



## Staff Report

**TO:** City Council  
**FROM:** Elizabeth Gibbs, Community Services Director  
**DATE:** October 6, 2020  
**SUBJECT:** Beaumont Transit Branding and Logo Campaign

---

### **Background and Analysis:**

In July 2019, the cities of Beaumont and Banning entered into an interagency service agreement and subsequently reaffirmed it in July of this year. As part of the discussions during the negotiation of that agreement, staff from both cities agreed to implement new branding that is separate and distinct to each agency, ultimately moving away from the old "Pass Transit" branding.

Beaumont staff retained the services of a consultant that had previously responded to a request for proposals for design services that included a much broader scope of work. JPW Communications (JPW) agreed to finish the design concepts started by staff for an amount of \$6,000. JPW worked with City staff from Transit and the City's Public Information Officer, using the in-house designs and color schemes as a starting point, to create a logo and bus wrap conceptual artwork for City Council review and approval (Attachments A-C).

The proposed Beaumont Transit logo fits well within the City's existing main brand. Elements of the new design include utilization of approved City colors; utilization of accessory brand elements; and complimentary fonts. Staff also required JPW to create a logo that includes elements previously used on the existing and popular Commuter Link route (Attachment C). The proposed logo creates a seamless transition to a contemporary new look for Beaumont Transit, while enforcing the current Beaumont City brand.

### **Fiscal Impact:**

Riverside County Transportation Commission (RCTC) has approved State Transit Assistance (STA) funding, project 20-03, for a logo and branding update in the amount of \$100,000 to pay for the project. No general fund monies will be used on this project.

**Recommended Action:**

Approve the attached artwork as Transit's official logo and branding campaign.

**Attachments:**

- A. Logo
- B. Fixed Route Conceptual Artwork
- C. Commuter Link Conceptual Artwork