

CITY OF PINOLE

City Seal, Logo & Branding Guidelines

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Recommendation

We have a strong brand and draft City seal and logo direction informed by our community. Today staff asks that City Council adopt a Resolution to establish a new City seal, logo, and branding guidelines.



4 surveys
436 responses
2 pop-up events

The background of the entire slide is a scenic photograph of a coastal town. In the foreground, there are green hills with some buildings and a fence. In the middle ground, a dense residential area with various houses is visible. In the background, a large body of water (likely a bay or harbor) stretches to the horizon under a clear blue sky.

Digital Surveys

Internal (Employee)
Survey

National Night Out

Social Media

Summer Craft Fair

Confederated Villages
of Lisjan

Community survey question: List one or more **symbols** or colors that you think represent Pinole.

“Creek, diversity, blue and
green.”

“Earth and bay”

“Blue for the bay water,
yellow/orange for the sunsets and
green for the hills and trees.”

“Hills, bay, trees, and birds.”

“Heart, because that is what Pinole has.”

“cattails, creek, bay, oak
trees, sunshine, acorns..”

“Perhaps use a symbol from
the specific Ohlone tribe..”

“Pinole (the roasted ground maize).”

Community survey question: List one or more **words** you think describe Pinole.

“Beautiful, safe, clean” “Connected to nature”

“Quiet, historic, hopeful, peaceful, friendly, diverse.”

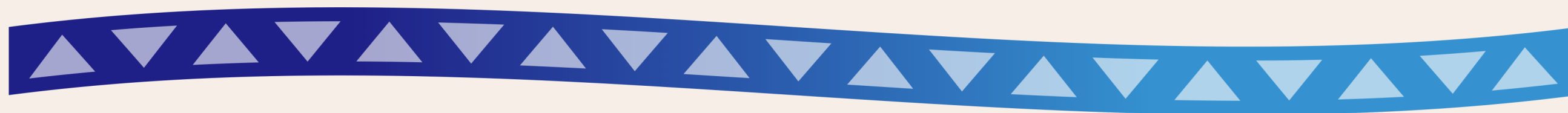
“Heart, Culture, Community,
Rejuvenation, Pride” “Historic town
which embraces
the future”

“Quaint small town.” “Nestled in the valley”

“Diverse” “A hidden gem! Down to earth.”

City Logo

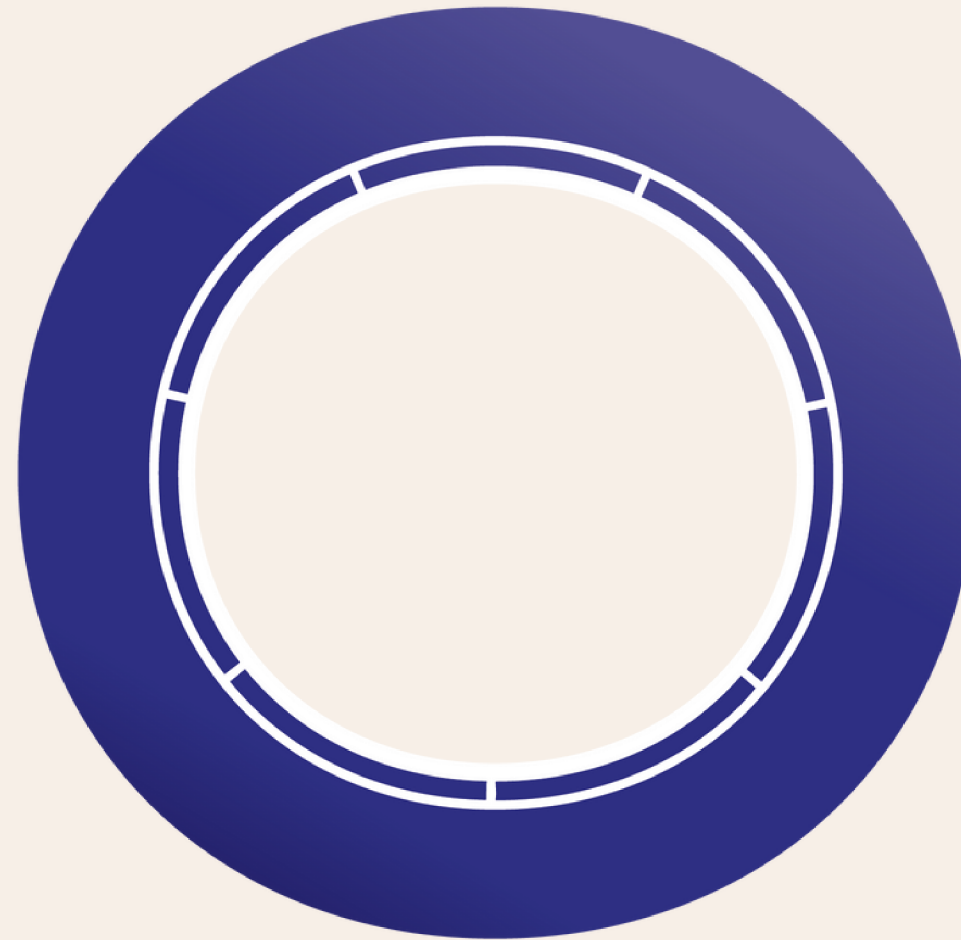
Final Draft



The wave represents water and movement.

The blue gradient symbolizes the different elements of water: creek and bay.

The pattern is a reference to basket artistry of the Ohlone.



The circle symbolizes our community.

The basketry design is inspired by the Ohlone. Baskets are used by many cultures.

The basket represents the interconnectedness between generations.



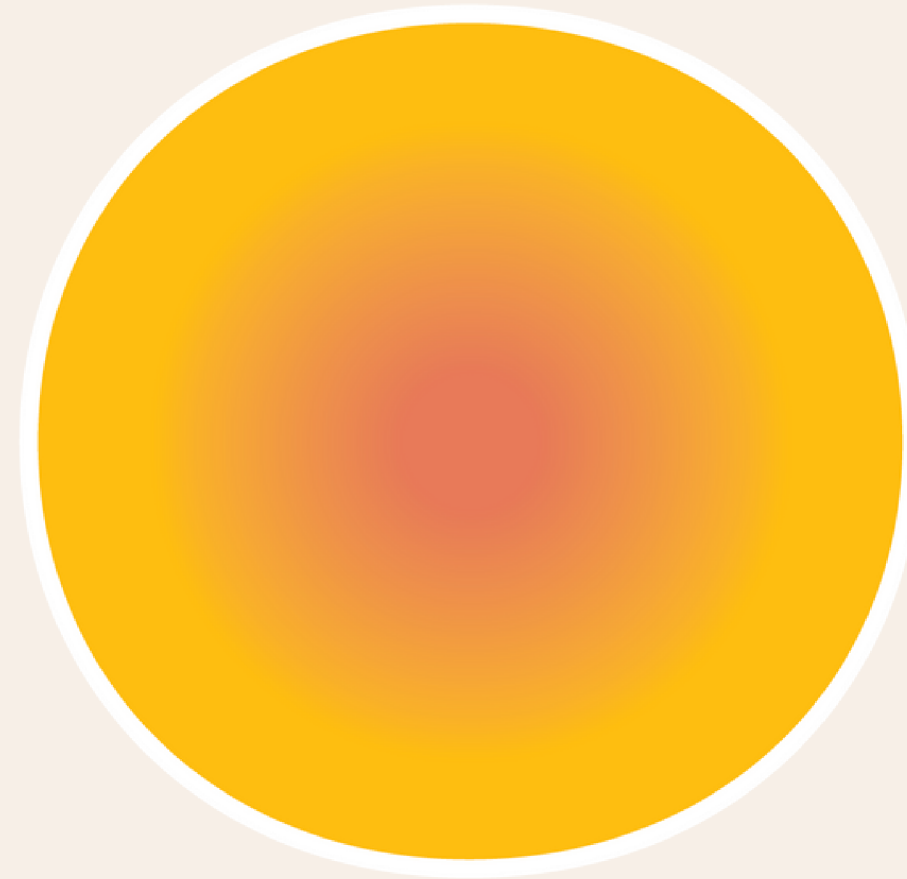
The hawk represents vision, recognition of opportunity, and stewardship of the land.



The oak trees are native to this area and produce acorns, which is the reason for our City's name.

The rolling hills are friendly, characteristic to Pinole.

San Pablo Bay can be seen through the valleys.



The golden sun represents warmth and friendliness.



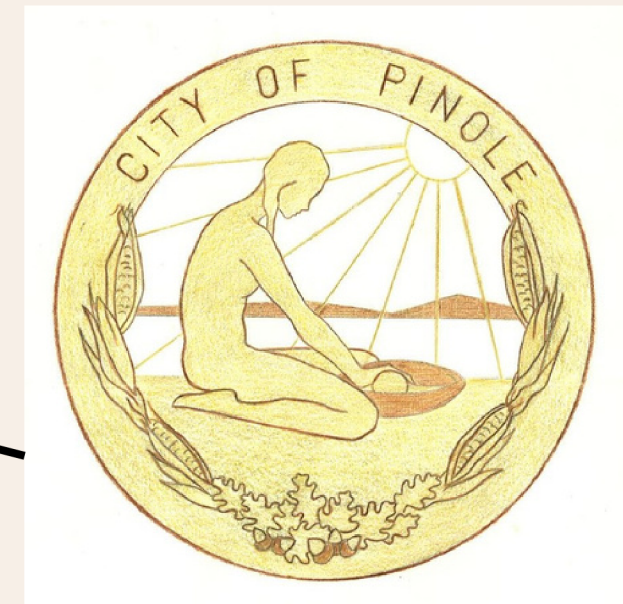
Rolling hills and oaks



Hawk in flight



San Pablo Bay



History & culture

PINOLE

CALIFORNIA

The logo font is modern, proud, and looks to the future.

Indigo blue represents stability and serenity.

PINOLE



CALIFORNIA

Logo Evolution







Primary Colors:
Indigo & Green

City Brand Color Palette

Branding Guidelines

Purpose

Uphold **consistent branding** across all Pinole communications to cultivate a communal identity and local pride. Foster trust via recognition.

Colors

The color family is a curated selection of hues that work together to reflect the City's unique character.

Typography

Two font collections complement other brand components and have different uses. **Design fonts** are most commonly used for graphic media, while **Administrative fonts** are used more formally (i.e. official documents, policies).

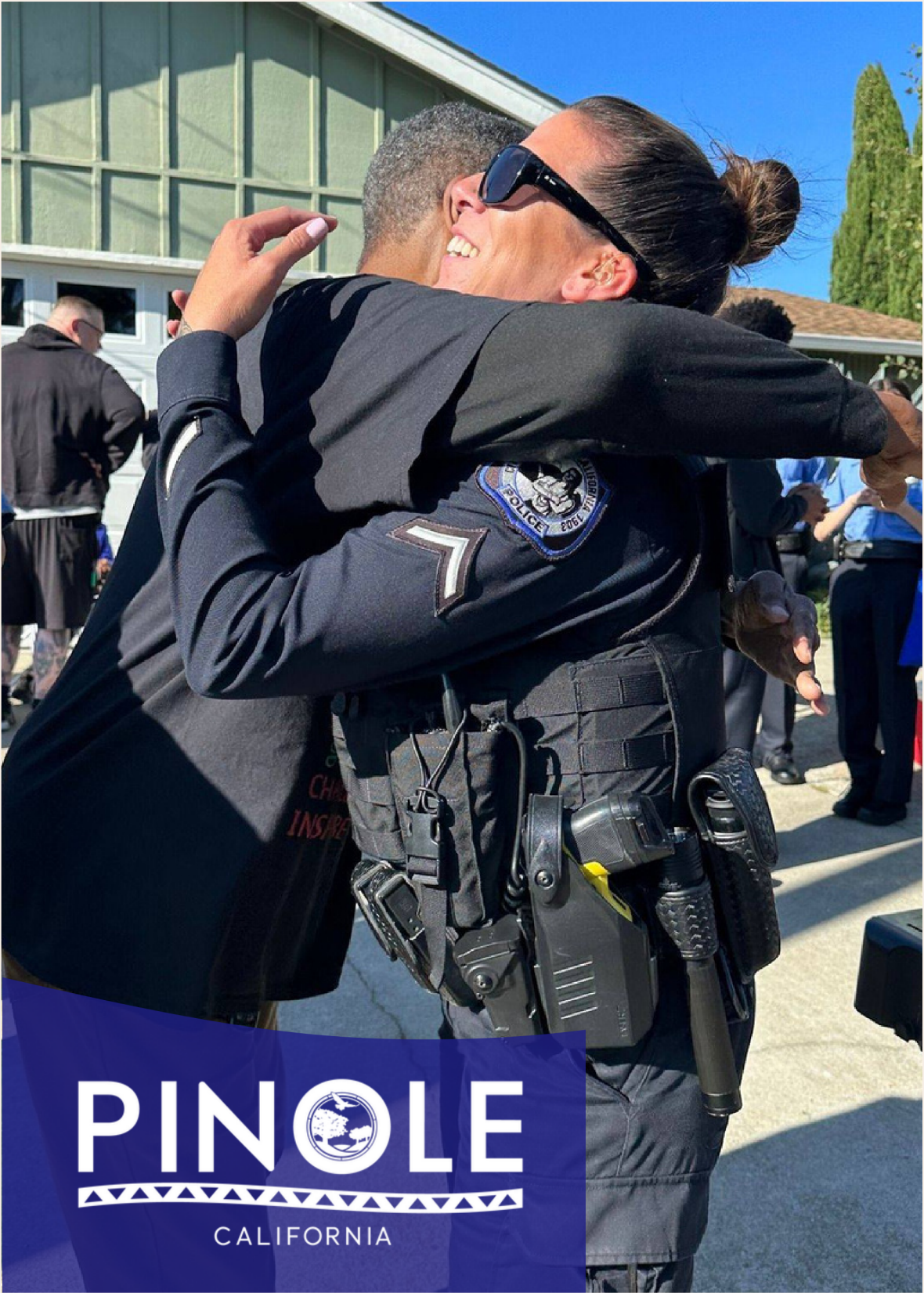
Primary Design font - **Ubuntu**

You Belong Here

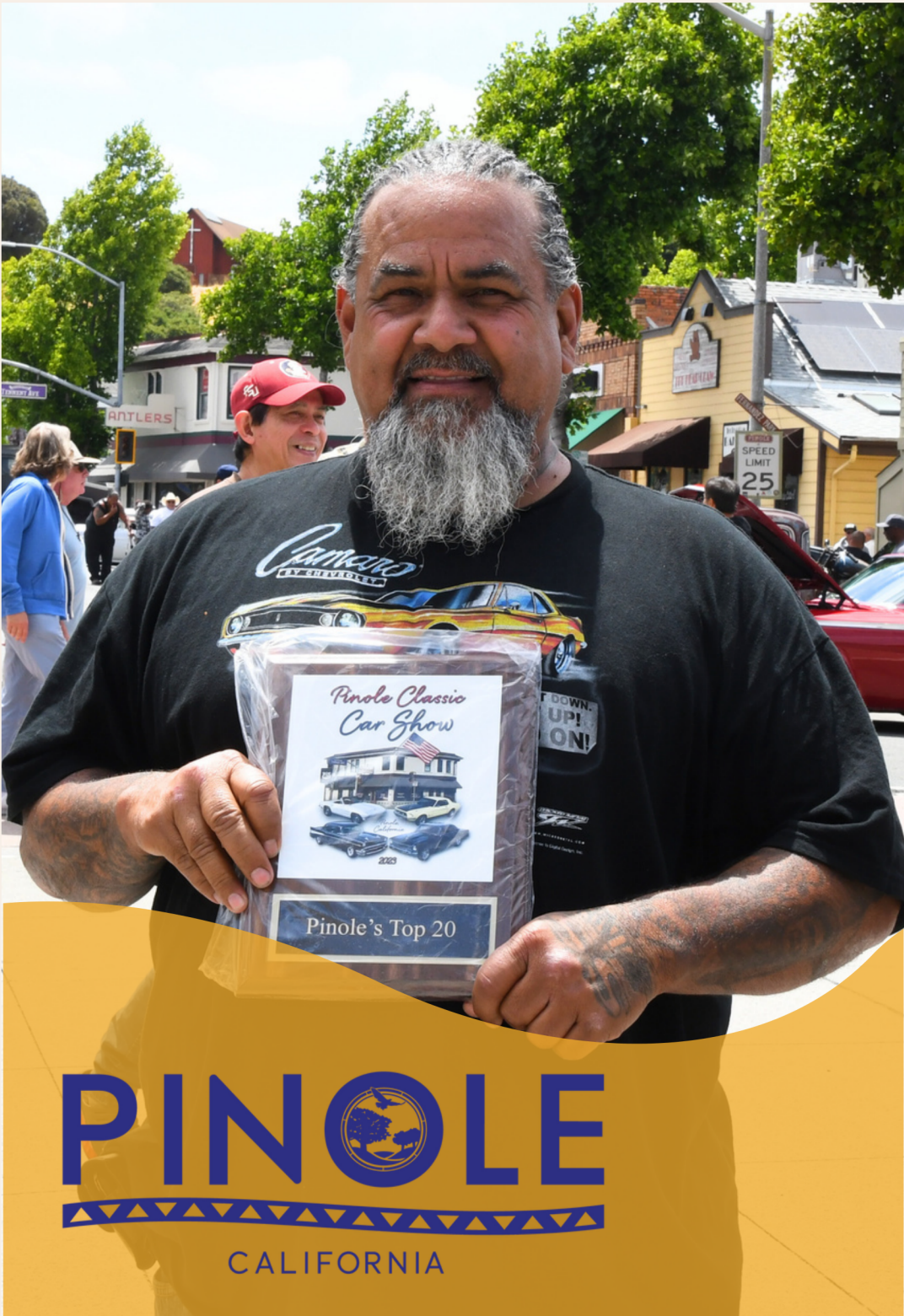
Secondary Design font - **Open Sans**

Welcome home

City Brand Typography









PINOLE

CALIFORNIA



City Seal

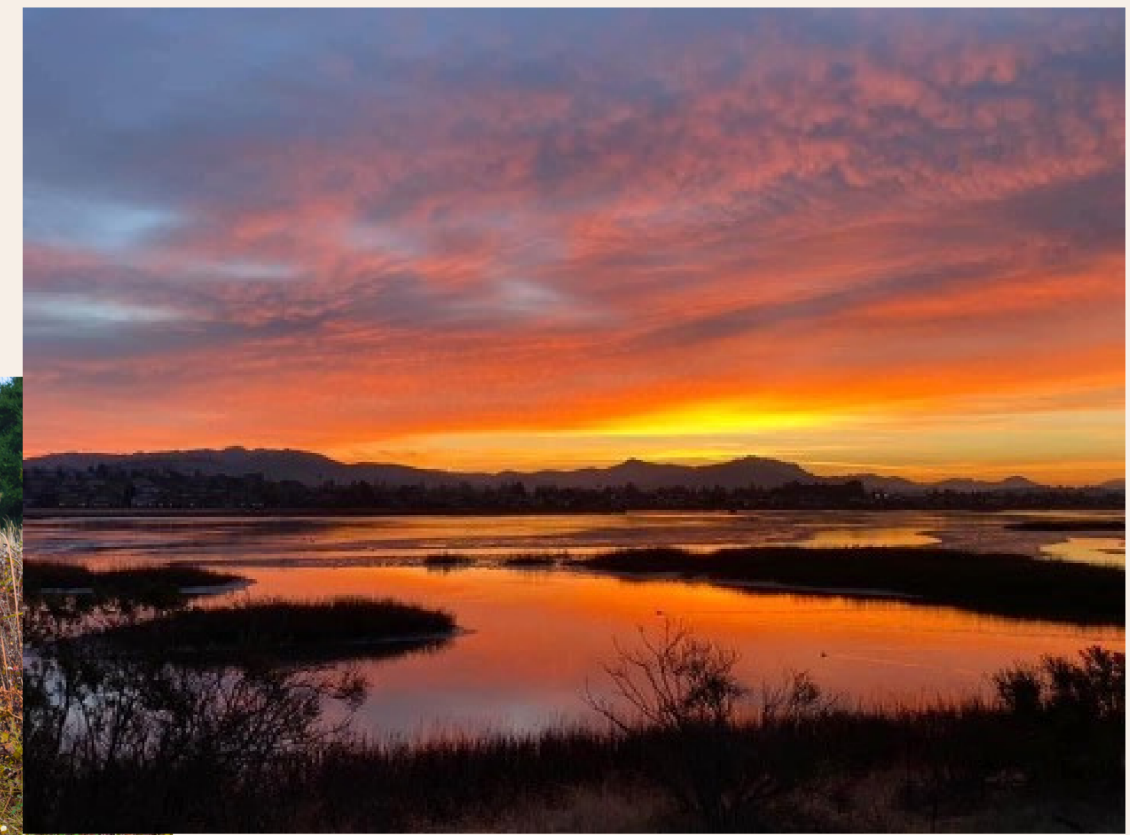
Final draft

History of our City Seal

- **1963** - the Pinole Chamber of Commerce held a City seal contest
- **1965** - City Council adopted a seal
- **1990's** - the City seal was amended



Inpiration was drawn from Pinole's natural beauty



The City Seal incorporates symbols and feelings shared by the community in the seal and logo surveys.

The City Seal uses colors from the branding guidelines and some of the same elements from the City logo design.

Border design elements from the 1965
City Seal were incorporated.







Acorns

Nourishment, legacy, history

Hawk

Vision, stewardship, opportunity

Rolling hills & oak trees

Characteristic to Pinole

Green ring

Connection to nature & commitment to the environment

Cattails

Peace, prosperity, ecosystem

Fog

Bay Area, bayfront community

Flowers

Beauty, balance



The difference between a City Seal and City Logo

City Seal

A seal is the official emblem of a city which is traditionally used to validate official documents or decrees.

Bills, certificates, proclamations, City agendas, stationary.

City Logo

A logo is a modern mark that represents an institution's core identity.

Flyers, social media, promotional materials, swag.



(Logo and seal usage examples only)

Upon City Council approval, staff will:

- Develop a process for the **transition** to the use of the new seal, logo and branding guidelines
- Begin rolling out the new branding across both **digital assets** (email, social media, videos, website, etc.) and **physical assets** (vehicles, business cards, signage, etc.).
- **Develop resources** to assist City departments, employees, Council, and others to properly deploy the new branding assets.
- If City Council adopts the new City seal, staff will return to council with an **ordinance for Chapter 1.02.010 (City Seal)** of the Pinole Municipal Code that contains an updated image and its description.

Fiscal Impact

- **Funding** to implement the new seal, logo and branding guidelines will largely be covered within existing department budgets.
- Staff will **prepare estimates** for areas of deployments that fall outside of the adopted budgets, such as City vehicle decals, and wayfinding signage;
 - Will be included as part of supplemental budget requests reviewed with the Fiscal Year 2024/25 budget in June.
- **Larger costs**, such as seal replacements inside and on the City Hall and Public Safety buildings will be considered **capital improvement projects** and will also be reviewed with the FY 24/25 budget.



Questions, Feedback, Decision