

Logo Exploration

City of Pinole





The Process



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- Stakeholder input
- Research and analysis of neighboring city logos
- Logo development
 - Three (3) updated versions of the existing logo
 - Eight (8) new logos options
- Staff Feedback and Survey
 - Presented today: 1 modernization favorite, 4 new logo favorites
- Input from Confederated Villages of Lisjan



Stakeholder Input

Stakeholder Input



Staff Feedback

Presentation

- Presented 11 logo options and gathered feedback.

Survey

- Distributed survey with options updated based on staff feedback to identify favorites.
 - Top option was most **broadly** appealing but less **strongly** appealing.
 - Second and third top favorites were **strongly** appealing but were less broadly identified as top favorites.

Stakeholder Input (continued)



Consultation with Confederated Villages of Lisjan

- City met with members of the Confederated Villages of Lisjan on Tuesday, February 14.
- Members of Lisjan noted many communities are moving away from native American imagery in logos and suggested the same for Pinole.
- Members also noted the imagery in the existing logo may not be specific to the region.



Stakeholder Input (continued)



Some Take-aways from the Stakeholder Interview

- is community-oriented, diverse
- has small-town feeling with big-town location (commutes, shopping, etc)
- has civic soul (great events, high school pride, swim center)
- feels natural, has Pinole Creek running through it, tying hills & valley to the bay
- is a hidden treasure that locals enjoy living in and coming home to, non-locals think of it as the exit with In-n-Out
- is low crime, family-friendly, with generational residents
- is ready to move forward: feel less old-fashioned (technology, culture), stand out more in the region, increase civic energy and engagement, attract business

Logo Options

- 1 Modernized Version of Existing Logo (not recommended)
- 4 New Logo Design Options

The Existing Logo



Existing visuals no longer feels current, and the human representation no longer recommended.

- But in the event the existing logo is kept, then it can be modernized to feel more current.
 - 3 modernizations were surveyed
 - **1 favorite presented today**
- The City recommends replacing the existing logo with something altogether new.
 - 7 brand new logos were surveyed from the original set of options developed
 - **4 favorites presented today**

Modernization Favorite (from Option 2)



Elements are recognizable from the existing logo, but this modernization adopts a simpler, bolder style.

Most Favorite (from Option 6b)



Light tints and soft edges create a welcoming landscape scene

- Circle creates “portal” feeling
- A creek runs through it
- Bay in the background

Option would also be available horizontally



Second Favorite (from Option 5b)



Option would also be available horizontally



Strong & iconic. Geometric shapes of hills and bay add weight to this option

- Dark blue arch inspired by high school arch
- Arch also creates “portal feeling” reflecting how Pinole feels like a refuge
- 2 strong lines at base ground the icon. Might be interpreted as tracks or road highlighting historical access to transportation

Third Favorite

(a tie between Option 4a & 4b which includes bridge and tree)



This option balances homes and terrain and includes a subtle “P” in the sky

- Light and airy, simple elements and white space
- Gold and green hills, blue creek/bay
- Houses reflect livability

Option would also be available horizontally



Option would also be available horizontally



All Options Side-by-side

Modernization
Favorite



Option 2



Option 6b



Option 5b

Four New Logo
Favorites



Option 4a



Option 4b

Regional Context



San Pablo | CA



PINOLE
CALIFORNIA



SAN RAFAEL
THE CITY WITH A MISSION



Larkspur
Est. 1908



PINOLE
CALIFORNIA



City of
Pittsburg
California



CITY OF
WALNUT
CREEK



THE TOWN OF
CORTE MADERA
MARIN COUNTY CALIFORNIA



CITY OF
OAKLAND

Some Related Entities

