



City of Pinole Seal **REIMAGINATION** New Logo & Brand Guidelines

2025 CAPIO EPIC AWARDS
Communications & Creative Process
Brand Launch/Rebrand

INTRODUCTION

The City of Pinole initiated its branding refresh in 2022 as part of its Communication & Engagement Plan. Following staff recommendations to move away from using a Native American mascot in the seal design, with full support from the Confederated Nations of Lisjan (Ohlone), Pinole decided to pursue a new direction. In early 2023, the city officially kicked off the development of **a new seal, logo and branding guidelines**.



The City of Pinole's new branding is modern and authentic. Each element found in the new seal, logo, and branding guidelines was painstakingly crafted to represent the voices of the community, resulting in a greater sense of unity and trust in its communications.

OUTREACH & PLANNING

Communication and Engagement Plan

The communication team was tasked with establishing a branding strategy, which involved developing a new city seal, logo, and branding guidelines. Prior to this, the agency had no branding guidelines and used its city seal (est. 1965) as its logo.

The Team

The branding development team consisted of City of Pinole communication staff, two elected officials on the City Seal Ad Hoc Subcommittee, and team members from Tripepi Smith. The Confederated Nations of Lisjan provided crucial guidance and input throughout the design process. The team met on a regular basis to stay nimble, connected and to meet deadlines.

Research – the following methods were used to collect information and form a design strategy:

Historical analysis – Reviewed the city's records (circa 1960's) on the history of the existing seal's conception.

Tribal consult – Met with chairperson and members of the Confederated Nations of Lisjan (Ohlone) to learn ways to honor past, present and future indigenous culture in the new designs.

Community survey – Gathered input from residents on symbols, colors and words they feel represent Pinole. Circulated four different surveys and held pop-up events to collect over 430 responses.

Logo exploration – Presented two rounds of logo designs via community surveys to identify concepts that were widely appealing.

Employee survey – Ranked employee's favorite city seal designs and collected valuable input used to finalize design.

Benchmarking – Reviewed and compared other city seal and logo designs.



A logo exploration pop-up table at National Night Out.

Goals/Objectives

Goal – To develop consistent branding across all communications to **cultivate a communal identity and local pride**, while fostering trust and comprehension in our shared endeavors.

Objective – Implement new brand standards across the agency's print and digital materials by March 30, 2024.



Goals/Objectives (continued)

Strategies:

- Develop accessible, engaging materials and templates for smooth implementation.
- Leveraged emotional connection and local pride to obtain council approval on the new branding elements.

Budget - \$32,000 (\$21,975 spent).

Timeline - 12 months: March 21, 2023 - March 19, 2024.

Audience - City of Pinole employees, council members, commissioners, residents, visitors, neighboring cities, agency partners, stakeholders, the media, local businesses and people interested in doing business in Pinole.

DESIGN & IMPLEMENTATION

The team examined previous draft logo designs, analyzing feedback from both council and residents to strategize on a new direction. Using the data from the community surveys, **specific colors, icons and imagery were identified** to be used in new logo and seal concepts.

Multiple rounds of revision and tweaking designs were coordinated with the survey cycle to home in the look and feel of the concepts to ensure **accurate representation of the community**.

A Phased Approach - The City's communications team decided on a curated selection of two primary, two secondary, and two tertiary colors, along with digital and print typography before the logo and seal designs were finalized.

This allowed the communications team to simultaneously develop a **new website and mobile app** using the new branding guidelines before they were officially launched.



Mobile app design using old seal with new brand colors.

IMPLEMENTATION (CONTINUED)

Final designs for the new City seal and logo were adopted by Pinole City Council in March 2024, along with a comprehensive and easy to reference Brand Guide.

Following council approval, staff immediately began deploying the new brand across all of its digital and print communications. The communications team held a Branding Workshop and training for the city's media creators.

A completely reinvented website featuring the fresh new brand was launched a few months later in July 2024.

Logo icon, used for marketing and promotional purposes



RESULTS

The communication team met its goals and objectives while staying under budget. The new branding guidelines provide a steady stream of recognizable and dependable information that cultivates a communal identity for Pinole while highlighting its distinct charm and character. Pinole's reimagined seal balances roots, community, and vision, complimented by a fresh, modern logo which echoes its sentiment.





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SUPPORTING MATERIALS

BRAND GUIDE

The Power of Consistency

Upholding consistent branding across all Pinole communications nurtures a collective spirit and local pride while fostering trust and comprehension in our shared endeavors. A steady stream of recognizable and dependable information cultivates a communal identity, echoing Pinole's distinct charm and character.

[Click here to view the City of Pinole's full Brand Guide](#)

LOGO USAGE

THE CITY LOGO

The Pinole **City Logo** is the visual indicator signifying that materials or communications come from the City. A hawk soars over oaks atop hills overlooking the bay, reflecting the beauty and character of Pinole.

The pattern in the logo is a reference to basket artistry of the Lisjan (Ohlone), one of the original peoples of the East Bay.



OTHER LOGOS

THE CITY SEAL

The City of Pinole has a seal for official or internal use.

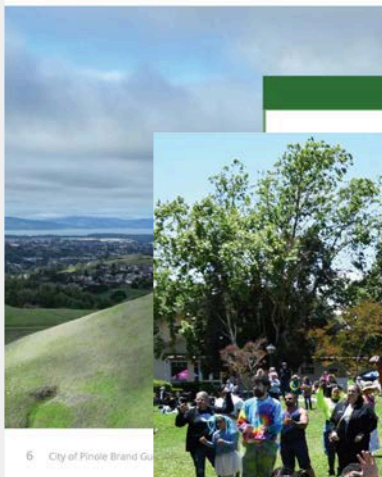
The seal is not meant for general communications or media, it is intended to signify official or serious City materials.



ists that change it's basic appearance.



THE DIFFERENCE BETWEEN A CITY LOGO AND A CITY SEAL



6 City of Pinole Brand Guide



CITY OF PINOLE
BRAND GUIDE



SUPPORTING MATERIALS

Highlights from the Brand Guide

COLORS

PRIMARY COLORS: GREEN AND INDIGO

What do these codes all mean?

Color	Hex	RGB	CMYK	Use Case
Green	#007060	RGB 0, 112, 96	CMYK 100, 50, 50, 0	Digital, print, outdoor
Indigo	#000080	RGB 0, 0, 128	CMYK 100, 100, 0, 0	Digital, print, outdoor

The primary colors underpin the brand family. At least one of these should appear on almost all materials.

Like the logo, the primary colors need not be the most prominent, but they should be placed in ways to visually anchor our communications.

For all brand colors, it is permitted to use lighter tints in places, as long as materials are anchored plainly by a recognizable and undiluted brand color.

For the brand colors, it is permitted to use these darker shades, as long as materials are anchored plainly by a recognizable and undiluted brand color.

The color family is a curated selection of hues that work together to reflect the City's unique character and create a communication environment that is consistent, recognizable and engaging.

City of Pinole Brand Guidelines 2024

TIPS FOR COLORS

COLOR PROPORTIONS

COLOR COMBINATIONS

The Primary Colors are intentionally strong. Using them together in equivalent amounts can overwhelm, it's often best to emphasize one of the two.

COLOR HIERARCHY

The Color Family is divided into 3 pairs as an indication of their relative prominence in the brand. The Primary Colors should appear on most materials and, with the Secondary Colors, comprise the core brand coloring. The Tertiary Colors are provided for when more colors are necessary and to give a couple brighter color options.

COLOR RATIOS

The Color Family is intended to provide design flexibility, but use of the entire Color Family without restraint is not recommended. There are many cases where all the colors will be necessary (e.g. infographics), but take care not to overwhelm the colors.

DO NOT use equivalent hierarchy of color

DO use colors in ratios based on brand prominence

City of Pinole Brand Guidelines 2024

LOGO PLACEMENT

BREATHING SPACE

Careful placement of the logo with sufficient "empty" surrounding space ensures the logo does not get lost.

CONTRAST

The logo is best on white or light backgrounds. For darker backgrounds that do not provide enough contrast, it's recommended to add a light background block or circle.

BEWARE OF low contrast combinations

FACILITATE CONTRAST float logo on a light background shape with the minimum blank space

FACILITATE CONTRAST by creating a light background space for the logo and other content

LOGO AND SEAL USAGE FLEXIBILITY

There is some flexibility around logo usage, it's often necessary to adapt the logo or seal as needed for specific purposes, such as creating lapel pins, embroidered shirts, hat stickers, and other promotional materials, while ensuring consistency and brand integrity across different platforms.

City of Pinole Brand Guidelines 2024

COLOR ACCESSIBILITY

MAINTAINING CONTRAST

The difficulty of differentiating light colors on light colors, or dark colors on dark colors, is even harder for those with reduced vision. Contrast ratios need to be at least 3:1, or more. If text is smaller, search online for "WCAG Color Contrast Check" to learn more.

Contrast Ratio: **1.38:1**

WCAG AA: **Fail**

WCAG AAA: **Fail**

COLOR BLINDNESS

There are varying levels of color blindness; a general rule is that color blindness causes warm colors to blend together and cool colors to blend together. You can help elements not blend together by separating them a bit, and alternating warm-cool-warm or light-dark-light.

City of Pinole Brand Guidelines 2024

Testimonials

"I love the new brand! I feel like it shows where we have been, and where we are going. I recognize it immediately on Instagram."

~ Antonio M., 12-year Pinole resident

"The implementation of branding guidelines have prompted new waves of creativity and enabled city-wide cohesion in communication, content creation, and marketing materials. Regardless of the type of event, program, or announcement, it has become easier to connect and build trust with our Pinoleans."

~ Jaylan Campbell, Recreation Coordinator

THE CITY SEAL AND LOGO



The previous seal, established in 1964, was used interchangeably as Pinole's seal and logo.



The Pinole police Department has adopted the new seal in its official patch.

"I've always believed that design has the power to shape culture, and our city's new branding is a testament to that belief. After over a century of holding onto a symbol that was fundamentally inappropriate in its portrayal of Native Americans, we worked together to create something that truly honors the greatness and potential of Pinole, reflecting who we are and where we're headed as a community."

Developed in direct consultation with Ohlone leadership, Pinole's new city seal and branding are more than just visual elements—they represent our vision for a bright, inclusive, and just future."

~ Cameron Sasai, Mayor of Pinole

A New Direction

The new seal and logo were intentionally crafted to be a direct reflection of the community's sentiment and vision. Every element represents a piece of Pinole. Some symbolism examples:

- **Waves** - San Pablo Bay and Pinole Creek.
- **Triangles** - inspired by Ohlone basket design; indigenous roots and interconnectedness
- **Hawk** - vision, stewardship, opportunity

The new logo is mainly used for marketing and promotional purposes.



Community Input

Both the seal and logo incorporate the symbols and feelings shared in the community surveys:

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

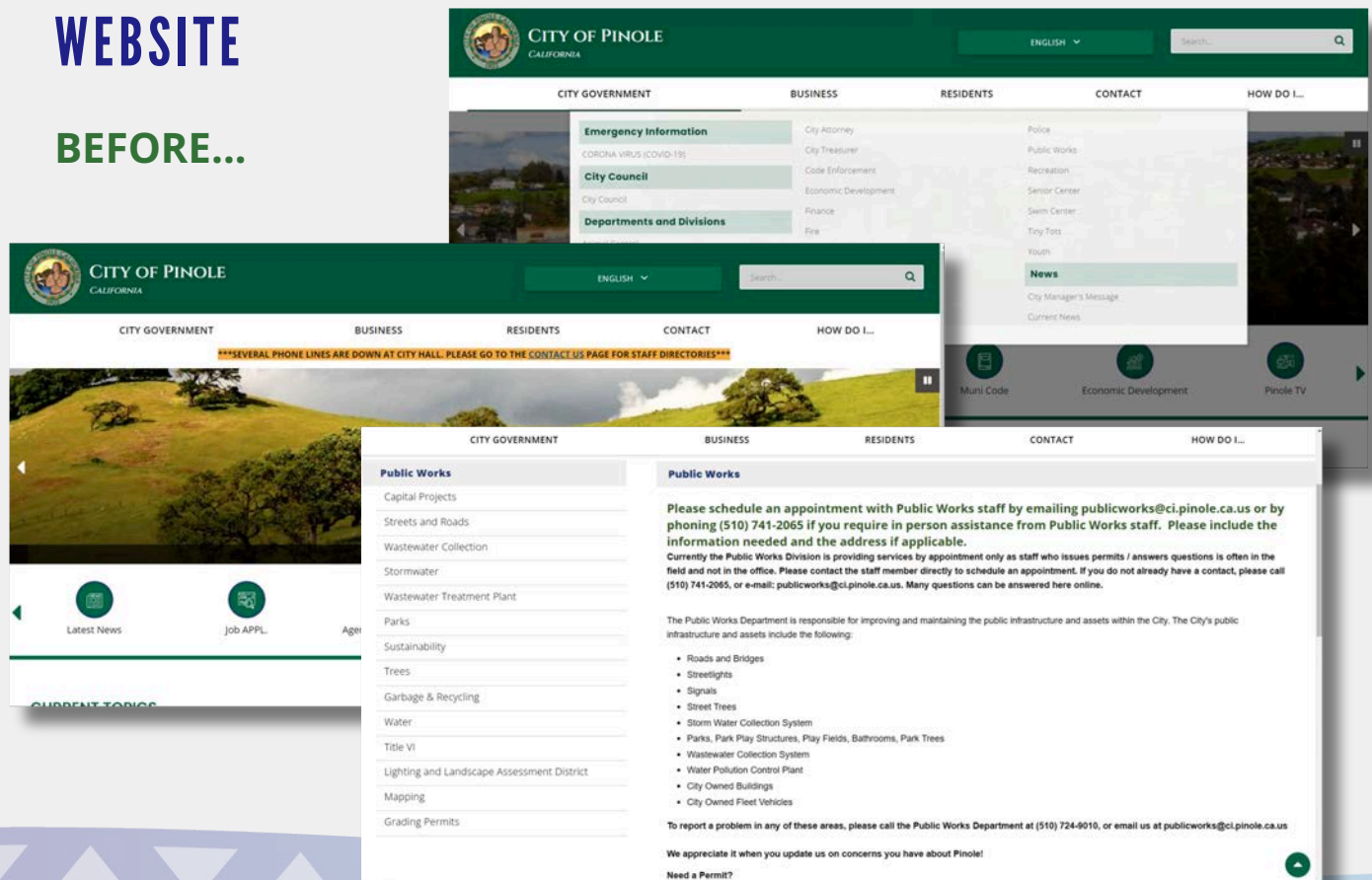
"Beautiful, safe, clean" "Connected to nature"
 "Quiet, historic, hopeful, peaceful, friendly, diverse."
 "Heart, Culture, Community, Rejuvenation, Pride" "Historic town which embraces the future"
 "Quaint small town." "Nestled in the valley"
 "Diverse" "A hidden gem! Down to earth."

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

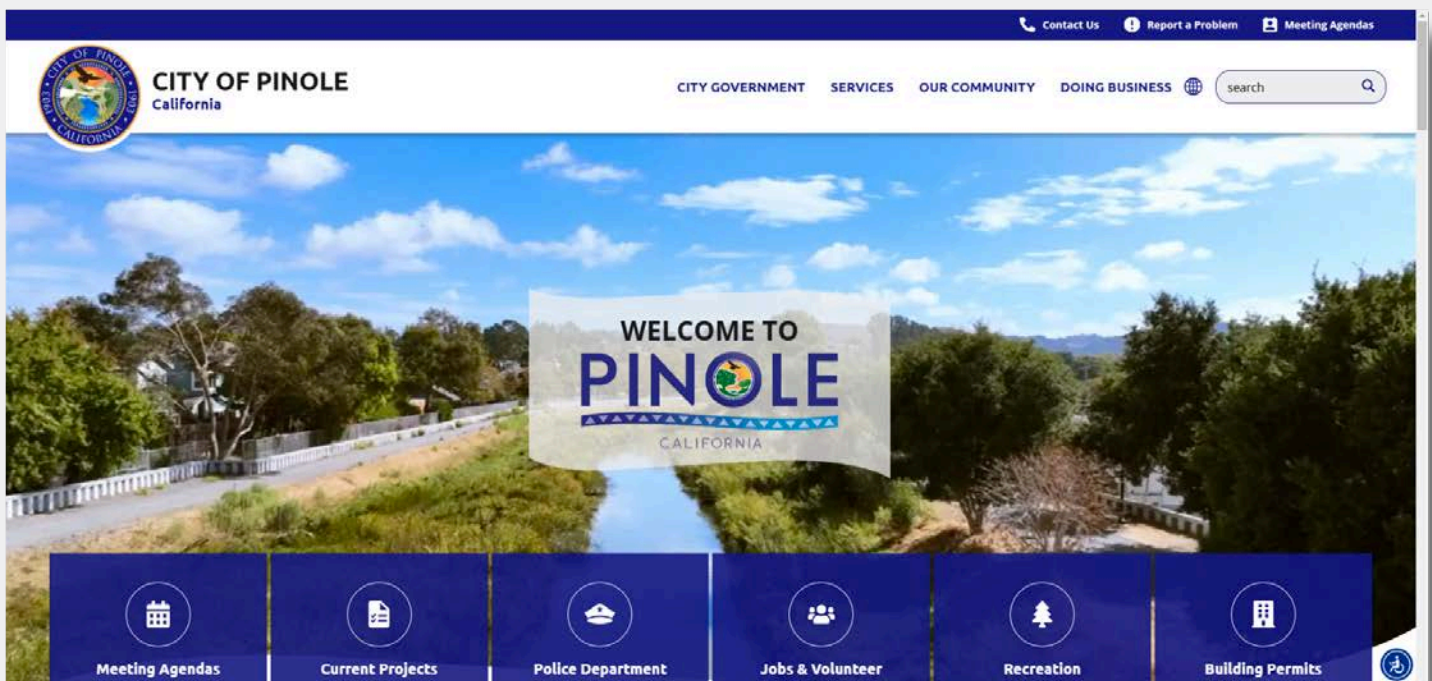
"Creek, diversity, blue and green." "Earth and bay"
 "Blue for the bay water, yellow/orange for the sunsets and green for the hills and trees."
 "Hills, bay, trees, and birds."
 "Heart, because that is what Pinole has."
 "cattails, creek, bay, oak trees, sunshine, acorns.." "Perhaps use a symbol from the specific Ohlone tribe.."
 "Pinole (the roasted ground maize)."

WEBSITE

BEFORE...



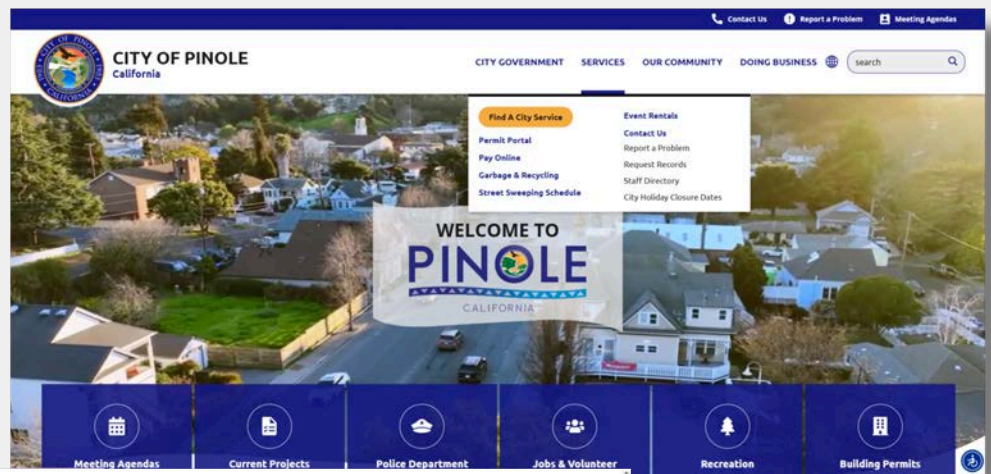
AFTER



WEBSITE

Transformation

Pinole's dramatically improved website showcases its vibrant new branding on every page.



FEATURED PROGRAMS



Online Permitting, Inspection and Licensing

The City of Pinole has upgraded its permitting and licensing system to improve efficiency and convenience for customers. Schedule inspection requests via text, view permits and license status, make payments online, submit applications and more.

[Learn about our new online center!](#) →



Pinole Speaks

"Pinole Speaks" is Pinole's central online hub for residents to share their voice, participate in online discussions and learn about upcoming engagement opportunities. Topics include items of public interest such as new programs, development projects, planning, initiatives, local legislation and more.

[Share your voice](#) →



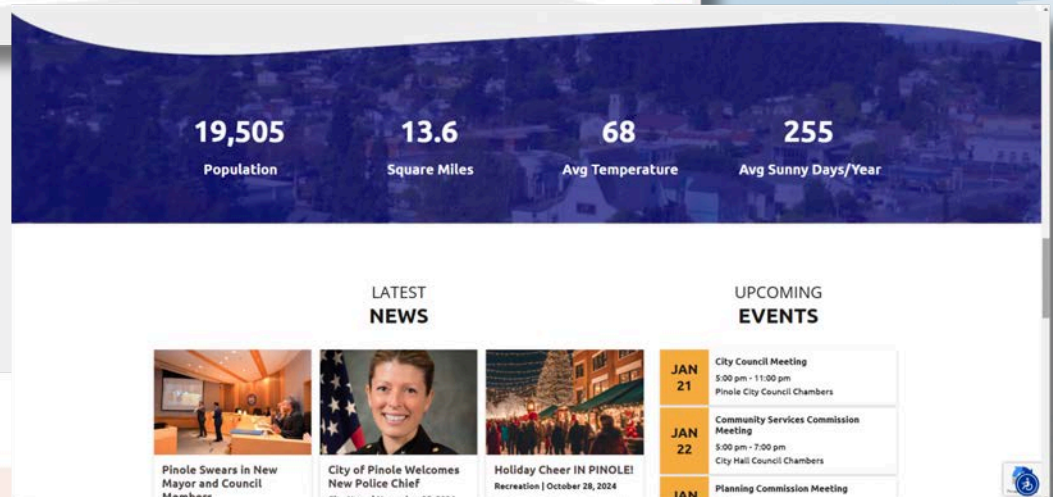
Measure 1

Thank you, Pinole voters, for passing Measure 1! Your support ensures the continuation of essential city services, including 911 public safety response, maintaining local streets and roads, disaster preparedness, and other vital community needs. Measure 1 establishes a voter-approved 1 cent sales tax, generating locally controlled funds.

[Learn more about Measure 1](#) →

The website had to be designed simultaneously while the branding was being developed to meet its go-live deadline.

[Click here to tour the full website](#)



CONNECT WITH US



Happy New Year, Pinole! As we welcome 2023, we reflect on a year filled with community, growth, and resilience. Thank you for making Pinole a wonderful place to live, play and work.

This ...
29 1



After a year of community and stakeholder engagement through the Walk and Roll Pinole initiative, the City is proud to release a public review draft of its Active Transportation Plan (ATP). The ATP ...

3 0



The U.S. flag is being flown at half-staff at all public facilities in Pinole to honor the extraordinary life & legacy of former President Jimmy Carter. Jimmy Carter was the 39th president of the ...

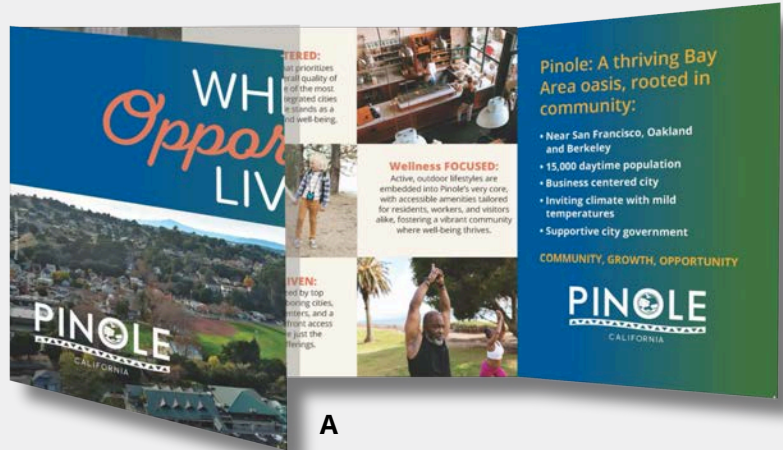
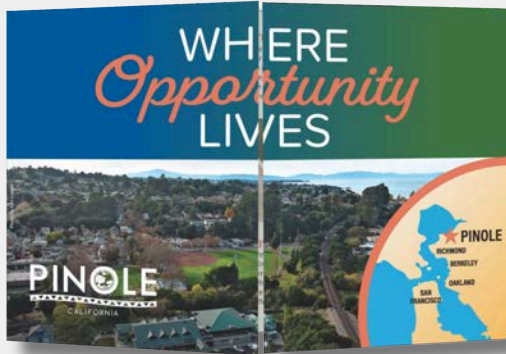
47 0



The countdown to a plastic-free city begins now. Starting January 1, 2023, plastic bags and plastic foodware are banned at Pinole businesses. Enforcement will not begin until July 1, ...

27 1

MAILERS AND CORRESPONDENCE



Versatile Design for Every Message

Any department at the City of Pinole can utilize the branding guidelines with maximum creativity while fostering trust in their unique message.



B

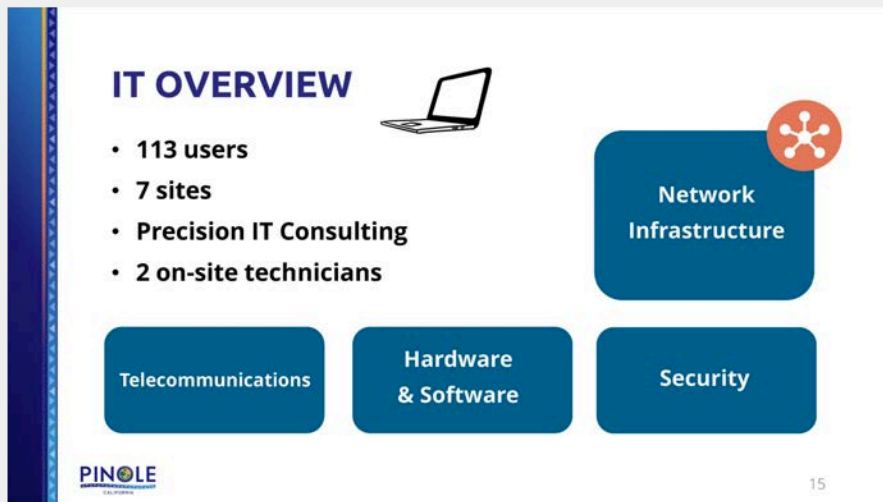


C

D

- A. Economic development brochure
- B. Informational flyer
- C. Survey postcard
- D. Trifold mailer for new ordinance

POWERPOINTS



IT OVERVIEW

- 113 users
- 7 sites
- Precision IT Consulting
- 2 on-site technicians

Network Infrastructure

Telecommunications

Hardware & Software

Security

PINOLE

15

Presentation of Information

Powerpoint templates are frequently used by staff to make it easier to convey key information in a consistent, engaging way.

Visuals Strongly Encouraged

Staff have access to a shared folder with thousands of authentic Pinole photos and are encouraged to use them whenever possible.



FULL-SERVICE CITY

City Hall

- City Manager's Office
- City Clerk
- Finance
- Human Resources
- Community Development
- Building & Planning

Public Safety

- Police Department

Senior Center

- Community Services

Youth Center

- Recreation
- PCTV

Wastewater Treatment Plant

- Public Works

Swim Center

Tiny Tots

6

BEFORE...



City Manager Department
Major Services and Functions

- Overall responsibility for operation of City functions and programs
- Support City Council in policy development and implement laws and policies established by City Council
- Supervise and provide guidance and resources to department heads
- Coordinate citywide communication and engagement
- Lead intergovernmental relations
- Undertake strategic planning and organizational assessment

8

Lack of visual interest and icons.



Draft Housing Element Goals

1. Housing Production and Adequate Sites to Meet Regional Housing Needs
2. Housing to Meet the Needs of All Income Levels and Special Needs Groups
3. Removal of Governmental Constraints
4. Conserve, Preserve, and Improve the Housing Stock
5. Affirmatively Furthering Fair Housing
6. Housing Education and Community Outreach

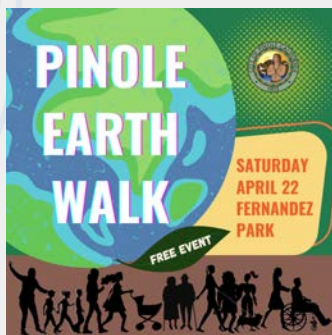
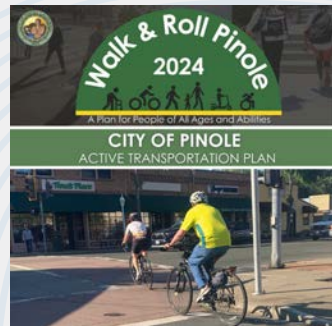
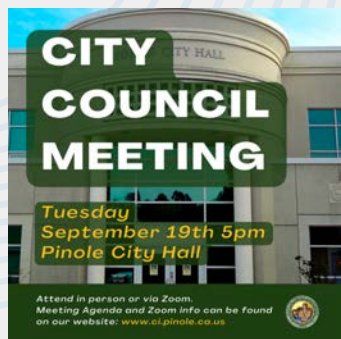
9

Inconsistent use of colors and fonts.

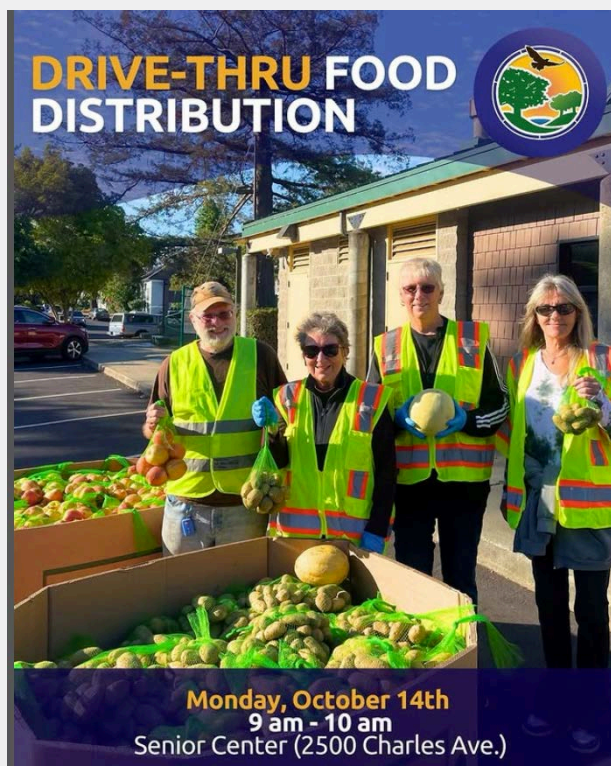
SOCIAL MEDIA

BEFORE...

Before the Brand Guide was implemented, each post was isolated; not easily recognizable as belonging to the same agency.



AFTER



SOCIAL MEDIA

Unified social media presence with an emphasis on authentic imagery.

