



Staff Report

TO: City Council
FROM: Ashley Starr, Public Information Officer
DATE: April 6, 2021
SUBJECT: **City Branding/Identity Initiative Update and Proposal for Phase 2 to Include Design of Spanish Theme Tiles and Brand Creative Brief**

Background and Analysis:

On August 21, 2018, a professional services contract was awarded to CV Strategies for the completion of a branding/identity initiative. The project's scope of work included development of a brand identity, assessment of current logo, lifestyle logo and graphic elements, development of graphic standards, messaging and collateral material.

In March 2019, CV Strategies completed the logo assessment with color and font alterations as well as developed the City tagline "*A City Elevated.*" Additionally, evaluations of stakeholder perceptions were provided along with recommendations for graphic standards and collateral material. City staff has accepted the deliverables provided and has issued final payment to CV Strategies for Phase 1 of the branding/identity initiative.

Phase 2 of the initiative includes the remaining deliverables of development of a lifestyle logo and graphic elements. The successful implementation of these significant items will produce an identity that resonates with Beaumont residents, key stakeholders, and business partners. The identity will also provide framework for City signage and development design standards in the General Plan and Downtown Specific Plan.

City staff has developed a vision to complete the outstanding deliverables. By using stakeholder feedback obtained from the General Plan and Phase 1 of the Branding/Identity Initiative, a series of four (4) tiles depicting nature, community, location and family will be developed. The tiles, in a Spanish influence design, will come together to depict a core image of heritage. By conveying Beaumont's unique attributes in tile form, a set of elements is created for use in a variety of formats including collateral materials, infrastructure design, monumentation and promotional items.

A formal quote has been obtained from JPW Communications to perform the design of the tile elements and create supporting brand copy to explain the purpose and application of the tile concept(s).

Fiscal Impact:

Estimate from JPW Communications is \$4,725. The cost to prepare this report is estimated to be approximately \$1,450.

Recommended Action:

Provide feedback and recommendations on Phase 2 of the Branding/Identity Initiative to include Spanish themed tiles and brand creative brief, and Approve estimate for tile design to JPW Communications.

Attachments:

- A. Phase 2 Presentation
- B. JPW Communications Quote for Design Services