



## Staff Report

**TO:** City Council  
**FROM:** Sean Thuilliez, Chief of Police  
**DATE:** September 7, 2021  
**SUBJECT:** City Branding Initiative Phase 2 Design and Creative Briefs

---

### **Background and Analysis:**

In April 2021, City staff began the City of Beaumont's Phase 2 Branding Initiative with JPW Communication. The initiative includes development of a lifestyle logo embedded onto a tile design, which conveys four of Beaumont's unique attributes: community, clean air, family and location. The design border of these four elements creates a fifth image representing a vibrant and flourishing City.

Following the initial draft design presentation in July 2021, the following changes were requested:

- Inclusion of railroad tracks,
- Inclusion of cherries or cherry blossoms,
- Alternative icons for "location," and
- Alternative icons for "family."

In addition to the requested changes, the leaf design has been replaced with an oak leaf and the center of each tile now includes an additional theme icon. Decorative lines were removed from the border to create balance with the new center icons.

The proposed designs will provide a framework for City signage and development design standards in the General Plan and Downtown Specific Plan.

### **Fiscal Impact:**

The cost to prepare this report is part of a previously approved contract by City Council for branding utilizing JPW Communications. City staff estimates the cost to prepare this report is \$438.

**Recommended Action:**

Approve design option 1, or design option 2.

**Attachments:**

A. Phase 2 Final Draft Design Options 1 and 2