### Logo Exploration

City of Pinole





### The Process

#### The Process



- 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



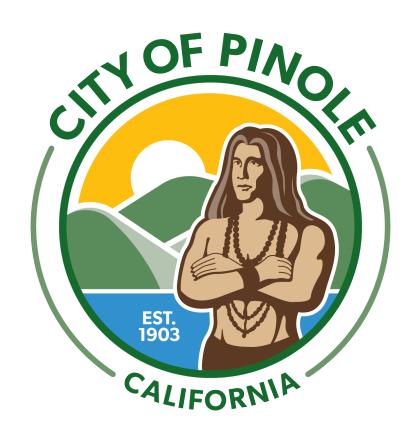


### Existing visuals no longer feels current, and the human representation no longer recommended.

- 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)





Option would also be available horizontally



### Light tints and soft edges create a welcoming landscape scene

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

#### 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)







Option would also be available horizontally



Option would also be available horizontally



# 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

### All Options Side-by-side

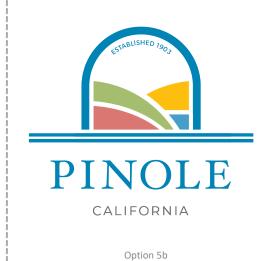
Modernization Favorite



Option 6b

Option 2

Four New Logo Favorites







Option 4a

Option 4b

### **Regional Context**







### San Pablo | CA













































MARIN COUNTY CALIFORNIA









#### **Some Related Entities**

























































