HERMOSA BEACH BRANDING & SIGNAGE

Review of Artist Submissions

01.07.19
Agenda.

01  Purpose & Need for Update
02  History & Evolution of Hermosa Brand
03  Call For Artists Contest
04  Review of Evaluation Criteria
05  Review of Submissions
06  Next Steps
PURPOSE & NEED FOR UPDATE
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- Need for unified set of images, graphics, and visual style (style guide)
- Several initiatives that rely on graphics and branding
  - Website upgrade
  - Gateway signage and corridor enhancements
  - Civic facility and park signage
- Work from PCH/Aviation Committee was not favored for City-wide branding
- Adoption of a new official logo by the City would allow the continued use of variations on our street sign logo by the community

*It should be noted that not making any changes or only making modifications to ensure consistency between the City logo/seal, or other signage is also an option.*
Distinguish official city communications

Create consistency between website, official documents, social media, and signage

Minimize the inappropriate use of a logo or seal (internally and externally)

Prevent the reproduction or modification without written consent of the City
WEBSITE UPGRADE UNDERWAY

- Current site developed in 2011
- Opportunity to improve consistency of City brand
- Increasing number of digital platforms (go Hermosa app, vendor portals, social media)
The intent of presenting these images is not to call out any artist or group as these images demonstrate the amount of civic pride found in Hermosa Beach. It is however meant to highlight the need for the City to create a distinguishable graphic identity and adopt a policy that is clear about the appropriate use/modification of such graphics.
PCH/AVIATION COMMITTEE WORK

2010
PCH/Aviation Improvement Committee formed

May 2014
Conceptual Design and Master Plan for the PCH-Aviation Corridor Beautification Project approved by Council

2015/16
PCH/Aviation Committee worked with graphic designer to refine signage concepts based on Conceptual Plan

2016/2017
Topic of discussion during Strategic Planning efforts in 2016, and refined slightly based on that feedback in early 2017
2014 APPROVED CONCEPTS

HORIZONAL ENTRY MONUMENT SIGN

VERTICAL ENTRY MONUMENT SIGN

VEHICULAR DIRECTIONAL SIGN
HISTORY & EVOLUTION OF HERMOSA BEACH BRAND
HERMOSA BEACH LOGOS & SEALS

1923 – 1964 City Seal/Logo
Designer: Unknown

1964 – Present Seal
Designer: John T. Hales

1968 – Present Logo
Designer: Unknown Staff

Images Courtesy of the Hermosa Beach Historical Society
HERMOSA BEACH LOGOS & SEALS

**City Seal**
- To denote official city organization materials and communications
- Seals are often presented on letterhead, business cards, and to certify official documents like resolutions or proclamations

**City Logo**
- To represent or highlight the larger community
- Logo may be used for signage around the city, sponsorship of events/programs, and general marketing
OTHER LOGOS/VARIATIONS IN USE

- Centennial seal and logo
- Variation of windmill logo
- Simplified Hb sunburst
- Department Specific logos
- Elements of sunburst, waves, or palms
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VARIATIONS IN THE LOGO

Each gateway sign has a different variation on the logo, fonts, and colors.
HERMOSA BEACH TYPEFACE

Graphics provided courtesy of The Pacific Stranded - Daniel Inez

Retro font and colors do not meet current standards for use on street signs
BRANDING CONCEPT FROM LOCAL ARTIST
THE PACIFIC STRANDED - DANIEL INEZ
The logos of many local organizations build off of the City of Hermosa Beach brand or various logos and seals. The School District also just wrapped up the development of a new logo.
LOGOS/ STYLE FROM NEARBY COMMUNITIES

It is also important to review the logos and identity of other communities (particularly coastal California cities) to ensure our brand is unique and differentiated from others.
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CALL FOR ARTIST CONTEST 03
COUNCIL DIRECTION

In February 2018, the Hermosa Beach City Council held a study session dedicated to the topic of branding and signage. Direction to staff from that meeting included the following:

• Scale of Changes — Council is open to a refresh of the City logo so long as some elements of the existing logo are retained or updated (i.e. it should not be a completely new concept). For the City seal, Council was cautious about making changes but open to some updates to the icons located within the Hb, and some color changes to bring consistency between the logo and seal. Submissions should focus on updating the logo, but may want to consider colors for a new logo that could also be appropriate for updating the seal.

• Graphic Design Support — For graphic design support, Council is interested in soliciting concepts from local artists that would be reviewed by staff and presented to the community for input. Based on the input, a single artist would then be selected and engaged in a contract with the City to further refine the concept and develop a signage program.

• Community Engagement — In addition to an artist call for concepts, opportunities for the community to provide feedback on graphic updates will include a town hall event where concepts will be displayed and an online forum for those that can’t make it in person.

• Work Products/Outcomes — Council directed staff to first focus on creating a style guide to ensure consistent use of city graphics before establishing priorities for different types of signage.
CALL FOR ARTISTS – LOGO CONTEST

- In June 2018 a call for artists was issued to requesting submissions to refresh the City logo.

- Artists were not required to be a resident of Hermosa Beach, but should have ties to and familiarity with Hermosa Beach/ South Bay, and able to participate in presentations to staff, the community, and City Council.

- Artists interested in working with the City in a professional capacity to develop a formal signage program were asked to include a resume or CV.
CALL FOR ARTISTS – LOGO CONTEST

• The Goal:
  • create a unified brand that can be replicated and expanded across various platforms through a set of images, graphics, and visual style to represent the City of Hermosa Beach consistently as an organization and as a community.

• The Award:
  • The winner of this contest will be awarded a $1,000 cash prize and recognized at a City Council meeting.

• The Deadline:
  • The call for artists was open approximately six weeks through July 31, 2018.

• The Results:
  • The City received a total of 48 unique submissions. 18 from Hermosa, 18 from Redondo, all from LA area.
While design review is often a subjective exercise, City staff, the community, and decision-makers will utilize the following criteria in evaluating submissions and selecting a winning design:

1. Representation of Hermosa Beach heritage/culture
2. Distinctive or Unique Design
3. Legibility (ease with which a reader can recognize)
4. Contemporary/Current Design
5. Transferability/Versatility to fit the needs of the City
ELEMENTS OF A BRAND

- color palette
- typography/ fonts
- iconography and photography
- formatting style (lockup)
- a slogan or tagline
- a logo or seal to bring the elements together
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The Best Little Beach City
COORDINATED BRANDS FOR CITIES, PARKS, OR DEPARTMENTS
REVIEW OF SUBMISSIONS
APPROACH

• Staff has narrowed down the initial submissions to approximately 16 designs (some have variations).

• We’ll walk through each of the entries and ask the team to evaluate each submission individually based on the criteria.

• Don’t worry about the difference between hand-drawn and digital submissions. If a hand-drawn submission incorporates quality imagery, it can be digitized/modified.

• We’ll then discuss the entries as a group with the objective to narrow the entries to no more than 5 to be presented for further consideration.
LOGO SUBMISSIONS – PT 1

1. Single Concept
Hermosa Beach
Professional Qualifications?: No

6. Multiple Concepts
Whittier

7. Multiple Concepts
Hermosa Beach
Professional Qualifications: Yes

8. Multiple Concepts
Hermosa Beach
Professional Qualifications: Yes

9. Multiple Concepts
Redondo Beach (business in Hermosa)
Professional Qualifications: Yes
14. Multiple Concepts
Redondo Beach
Professional Qualifications: Yes

16. Multiple Concepts
Redondo Beach
Professional Qualifications: Yes

18. Multiple Concepts
Redondo Beach
Professional Qualifications: Yes

19. Multiple Concepts
Redondo Beach
Professional Qualifications: Yes
LOGO SUBMISSIONS – PT 3

26. Multiple Concepts
Redondo Beach
Professional Qualifications: Yes

26. Multiple Concepts
Redondo Beach
Professional Qualifications: Yes

30. Single Concept
Redondo Beach
Professional Qualifications: Yes

32. Single Concept
Redondo Beach
Professional Qualifications: Yes
39. Multiple Concepts
Hermosa Beach
Professional Qualifications: No

41. Multiple Concepts
Hermosa Beach
Professional Qualifications: Yes

43. Single Concept
Los Angeles
Professional Qualifications: Yes

46. Single Concept
Manhattan Beach
Professional Qualifications: Yes
DISCUSSION QUESTIONS

• Looking at the criteria, which designs hit the highest ranks?
• Of the submissions you reviewed, can you rank your individual top five?
• Is there one logo that stands out (positively) to you? If so, why?
• Are there elements from multiple logos you think could be combined?
• Are there logos that we all agree can be eliminated?

It should be noted that not making any changes or only making modifications to ensure consistency between the City logo/seal, or other signage is also an option.
NEXT STEPS

Selection of Top Five Designs
Community Presentations + Survey
Council Review + Discussion
Selection of Winning Design(s) – potential hiring of graphic designer if qualified
Development of Final Logo + Style Guide
Adoption of New City Logo + Style Guide