

BLUE FOLDER ITEM

Blue folder items are additional back up material to administrative reports and/or public comments received after the printing and distribution of the agenda packet for receive and file.

CITY COUNCIL MEETING JULY 9, 2024

N.1 DISCUSSION AND POSSIBLE ACTION REGARDING SELECTION OF A COLOR PALETTE
FOR THE NEW CITY LOGO AND NEXT STEPS FOR LOGO IMPLEMENTATION

CONTACT: ELIZABETH HAUSE, INTERIM COMMUNITY SERVICES DIRECTOR

- **LOGO GRADIENT AND PALETTE OPTION 3**
- **PREVIOUSLY SHARED GRADIENT AND COLOR OPTIONS**



Primary Colors

Alt Flat Colors



REDONDO
BEACH



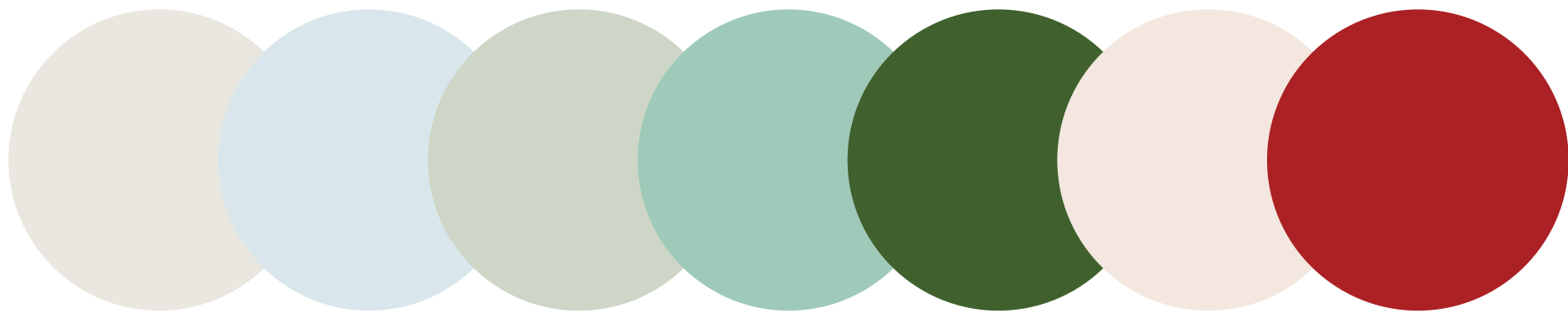
REDONDO
BEACH

Color Pallet 1

Primary Brand Colors



Accent and Background Colors



Green for parks

Red for Fire & to tie into the high school



Fonts

Sample Headline Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation



REDONDO BEACH



REDONDO
BEACH



REDONDO
BEACH



REDONDO
BEACH

REDONDO
BEACH

REDONDO
BEACH

REDONDO
BEACH



REDONDO
BEACH



REDONDO
BEACH



REDONDO
BEACH

Alternate Yellows

1.



REDONDO
BEACH

2.



REDONDO
BEACH

3.



REDONDO
BEACH

4.



REDONDO
BEACH

5.



REDONDO
BEACH

6.



REDONDO
BEACH

More Orange

7.



REDONDO
BEACH

8.



REDONDO
BEACH

9.



REDONDO
BEACH

10.



REDONDO
BEACH

11.



REDONDO
BEACH

12.



REDONDO
BEACH

Other Options

13.



REDONDO
BEACH

14.



REDONDO
BEACH

15.



REDONDO
BEACH

16.



REDONDO
BEACH

17.



REDONDO
BEACH

18.



REDONDO
BEACH

19.



REDONDO
BEACH

20.



REDONDO
BEACH

21.



REDONDO
BEACH

Gradients

22.



REDONDO
BEACH

23.



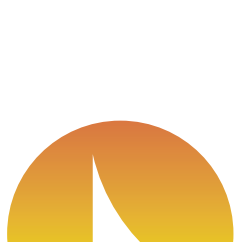
REDONDO
BEACH

24.



REDONDO
BEACH

25.



REDONDO
BEACH

26.



REDONDO
BEACH

27.



REDONDO
BEACH