



# City of Hermosa Beach

## Information Item

**DATE:** March 27, 2019  
**TO:** Honorable Mayor and Members of the City Council  
**FROM:** Leeanne Singleton, Environmental Analyst  
Nico De Anda-Scaia, Assistant to the City Manager  
**SUBJECT:** Hermosa Beach Branding and Signage and Logo Entry Contest Update

### Executive Summary

In February 2018, the Hermosa Beach City Council held a study session to discuss the City's signage and branding, including the history of seal and logos, current use of graphics, and signage/branding needs for the future. At that meeting, Council expressed preference for a refresh of the City's logo that maintained elements of the current logo.

In June 2018, the City released a call for artists and the contest was open for submissions for approximately six weeks in which a total of 48 entries were received. Staff convened a group of stakeholders to assist in reviewing the entries. In early March the group of stakeholders reconvened to review the revised entries and recommended to staff three artists (four entries) to be considered by the community and City Council as finalists for the logo entry contest.

In the coming month, staff is preparing to take action to close this phase of our logo update process by announcing the finalists, opening a survey/vote to the community, and scheduling the item for Council discussion and possible action on selection of a winning logo concept and hiring of a graphic designer to develop a style guide for the City.

### Discussion

In February 2018, the Hermosa Beach City Council held a study session to discuss the City's signage and branding, including the history of the City's seal and logos, current use of graphics, and signage/branding needs for the future. The motivation for the discussion was a number of efforts and initiatives underway that rely upon the graphics and branding of the City including an overhaul of the City website, upgrading or installing new gateway signage and corridor enhancements, and updating signage at civic facilities and parks.

At that study session, the City Council recommended a refresh of the City's logo that maintained elements of the current logo was preferred. It was also recommended that a call for artists through a logo contest would be the preferred method for developing the concepts of a new logo. A desire was also articulated to establish and provide consistent standards to distinguish official city communications and to protect our visual identity from modification or use without permission of the City.

In June 2018, the City released a call for artists (Attachment 1) to submit designs that refresh the City of Hermosa Beach logo. The call for artists articulated the City's goal for updating the branding, the process for selecting a winning design, and provided examples



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of the City's current palette of signage and logos. The contest was open for submissions for approximately six weeks and a total of 48 entries were received.

Upon submission, City staff reviewed the entries based on the following criteria (which was also articulated in the call for artists):

- Representation of Hermosa Beach heritage/culture
- Distinctive or Unique Design
- Legibility (ease with which a reader can recognize)
- Contemporary/Current Design
- Transferability/Versatility to fit the needs of the City

Staff narrowed down the entries from 48 to 16 logos based on this criteria and then convened a group of stakeholders to review the 16 entries using the same criteria.

Staff identified a diverse group of community stakeholders representing different interests and invited a group to assist with narrowing down the field of entries. Those invited to participate included:

- Dave Andrews
- Claudia Berman
- Maggie Bove La-Monica
- Chris Brown
- Colin Cooley
- Mike Flaherty
- Maureen Hunt
- Jani Lange
- Mark Silva
- Annie Seawright

The group met on two occasions to review the entries and at their first meeting narrowed the entries to four artists (five entries), but also asked the four artists to submit revised designs based on the feedback of the group. Staff reached out and met with those artists to provide feedback specific to the entries, as well as overall feedback applicable to all of the entries and within a few weeks', each of the artists' submitted revised designs.

In early March the group of stakeholders reconvened to review the revised entries and recommended to staff three artists (four entries) to be considered by the community and City Council as finalists for the logo entry contest.

### **Next Steps**

In the coming month, staff is preparing to take the following actions to close this phase of our logo update process:

- Issue a community announcement of the finalists and thank you to everyone that submitted entries (press release, website update, social email to entrants).
- Release of a simple community survey/vote to solicit input on the finalist logos.
- Scheduling of a community forum/display presenting the finalist logos.
- Scheduling a City Council agenda item to select the final logo concept, award the winning entry, and consider hiring winning designer for graphic design services.

# It's Time to Hit Refresh!

Submit your creative ideas and help the City of Hermosa Beach refresh our logo.

Submission info and updates will be posted on the city website: <http://www.hermosabch.org/logorefresh>

**Deadline to submit your entry has been extended to July 31, 2018**

## Introduction

The City of Hermosa Beach will soon undertake several efforts and initiatives that rely upon the graphics and branding of the City including an overhaul of the City website, upgrading or installing new gateway signage and corridor enhancements, and updating signage at civic facilities and parks. Hermosa Beach also has a desire to establish and provide consistent standards to distinguish official city communications and to protect our visual identity from modification or use without permission of the City.

With that in mind, the City is inviting local artists to submit designs to refresh the City logo that can be used for both small print, digital, and large-format signage purposes. The goal is to 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 winner of this contest will be awarded a **\$1,000 cash prize** and recognized at a City Council meeting. If the artist of the selected design holds the professional qualifications necessary to create a formal signage program for the City, the City may elect to enter into a paid professional services agreement with said artist, however, professional qualifications are not necessary in order to submit artwork.

*All required elements, file format, and submission deadlines are provided in this document.*

## Eligibility/Qualifications

All artists are encouraged to apply, including amateur, professionals and artistic and educational institutions. Priority may be given to those who live or work locally. Artists under the age of 18 must have a parent or guardian provide legal consent as part of the submission.

Artists are 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 that submit artwork and are interested in working with the City in a professional capacity to develop a formal signage program should include a resume or CV (no more than two pages) with their submission of artwork.

It is highly recommended that artists familiarize themselves with current branding elements and styles found throughout Hermosa Beach.

## Existing Graphics and City Council Direction

### History of logo, seal, slogan

The City of Hermosa Beach currently has both a logo and a seal, but does not have an officially adopted set of fonts or color palette to consistently distinguish the City. A brief description of both the current seal and logo are provided below.

In the case of a government organization or agency, it is common to have a City seal, to denote official city organization materials and communications, and a logo, to represent or highlight the larger community. The City seal is often presented on letterhead, business cards, and to certify official documents like resolutions or proclamations, while the logo may be used for signage around the city, sponsorship of events/programs, and general marketing of the city.



### <<< Current City of Hermosa Beach Seal

The current City seal was designed by Mr. and Mrs. John T. Hales and adopted by the City Council in 1964. The seal was developed through a community competition in conjunction with the dedication of City Hall. The Seal incorporates prominent elements of the community such as recreational activities, housing, and the ocean and sunshine.

### Current City of Hermosa Beach Logo >>>

The current City logo was developed by city staff in 1968 and has – with some variation - been used on City gateway signs and street signs. The logo built off of the seal with the Hb lettering, and was designed to represent the Vetter Windmill (or a sunburst) with a pair of seagulls.



Prior to 1964, Hermosa Beach had a logo/seal that was adopted in 1923 and depicted the waves of the beach and the building previously located at the pier head and included the previous City slogan – the Aristocrat of the California Beaches. Hermosa Beach currently uses the slogan of “best little beach city.”

There are also several modified, spinoff, or special use logos that have been used by the City of Hermosa Beach over the years. To celebrate the centennial of Hermosa Beach in 2007, a new seal and logo were developed and were meant to be used only during the centennial year.

### Summary of City Council Direction from February 7, 2018 Study Session

On February 7<sup>th</sup>, Council held a Study Session dedicated to City branding and signage. Staff provided an overview on the history of City Logos and Seals, described the color, typography, and iconography elements that make up a brand, defined the types of signage that cities typically use, and provided a series of questions for Council to discuss on how they would like to proceed with updates to the City brand and signage. Council discussion on the topic included:

- **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.

It is highly recommended that artists review the meeting materials and discussion of the meeting prior to the submission of artwork. Meeting materials and video can be found at the following link: [http://hermosabeach.granicus.com/MediaPlayer.php?view\\_id=6&clip\\_id=4626](http://hermosabeach.granicus.com/MediaPlayer.php?view_id=6&clip_id=4626)

## Submission Requirements

Please read the submission requirements carefully to ensure all required components are submitted. Failure to follow submission requirements may result in disqualification.

### Submission Elements

The following items must be submitted:

1. **Contact Information** – submissions must include the name, email, phone number, and address of the submitter.
2. **Artwork** – submissions MUST include the proposed logo design, which may be hand-drawn, photo image, or digital vector files. Submissions may include any of the following: color variations of the logo, a title block (City of Hermosa Beach); the city slogan (best little beach city); or the year of incorporation (1907).
3. **Description of Design** – submissions must include a brief narrative description of the design elements, inspiration of the design, and other details that explain the design. This shall be no more than 1,000 characters (roughly one page).
4. **Acknowledgement of Contest Rules** – submissions must include an acknowledgment of contest rules and requirements and approval of submission by parent or guardian for those under 18 years of age.
5. **Resume/CV/portfolio (optional, not required)** - If the artist of the selected design holds the professional qualifications necessary to create a formal signage program for the City, the City may elect to enter into a paid professional services agreement with said artist. Artists interested in potential professional design work should submit a resume/CV or a portfolio/link to their work (no more than 8 pages).

### Original artwork

When designing a logo, entrants should take care to ensure that their designs are not similar and do not bear likeness to any existing logos or any other copyright or trade-mark protected images,

elements or symbols. All designs and source images must be the original work of the person submitting the entry. No clip art, third-party or copyrighted images may be submitted.

### File Format

Entries may be hand-drawn, photo images, or digital vector files, but must be submitted electronically. Submissions must not exceed an 8.5" x 11" file and artwork should be able to be reduced to 1.25" x 1.25" for use in small format printing.

Submissions must include all required materials. The city reserves the right to modify any design submitted and failure to follow submission requirements may result in disqualification.

### Submission Instructions and Deadline

Artists interested in submitting logo designs for consideration must submit all artwork electronically through a submission form no later than **11:59 PST on July 20-31, 2018.**

**(Extended from July 20 to July 31) The Submission form can be found at:**

<http://www.hermosabch.org/logorefresh> **Submissions may also be directly uploaded [here](#).**

The City reserves the right to extend the submission deadline if, in the City's sole judgment, an extension would be in the City's best interests. If the deadline is extended, any proposer who has already submitted will have the opportunity to revise the design, if desired.

## Artwork Selection + Award

### Selection Process

The City will review artwork submissions and select a design using the steps outlined in the graphic below. It is anticipated that this process will take between two and three months from the time artwork is submitted to selection of the winning design by the City Council.

Submission of Concepts by Artists

Review/Selection of Finalists by City Staff

Presentation of Finalists to Community

Selection of Winning Design by City Council

### Selection Criteria

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:

- Representation of Hermosa Beach heritage/culture
- Distinctive or Unique Design
- Legibility (ease with which a reader can recognize)
- Contemporary/Current Design
- Transferability/Versatility to fit the needs of the City

### Disqualification

Submissions will be ineligible if they contain the following:

- A breach of intellectual property—any work or content that is not the artist's
- Trademarks, brands or business names, logos or copyrighted images
- Anything that is harmful to a third party or that promotes: violence or illegal activity; obscene, sexually suggestive, vulgar, or profane images; a political candidate, political party, initiative, referendum, ballot measure; or implies an endorsement by the City of Hermosa Beach for any person, product, or service.

### Award

The winner of this contest will be awarded a **\$1,000 cash prize** and recognized at a City Council meeting. If the artist of the selected design holds the professional qualifications necessary to create a formal signage program for the City, the City may elect to enter into a paid professional services agreement with said artist, however, professional qualifications are not necessary in order to submit artwork.

### Ownership of Artwork Submissions

All logo entries submitted for the contest will become the property of the city and will not be returned. The City of Hermosa Beach will receive full ownership and rights to all logo artwork submitted, regardless whether the design is selected (Note: this does not apply to artwork submitted as part of a portfolio that may be used to determine qualifications under section 5 of the submission elements). Submitted artwork will be reserved for exclusive use by the City for promotional purposes, promotional materials, including but not limited to posters, brochures, web sites, stickers, banners and apparel and may be copyrighted and/or trademarked by the City.

### Other Acknowledgements

- All costs of proposal preparation shall be borne by the proposer.
- The City reserves the right to extend the submission deadline if, in the City's sole judgment, an extension would be in the City's best interests. If the deadline is extended, any proposer who has already submitted will have the opportunity to revise the design, if desired.
- The City reserves the right to reject all designs that it receives and to refrain from selecting a new logo/seal through this process.

### Existing City Seal and Logo Variations

Current City Seal (1964 – Present)	Current City Logo(1968 – Present)	Previous Seal/Logo(1923 – 1964)
		

Other logos/variations in use by the City and/or community


## Relevant Graphics to Consider

When looking at the City brand, it is important to consider the graphics of other local organizations such as the Chamber of Commerce, the School District, or local businesses. The seal, and logo in particular has been modified or used many times by other local groups as their logo, for artwork, or for merchandise such as hats or t-shirts. 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**. This is also an opportunity to look at examples from other communities that have updated their logos or brand to create coordinated sub-brands for departments, neighborhoods, or marketing purposes.

## Local Organizations and Agencies




Local Artwork, Products, and Group Logos



Logos/Style brand from other nearby and coastal communities





Coordinated Brands for Cities, Parks, Organizations

