



CITY OF BEAUMONT

**PHASE 2**  
BRANDING &  
IDENTITY PROPOSAL



# BRANDING PHASE 1

Logo

Colors

Typography

Tagline

Design services provided by *CV Strategies*

# Our New Logo

A FRESH NEW LOOK

The previous logo was streamlined, colors enhanced and typography refined.

*Parks and Rec logo was developed by City staff in 2020.*



# Color & Type

## COLOR

Consistent use of the approved color palette in all communications strengthens the association with those colors and, by extension, brand awareness as a whole.

The primary light blue color signifies tranquility, trust, openness; brown is associated with earthiness; and gray is a timeless neutral color symbolizing professionalism, intelligence and authority.

Beaumont's color palette should be used consistently on all materials and communications, including the website, logo and print materials.

## COLOR PALETTE

- ▶ Always use the primary colors for the Beaumont logomark.
- ▶ Brand colors have been selected to complement the logo and website.
- ▶ Always refer to the color palette to ensure consistency with every application.
- ▶ Color specifications are available for both print and digital use.
- ▶ Do not rely on values from files that have been converted automatically between color modes as they may not be accurate.
- ▶ No other colors have been approved for use.

### PRIMARY COLORS



**Smokey Gray:**  
PANTONE 7540 C  
*PRINT*-C-69, M-59, Y-52, K-33  
*DIGITAL*-R-74, G-79, B-84  
*WEB*-HEX# 4A4F54



**Brown:**  
PANTONE Warm Gray 10 CP  
*PRINT*-C-56, M-58, Y-60, K-31  
*DIGITAL*-R-99, G-85, B-79  
*WEB*-HEX# 63554F



**Sky Blue:**  
PANTONE 2975 C  
*PRINT*-C-39, M-2, Y-6, K-0  
*DIGITAL*-R-149, G-212, B-233  
*WEB*-HEX# 95D4E9

### SECONDARY COLORS



**Deep Blue:**  
PANTONE 2965 U  
*PRINT*-C-80, M-62, Y-43, K-26  
*DIGITAL*-R-60, G-81, B-100  
*WEB*-HEX# 3C5164



**Tan:**  
PANTONE 7528 CP  
*PRINT*-C-20, M-20, Y-27, K-0  
*DIGITAL*-R-206, G-194, B-180  
*WEB*-HEX# 63554F



**Light Blue:**  
PANTONE P 118-1 U  
*PRINT*-C-16, M-0, Y-2, K-0  
*DIGITAL*-R-208, G-236, B-246  
*WEB*-HEX# D0ECF6

## TYPE

PT Sans is the primary typeface, with crisp edges and evenly spaced letters. This font family is available in a number of weights and styles. It provides many design options, while body copy remains legible and consistent throughout documents. Pt Sans accommodates most typographic needs, including correspondence, outreach collateral, technical documentation, and even road signage.

A secondary font, Gotham, is available for subhead content and captions. Gotham is a strong, clear typeface and may be used in all caps to bring attention to important details.

The Open Sans type family may be used as a substitute if PT Sans or Gotham is unavailable.

**BOLD**

***Bold Italic***

REGULAR

*Italic*

**PRIMARY TYPEFACE: PT Sans**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Pt Sans comes in 4 classic weights and may be used across all documents, including technical data.

**BOLD**

***Bold Italic***

BOOK

*Book Italic*

**SECONDARY TYPEFACE: Gotham**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham comes in 7 classic weights and may be used across all documents as display type.

**BOLD**

***Bold Italic***

REGULAR

*Italic*

**SUBSTITUTE TYPEFACE: Open Sans**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Open Sans comes in 10 weights and may be used across all documents as body copy or display type.



NEW TAGLINE

A City, **Elevated**



# BRANDING **PHASE 2**

Lifestyle Logo & Graphic Elements  
Proposal

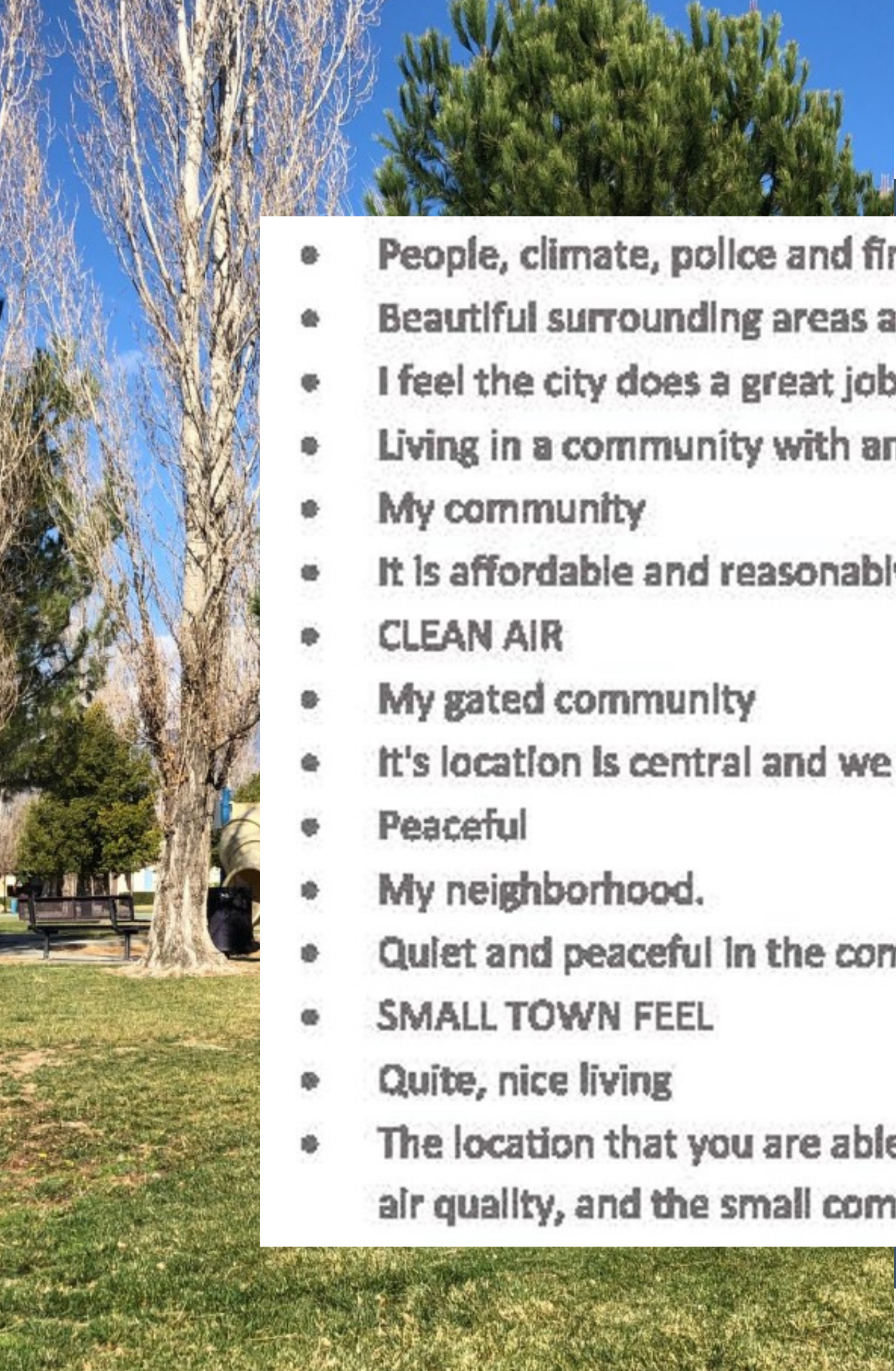
# Common Themes

## **GENERAL PLAN - SURVEY RESULTS:**

- Central location
- Family friendly
- Rural atmosphere/small town feel
- Open space & clean air

## **BRANDING STAKEHOLDER ASSESMENT:**

- Small town feel
- People know their neighbors
- Safe community
- Civic pride

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- A photograph of a park with trees and a bench. The image shows a grassy area with several trees, including a large, leafless tree on the left and a green pine tree on the right. A black bench is visible in the background. The sky is blue.
- People, climate, police and fire depts., local hospital, easy shopping.
  - Beautiful surrounding areas and usually good weather.
  - I feel the city does a great job of community programs and events
  - Living in a community with an open-space atmosphere
  - My community
  - It is affordable and reasonably close to recreational activities that we like to enjoy.
  - CLEAN AIR
  - My gated community
  - It's location is central and we enjoy our community.
  - Peaceful
  - My neighborhood.
  - Quiet and peaceful in the community I live
  - SMALL TOWN FEEL
  - Quite, nice living
  - The location that you are able to access the 60 west, I-10 East and West, and Highway 79 south. The air quality, and the small community feel.





# Turning Words into **Design**

TIMELESS DESIGN WITH A MULTITUDE  
OF APPLICATIONS

Four themed tiles:

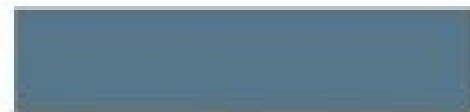
- Nature
- Community
- Ideal location
- Family

WHEN COMBINED, WE SEE OUR:  
HERITAGE

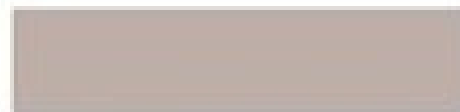
# Tile Design

## COMBINING ELEMENTS

### TERTIARY COLORS



**Gray Teal:**  
PANTONE 5405 UP  
PRINT-C-71, M-45, Y-36, K-8  
DIGITAL-R-84, G-119, B-137  
WEB-HEX# 547789



**Gray Tan:**  
PANTONE 7529 U  
PRINT-C-28, M-28, Y-30, K-0  
DIGITAL-R-188, G-175, B-168  
WEB-HEX# BCAFAB



**Deep Green:**  
PANTONE P 162-15 U  
PRINT-C-62, M-35, Y-100, K-19  
DIGITAL-R-99, G-119, B-36  
WEB-HEX# 637724

### SUPPLEMENTAL COLORS



**Sunset Orange:**  
PANTONE P 37-8 C  
PRINT-C-0, M-79, Y-94, K-0  
DIGITAL-R-241, G-93, B-42  
WEB-HEX# F15D2A



**Light Orange:**  
PANTONE P 17-7 C  
PRINT-C-0, M-36, Y-84, K-0  
DIGITAL-R-251, G-174, B-66  
WEB-HEX# FBAE42



**Apple Green:**  
PANTONE P 160-8 C  
PRINT-C-35, M-0, Y-100, K-0  
DIGITAL-R-178, G-210, B-53  
WEB-HEX# B2D235



# BRAND IMPLEMENTATION

PLACEMAKING IN BEAUMONT



Downtown Design



Infrastructure



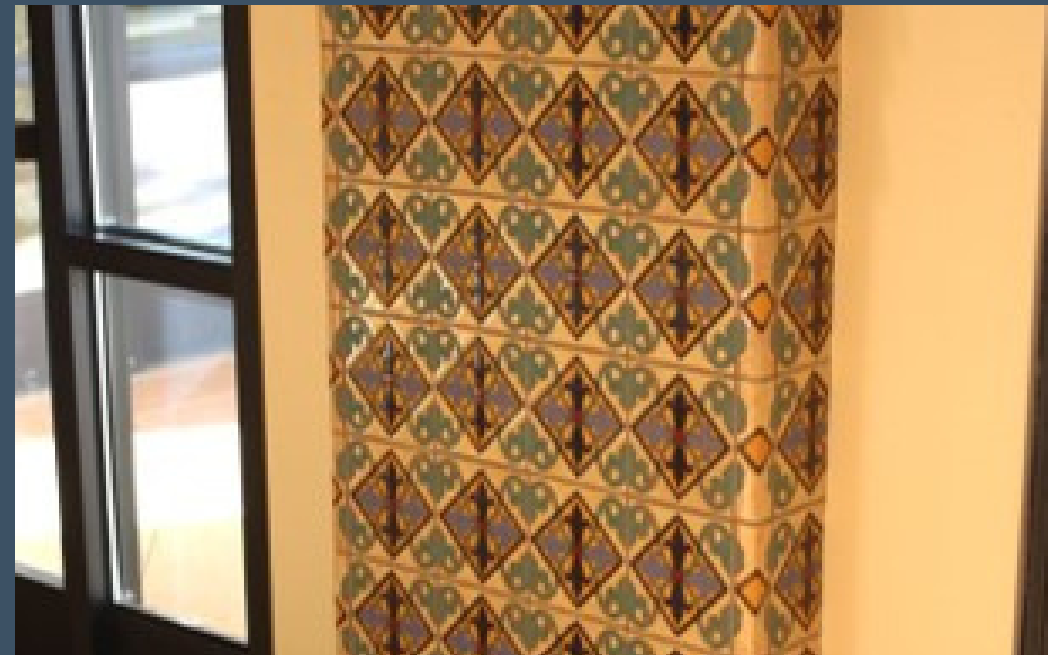
Collateral

# DOWNTOWN DESIGN

USE IN CIVIC BUILDINGS, SHOPPING CENTERS & STREETS CAPES



STREET ART



INTERIOR DESIGN



MONUMENTS

# INFRASTRUCTURE

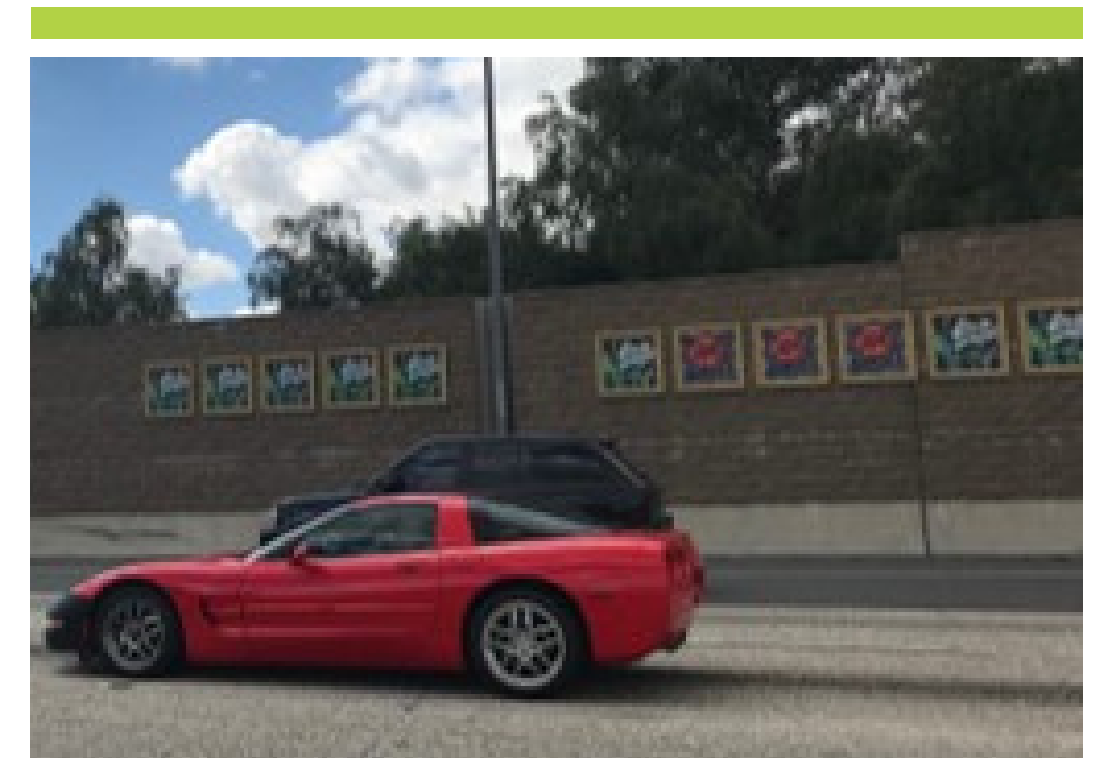
USE IN BRIDGES, UNDER PASSES AND FREEWAY FRONTAGE



BRIDGE DESIGN



UNDERPASS DESIGN



FREEWAY DETAILS

# COLLATERAL

USE IN CITY DOCUMENTS AND PROMOTION ITEMS



COASTER TILES



LETTERHEAD  
WATERMARKS



LAPEL PINS

# Vision & Values



“Beaumont – where we value our small-town feel, our community heritage, and our natural setting. We are committed to encouraging economically sustainable, balanced growth that respects our long history, while meeting infrastructure needs and protecting our environment. Beaumont’s community pride and rural mountain setting sets our city apart as a vibrant and healthy community with local access to retail, services, jobs, and recreation.”