



Administrative Report

H.15., File # 24-0610

Meeting Date: 4/16/2024

To: MAYOR AND CITY COUNCIL

From: ELIZABETH HAUSE, ASSISTANT TO THE CITY MANAGER

TITLE

RECEIVE AND FILE CITY OF REDONDO BEACH LOGO REDESIGN COMPETITION ENTRIES

EXECUTIVE SUMMARY

At the February 13, 2024 City Council meeting, staff was directed to launch a logo redesign competition for a period of six weeks, open to all artists and interested individuals, and to provide all competition entries to the Council for review no later than April 2024.

Attached to this report are all competition entries. Overall, there were 76 competition applicants, with some offering more than one design option. This item will return to City Council for discussion on May 7, 2024, where City Council members will each present one preferred redesign option and provide staff with further direction.

BACKGROUND

As part of the Strategic Plan, the City Council requested staff identify the resources and process needed to facilitate a City rebranding effort. On February 14, 2023, the City Council approved a contract with Stellen Design LLC (Stellen) for logo design services. Over the course of several months, Stellen met with the City Manager's Logo Redesign Committee (Committee), comprised of Redondo Beach residents, and developed a refreshed logo design for the City Council's consideration.

The redesigned logo was first presented to the City Council on October 17, 2023. After a series of community meetings and continued outreach, the Council discussed the redesigned logo again on February 13, 2024. Council directed staff to launch a logo redesign competition for a period of six weeks, open to all artists and interested individuals, and to provide all competition entries to the Council for review no later than April 2024.

Overall, there were 76 competition applicants, with some offering more than one design option. All competition entries have been attached to this report. City Council members will consider competition entries, as well as the Committee's previously proposed design, and select their preferred design to discuss at the May 7, 2024 City Council meeting.

COORDINATION

This report was coordinated by the City Manager's Office.

FISCAL IMPACT

The City used JotForm to allow for the receipt of an unlimited number of entries and file types. The platform also allowed for the collection of signatures on the Acknowledgement Form. Fees for the service were \$98 for a two-month period, which will be paid for through the City Manager's Office FY 2023-24 budget.

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

- City of Redondo Beach Logo Redesign Competition - Submission Portal
- City of Redondo Beach Logo Redesign Competition - Entries