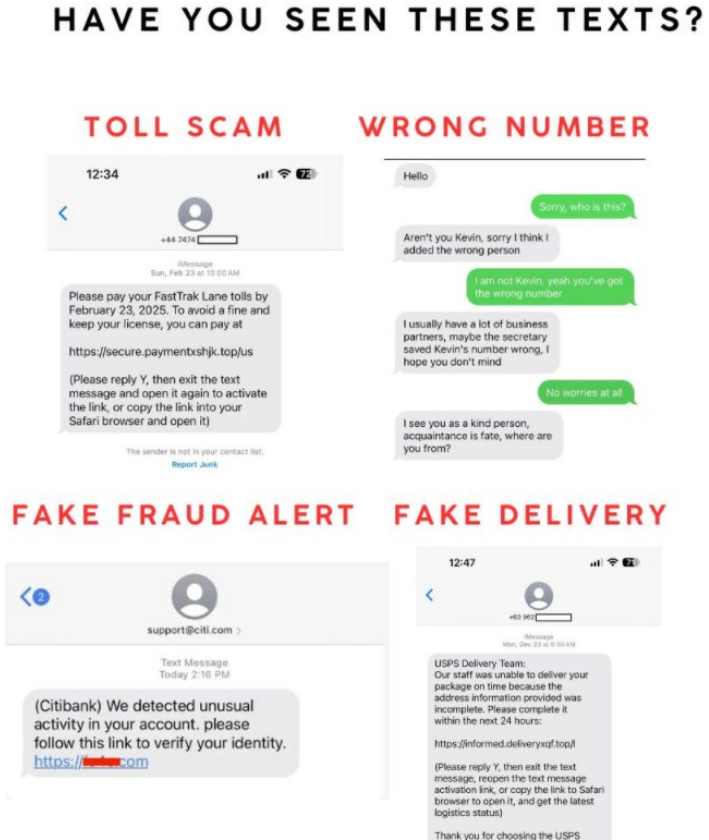
Do not respond to these texts

Blackmail email

- E-mail claims to have installed a malware on your computer and has compromising videos of you
- Demands payment or they will release it to your friends/family

Ignore these emails and block

Text Scams


HAVE YOU SEEN THESE TEXTS?
TOLL SCAM
12:34
Please pay your FastTrak Lane tolls by February 23, 2025. To avoid a fine and keep your license, you can pay at
https://secure.paymentxshjk.top/us
(Please reply Y, then exit the text message and open it again to activate the link, or copy the link into your Safari browser and open it)
WRONG NUMBER
Hello
Sorry, who is this?
Aren't you Kevin, sorry I think I added the wrong person
I am not Kevin, yeah you've got the wrong number
I usually have a lot of business partners, maybe the secretary saved Kevin's number wrong, I hope you don't mind
No worries at all
I see you as a kind person, acquaintance is fate, where are you from?
FAKE FRAUD ALERT
support@citi.com
Text Message
Today 2:16 PM
(Citibank) We detected unusual activity in your account. please follow this link to verify your identity.
FAKE DELIVERY
12:47
USPS Delivery Team:
Our staff was unable to deliver your package on time because the address information provided was incomplete. Please complete it within the next 24 hours:
https://informed.deliveryxqf.top/l
(Please reply Y, then exit the text message, reopen the text message activation link, or copy the link to Safari browser to open it, and get the latest logistics status)

Romance Scams

Top signs of a scam:

- Webcam is broken, can't video chat
- Makes plans to meet up in person but then cancels last minute
- Claims to need money for emergencies/hospital bills/travel
- Isolates you from friends/family
- Questionable pictures: AI or photoshop

Top tips on what you can do today

1. If your online account has an option to set up 2FA/MFA, do it! Don't wait until a data breach.
2. Stop sharing passwords (Netflix, Hulu, etc.)
3. If something sounds too good to be true, it's probably a scam. Never trust, always verify.
4. Limit what information you post on social media.
5. Be educated on all the common scams, follow r/Scams, research YouTube, follow security blogs.
6. Help educate your parents, grandparents, and family members.
7. If any of your passwords are too simple, change them today.

Cybersecurity Event – 10/9 Thursday 6 pm

Questions?