



## Staff Report

**TO:** City Council  
**FROM:** Ashley Starr, Public Information Officer  
**DATE:** July 20, 2021  
**SUBJECT:** **City Branding/Identity Initiative Phase 2 Draft Design and Creative Briefs**

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### **Background and Analysis:**

In April 2021, City staff launched Beaumont's Phase 2 Branding Initiative with JPW Communication. The initiative includes development of a lifestyle logo, in a tile design, which conveys four of Beaumont's unique attributes. These attributes were obtained from Phase 1 of the Branding/Identity Initiative and feedback obtained from stakeholder surveys during the General Plan update.

Conveying Beaumont's unique attributes in tile form allows integration of the proposed elements in a variety of formats including City infrastructure design such as, bridges, over/under passes, and freeway frontages. The design elements can also be incorporated in downtown design plans such as street art, interior design, and other monumentation. The designs can also be utilized on City promotional materials such as letterhead, coaster tiles, and lapel pins. The proposed designs will provide a framework for City signage and development design standards in the General Plan and Downtown Specific Plan.

The designs depict the following attributes:

- **Community** - Beaumont is a vibrant City whose charm is exceeded only by the remarkable people who call it home. Residents appreciate the simple things in life and enjoy knowing neighbors and City history, passed on through a unique community heritage everyone can feel connected to;
- **Clean Air** - The mountain air in Beaumont is a bit different than a typical city, a bit fresher, a bit cleaner, the kind of air that makes you want to stop and take a deep breath;

- **Ideal Location** - Though it may seem a world apart, the proximity to major transportation thoroughfares makes Beaumont the ideal location for families and businesses alike to plant roots; and
- **Family** – Beaumont is a community that is focused on the people. Beaumont is made up of families young and old, large and small, who come together to create a caring and welcoming atmosphere for everyone.

JPW Communications has designed two versions of a four-tile design based on the above attributes. Differences between the designs occur in the middle icons and significantly in the borders which create a fifth image representing our heritage:

### **Vibrant/Flouring City**

At its core, Beaumont is a City rooted in humble beginnings, a farm town that has flourished into a dynamic suburban environment. With an eye toward the future, Beaumont cherishes a small-town charm and strive to grow responsibly and sustainably. Beaumont is a city, elevated.

### **Fiscal Impact:**

The cost to prepare this report is part of a previously approved contract by City Council for branding, utilizing JPW Communications.

### **Recommended Action:**

Provide feedback on proposed designs and narratives.

### **Attachments:**

- A. Phase 2 Draft Designs