



## **CITY COUNCIL REPORT**

**11B**

**DATE: MARCH 19, 2024**

**TO: MAYOR AND COUNCILMEMBERS**

**FROM: FIONA EPPS, ASSISTANT TO THE CITY MANAGER**

**SUBJECT: ESTABLISH NEW CITY SEAL, LOGO, AND BRANDING GUIDELINES**

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### **RECOMMENDATION**

Staff recommends that the City Council receive a presentation and adopt a Resolution to establish a new City seal, logo, and branding guidelines.

### **BACKGROUND**

A coherent brand identity represents a key piece of the City Council's 2020-2025 Strategic Plan goal of developing marketing and branding strategies congruent with the communication plan and economic development strategies.

The City hired Tripepi Smith to design a new logo and create branding guidelines as part of the Communication & Engagement Plan. Logo design options were presented for discussion at a City Council meeting on March 21, 2023, however, none of the initial design concepts were adopted at that meeting. Instead, the City Council approved the formation of the City Seal Ad Hoc Subcommittee to further explore options for a new City seal and logo.

The City Seal Ad Hoc Subcommittee retained Tripepi Smith and worked with staff, community members, and members of the Confederated Nations of Lisjan (Ohlone) on an extensive process which included three (3) rounds of community outreach and over twenty (20) meetings and discussions to develop the City's new seal, logo, and branding guidelines, upon which City Council direction is now desired.

Staff gathered insights on the community's perceptions and values pertaining to the visual representation of Pinole using surveys. Survey results (Attachment D) revealed the community's desire to include representation of the area's Ohlone roots, and identified several natural symbols, colors, and feelings associated with Pinole. The City Seal Ad Hoc Subcommittee and staff agreed that it was important to incorporate the community's perceptions to ensure that final designs are a collective representation of the City's identity.

### **REVIEW AND ANALYSIS**

At the City Council meeting, staff will provide an overview of the process and present the final City seal and logo design. The updated seal, new logo and branding guidelines revitalizes the City's visual identity while conveying an authentic brand for the City of Pinole. Moreover, the proposed new City seal and logo incorporate elements that align with the community's identity as discovered through the community survey results. The analysis of the proposed designs is as follows:

### **Symbolism and Representation**

The new City seal and logo features symbols that represent key aspects of Pinole's character, such as diversity and community. The designs capture elements that make Pinole unique, including its natural assets (native wildlife, bayfront, Pinole Creek), appreciation of roots, and forward-looking spirit.

### **Aesthetics and Modernization**

Both designs contain contemporary design principles that leverage clean lines and vibrant colors. Modernizing the seal and logo enhances adaptability across a range of mediums, from print materials to digital platforms.

### **Brand Consistency**

The new seal and logo are designed to be versatile and scalable, ensuring consistency in application across city communications, signage, and promotional materials. The branding guidelines will help maintain brand integrity by providing clear guidelines to staff on seal and logo usage, color schemes, and typography.

Upon Council approval, staff will begin rolling out the new brand across both digital assets (email, social media, videos, website, etc.) and physical assets (vehicles, business cards, signage, etc.). Staff will also develop resources to assist City departments, employees, Council, and others to properly deploy the new brand 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, that 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.

## **ATTACHMENTS**

- A: Resolution
- B: New Seal and Logo Designs
- C: Branding Guidelines
- D: Community Survey Result Reports

## Attachment A

### **New City Seal**

Design by Fiona Epps, Assistant to the City Manager

*[TBD - will insert final design]*

### **New City Logo**

Design by Tripepi Smith

*[TBD - will insert final design]*