AGENDA REPORT SUMMARY

Meeting Date: February 13, 2018

Subject: Approval of City logo

Prepared by: Erica Ray, Public Information Coordinator
Reviewed by: Jon Maginot, City Clerk/Assistant to the City Manager
Approved by: Chris Jordan, City Manager

Attachment(s):
1. Proposed City logo
2. Proposed City logo guidelines

Initiated by:
Staff

Previous Council Consideration:
None

Fiscal Impact:
The City contracted with Davis Design for an amount not to exceed $5,900; half has been paid and the remainder of the funds are allocated in the 2017/18 Economic Development budget to be paid upon completion of the project.

Environmental Review:
Not applicable

Policy Question(s) for Council Consideration:
- Does the Council wish to adopt a new logo currently being used in Economic Development for citywide use in addition to the ongoing use of the City seal?

Summary:
- In December 2015, a City branding project was initiated by then-City Manager in coordination with Economic Development with the goal of attracting positive attention and establishing a visually consistent and clear identity for the City as relevant and compelling to key audiences
- Staff selected a local designer to undertake the branding project and created a new logo, color pallet and logo use guidelines; however, the project was put on hold due to a change in City staff and shifting priorities
- Staff has begun using the new logo on a limited basis for Economic Development purposes and there is interest in further use by additional City Departments
- Staff is now checking-in with Council to finalize the project and adopt the new City logo with approved guidelines for use on a citywide scale

Staff Recommendation:
Move to approve the new City logo for citywide use in addition to the City seal

Subject: Approval of City logo

Purpose
To approve the new City logo to help attract positive attention and establish a visually consistent and clear identity for the City of Los Altos as relevant and compelling to key audiences.

Background
In late 2015, the previous City Manager desired more consistency in the design of City collateral. It was recommended by staff to pursue a branding project that would focus on creating a refreshed logo with updated design templates and style guidelines. The goal of the project was to create a clear, compelling and unique brand to showcase Los Altos as a place that is desirable as a business location, visitor destination and place to call home.

After soliciting proposals from qualified designers, staff engaged the professional services of Jan Davis of Davis Design to undertake the branding project for the City of Los Altos. Being a longtime resident of Los Altos, Mrs. Davis was viewed by staff as uniquely positioned for success with this project. Mrs. Davis has a wealth of professional experience in the field of graphic design as well as a deep, personal understanding of the community and the values in which Los Altos residents take pride.

A new logo design was selected, but due to changes in City staff and shifting priorities, the branding project was put on hold in April 2016. In the meantime, Economic Development had been waiting for the new City logo to be approved before beginning a project to replace banners on the El Camino Real corridor. Without a clear vision for when the branding project would be revisited, it was decided Economic Development would move forward with the design of banners for El Camino Real using the color pallet of the newly designed logo. Beginning in summer 2017, Economic Development began exclusive use of the new logo and placed it on marketing and outreach materials related to the Downtown Green and Downtown Employee Parking program.

Since the color pallet of the new logo aligns with colors contained in the City seal, the updated color pallet of the new logo has been implemented on a broader scale to further align City collateral with materials being produced in Economic Development. The new logo continues to be used on a limited basis by Economic Development.

The logo has been well-received and staff would like to determine if Council is interested in adopting the new City logo for citywide use in addition to the City seal.

Discussion/Analysis
The City can use branding as a tool to define itself, its goals and uniqueness. A strong logo is essential to an agency's brand identity. A strong brand identity can help attract positive attention and create a clear identity for Los Altos that positions the City as relevant and compelling to key audiences. For Economic Development purposes, branding is especially important, as it enhances the City's image

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and differentiates it from other communities. This better enables Economic Development to attract new business and gain regional attention.

The new City logo has a simple design making it easily recognizable. It was important to staff that the logo clearly represent the City of Los Altos, as there are many community groups with competing "Los Altos" logos. Including the word mark "City of Los Altos" in the logo design establishes it as representative of the City.

The new logo design reinterprets the symbolism of the City seal (e.g., trees, mountain range, blue sky) and reflects current design standards because it is:

- Scalable (has the same impact at any size)
- Versatile (to accommodate a variety of applications)
- Effective in one color and in various mediums (e.g., print, digital, embroidery)
- Meaningful and unique (designed to intentionally support our brand)

If approved, the new logo will be used in addition to the City seal. The seal will continue to be used for purposes of certifying official records and instruments of the City of Los Altos such as proclamations, permits and plans. The logo is a graphic symbol used to identify City programs, initiatives, partnerships and sponsorships. It will be used on various outreach materials and collateral such as the City website, print ads, envelopes and letterhead, business cards, banners, signs and posters.

Approved uses of the new City logo will be outlined in the Logo Guidelines document to ensure the logo is used correctly and reproduced with integrity. If approved, the new logo will be phased in over time. Most items are already standard purchases with established budgets that are easy to update such as letterhead, forms, brochures and apparel. Other more expensive or fixed items, such as building signage, will be updated on the regular replacement schedule.

Options

1) Approve the new City logo to be used citywide

Advantages: The new City logo provides a fresh update to the existing City seal and is used to more adeptly convey Los Altos as a great place to live, work and play

Disadvantages: None identified

2) Do not approve the new logo to be used citywide and the logo continues to be used only by Economic Development

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   Advantages: Although the City as a whole would not benefit from the branding effort, Economic Development will still be able to use the logo on Department-specific materials to enhance the image of Los Altos to existing and prospective businesses

   Disadvantages: The City of Los Altos cannot pursue an overall branding project as effectively as it could if the new City logo were to be approved

Recommendation
The staff recommends Option 1.

City of

Los Altos

City of Los Altos
Logo Guidelines

DRAFT COPY FOR
INTERNAL REVIEW

City of
Los Altos

Logo Colors

Color

To reproduce the logo correctly, always use the authorized artwork as supplied to you. We recommend using the color version on all communications.

- Brochure
- Ads
- Letterhead
- Signs and posters
- Events
- Promotional items

Solid Black or Reversed (white)

The solid version is also acceptable for secondary communications, or when quality reproduction of a full color logo would be compromized.

- Program related events
- Labels
- Newspaper ads
- Premium items, such as a pen, pin or embossed items

Color Specs

Color specs are based on the Pantone Matching System uncoated swatch book. Vendors may adjust formula according to the paper used and output device for best pms color match.
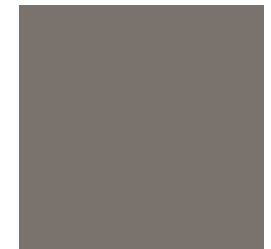
PMS 124 U
RGB 215 145 51
HEX/HTML D79133
CMYK 2 30 98 8

PMS 376 U
RGB 98 160 68
HEX/HTML 62A044
CMYK 55 0 92 3

PMS 7472 U
RGB 107 189 185
HEX/HTML 6BBDB9
CMYK 49 0 24 0

PMS 405 U
RGB 119 114 109
HEX/HTML 77726D
CMYK 50 45 52 10

Logo Size and Clear Space

Minimum Clear Space

Be sure to allow sufficient clear space around the logo—minimally, the height of the letter "l". in the logo. Graphics, type, photographs, and illustrations should stay outside this area.

Minimum Size

For the purpose of legibility, the **minimum** size for logo should be no less than .5 inches wide.

Requesting Logo Files

Contact Jennifer Quinn at jquinn@losaltosca.gov

X

X

X

City of
Los Altos

City of
Los Altos

.5 inches

.5 inches

Dos and Don't

Do

Don't

Color logo used on a light or neutral background

Backgrounds have sufficient contrast and "clear space"

The photo has been darkened, or lightened behind the logo

Do NOT alter the color or logo

Do NOT place on background without sufficient contrast

Do NOT place on a distracting background

Do NOT use screen shots for print projects

Typography

Print:

Avenir Font Family is the primary font chosen for the City of Los Altos marketing communications. Avenir is easy to read and is a versatile font available in many text weights. Also many printers require Postscript fonts for professional printing.

Avenir is a sans-serif typeface desgined by Adiran Frutiger and originally released by Linotype in 1988. It can be licensed through many font suppliers such as Linotype, Myfonts.com, Fonts. com and Fontshop.com.

For Microsoft Office Applications:

Use the system font, Arial or Helvetica.

Avenir 45 Book and Italic

A B C D E F G H I J K L M O N P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Avenir 65 Medium and Italic

A B C D E F G H I J K L M O N P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Avenir 85 Heavy and italic

A B C D E F G H I J K L M O N P Q R S T U V W X Y Z
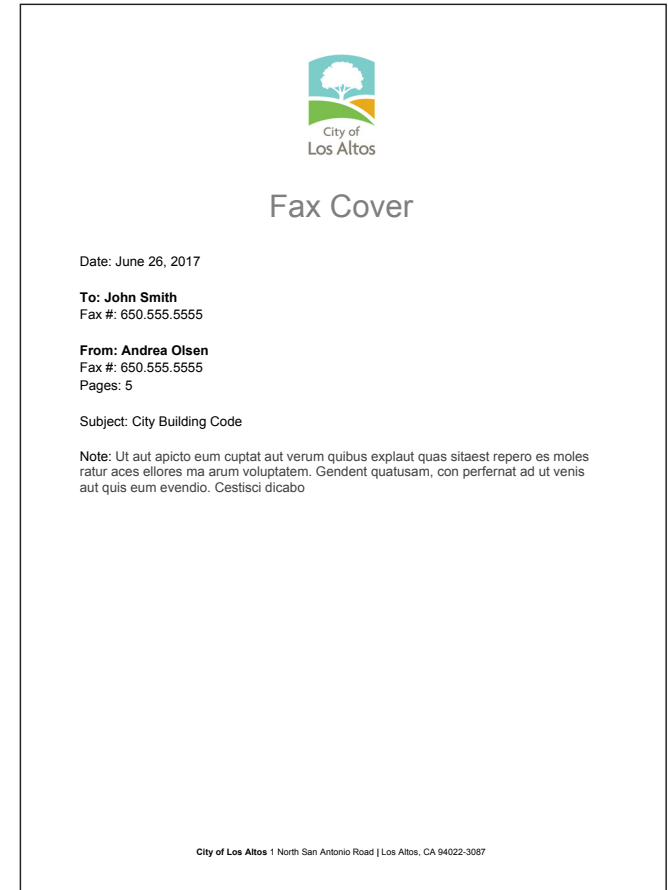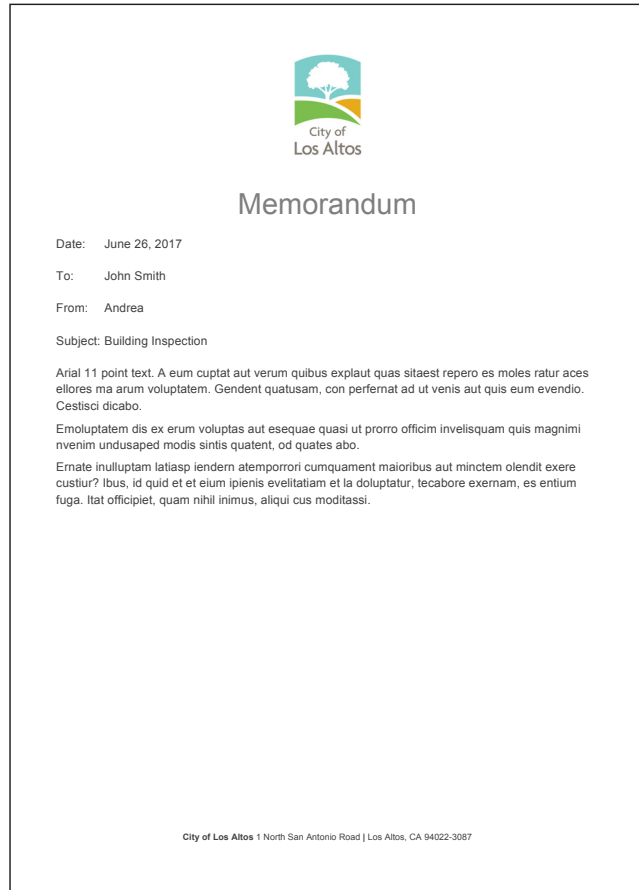a b c d e f g h i j k l m n o p q r s t u v w x y z

Office Templates

Office Templates

Microsoft office templates are available for download:

• Letter

• Memorandum

• Fax Cover

Use 11pt Arial or Helvetica set at 1.15 line spacing.Body copy should be black or dark gray.

Memorandum

Date: June 26, 2017

To: John Smith

From: Andrea

Subject: Building Inspection

Arial 11 point text. A eum cuptat aut verum quibus explaut quas sitaest repero es moles ratur aces ellores ma arum voluptatem. Gendent quatusam, con perfernat ad ut venis aut quis eum evendio. Cestisci dicabo.

Emoluptatem dis ex erum voluptas aut esequae quasi ut prorro officim invelisquam quis magnimi nvenim undusaped modis sintis quatent, od quates abo.

Ernate inulluptam latiasp iendern atemporrori cumquament maioribus aut minctem olendit exere custiur? Ibus, id quid et et eium ipienis evelitatiam et la doluptatur, tecabore exernam, es entium fuga. Itat officipiet, quam nihil inimus, aliqui cus moditassi.

City of Los Altos 1 North San Antonio Road | Los Altos, CA 94022-3087

Fax Cover

Date: June 26, 2017

To: John Smith
Fax #: 650.555.5555

From: Andrea Olsen
Fax #: 650.555.5555
Pages: 5

Subject: City Building Code

Note: Ut aut apicto eum cuptat aut verum quibus explaut quas sitaest repero es moles ratur aces ellores ma arum voluptatem. Gendent quatusam, con perfernat ad ut venis aut quis eum evendio. Cestisci dicabo

City of Los Altos 1 North San Antonio Road | Los Altos, CA 94022-3087

Stationery

Business Cards and Envelopes
Order your business cards.

[Need info from CoLA about ordering process for cards]

Letterhead and Envelopes
Microsoft Word letterhead templates are available to download. [Where are printed office materials stored?]

John Smith
Title
650.947.XXXX direct
xxxxxxxxxxxxxxxx@losaltosca.gov

City of Los Altos
1 North San Antonio Road
Los Altos, CA 94022-3087

650.947.2700 phone
650.947.2731 fax
losaltosca.gov

City of Los Altos
1 North San Antonio Road
Los Altos, California 94022-3087

John Smith
123 Address
Anytown, CA XXXXX

Common File Formats and Color Space

File Formats

Vector (.ai, eps)
Vector art is key for printing. Since the art is made from a series of mathematical curves it will print very crisply even when resized. For instance, one can print a vector logo on a small sheet of copy paper, and then enlarge the same vector logo to billboard size and keep the same crisp quality. AI format is the native file format for Adobe Illustrator, the application most likely used to create the logo art.

Graphics Interchange Format (GIF)
The GIF format (.gif file extension) is a common file formats for images on the World Wide Web, because almost all Web browsers support it. However, because this format can only display a maximum of 256 colors, it is best used for black-and-white line drawings, color clip art, and pictures with large blocks of solid colors.

Joint Photographic Experts Group (JPEG)

The JPEG format (.jpg or .jpeg file extension) is another common file format for images on the Web. It is not limited to 256 colors, so you can use it to display high-quality photographs, or pictures containing millions of colors. Because it is designed as an image storage format, it can efficiently compress large, high-quality photos into very compact files.

Portable Network Graphics (PNG)
The PNG format (.png file extension) can display millions of colors. Images saved in this format will not degrade in quality, even if the file is compressed. It supports transparency, but it does not support animation because it cannot contain multiple images. The PNG file format can be used in PowerPoint or Keynote presentations where you want to have the logo appear on top of a light colored background. Not all email clients support this format.

Color Space

CMYK
CMYK refers to a printing process that uses four inks used at many professional printers and desktop printers. The colors used are cyan, magenta, yellow, and key (black). This printing process uses halftone dots in various screen angles and percentage to achieve the desired color. Eventhough inkjet desktop printers are CMYK devices, the printer's drivers are built-in to receive RGB data.

RGB
To form a color with RGB, three light beams (one red, one green, and one blue) must be superimposed. A few samples of RGB devices are computer screens, digital video or cameras and scanners. An image you take with a digital camera needs to be converted to CMYK for print. However an RGB image can be used for viewing on your computer. Typically RGB color space has millions of colors and more saturation of color than the the CMYK simulation used in print.

Pantone Matching System (PMS)
This system is a proprietary color space used in the graphic arts and commercial printing, as well as a variety of other industries. This is a standarized color reproduction system using a guide, similar to the idea of paint chips to make sure colors match without direct contact with one another.

Hexadecimal Color Values for Web
Web colors are defined by a specific mix of Red, Green and Blue (RGB Color System) that are codes computers understand. The color black is defined as #000000, and the green in our logo as #76b043. Color values are provided for the logo as a reference for contractors who need these specifications.