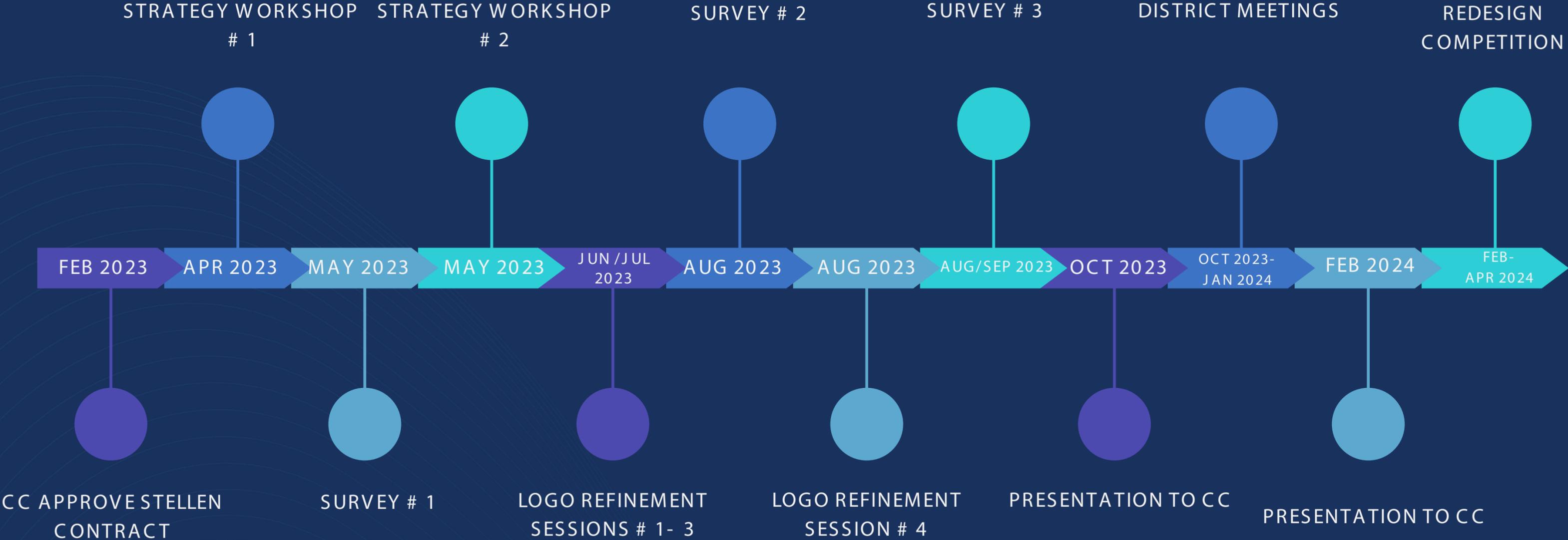


CITY LOGO COLOR SELECTION

AND NEXT STEPS FOR IMPLEMENTATION

LOGO REDESIGN TIMELINE



NEW CITY LOGO DESIGN SELECTED



GRADIENT OPTIONS

GRADIENT # 22



VARIATION ON GRADIENT # 22



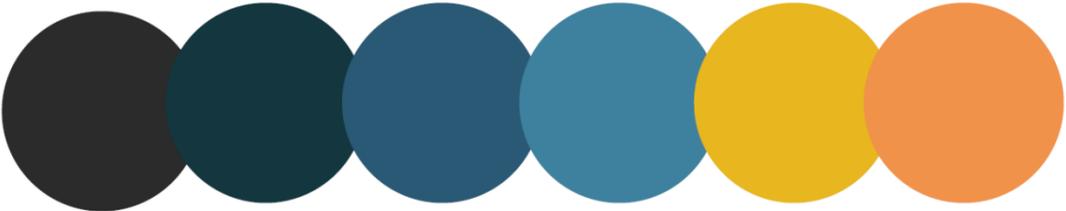
GRADIENT # 27



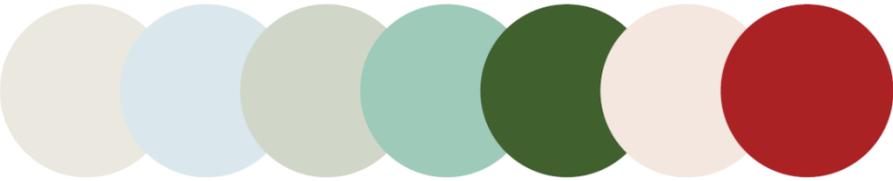
GRADIENT PALETTES

GRADIENT # 22

Primary Brand Colors



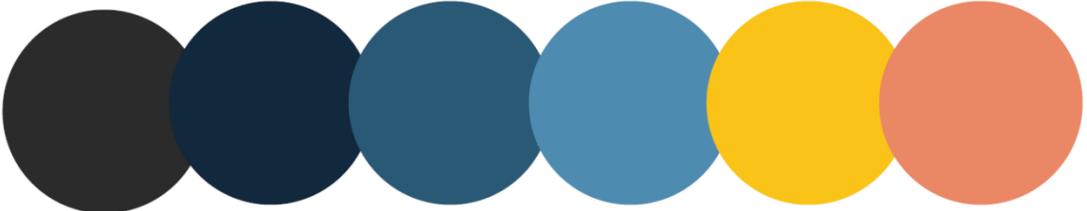
Accent and Background Colors



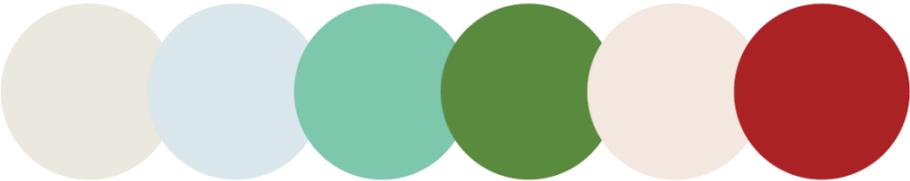
Green for parks
Red for Fire & to tie into the high school

VARIATION ON GRADIENT # 22

Primary Brand Colors



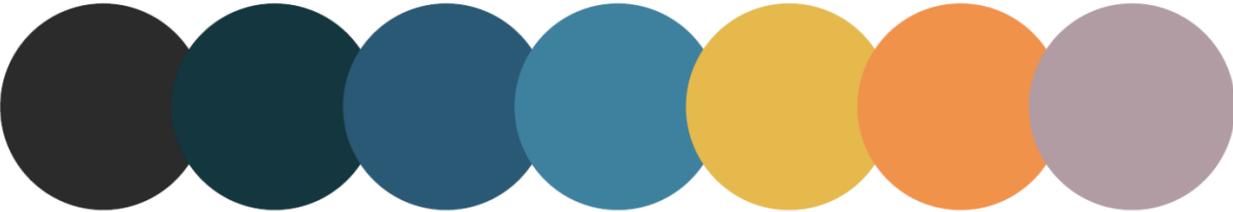
Accent and Background Colors



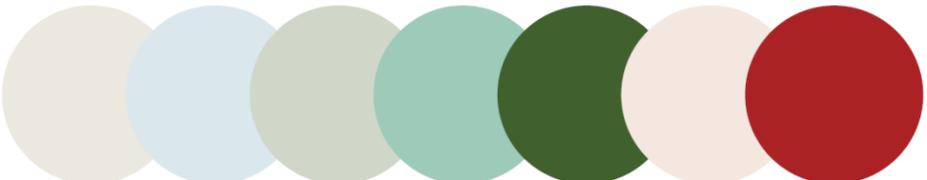
Green for parks
Red for Fire & to tie into the high school

GRADIENT # 27

Primary Brand Colors



Accent and Background Colors



Green for parks
Red for Fire & to tie into the high school

ADDITIONAL GRADIENT OPTIONS

22.



**REDONDO
BEACH**

23.



**REDONDO
BEACH**

24.



**REDONDO
BEACH**

25.



**REDONDO
BEACH**

26.



**REDONDO
BEACH**

27.

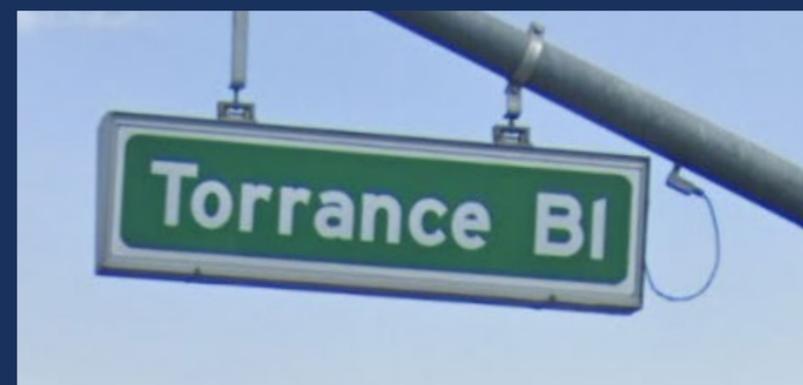


**REDONDO
BEACH**

POSSIBLE ACTIONS

- 1) APPROVE A COLOR GRADIENT AND DIRECT STAFF WORK WITH STELLEN DESIGN TO DEVELOP DESIGN GUIDELINES, OR
- 2) CONTINUE CONSIDERING COLOR OPTIONS

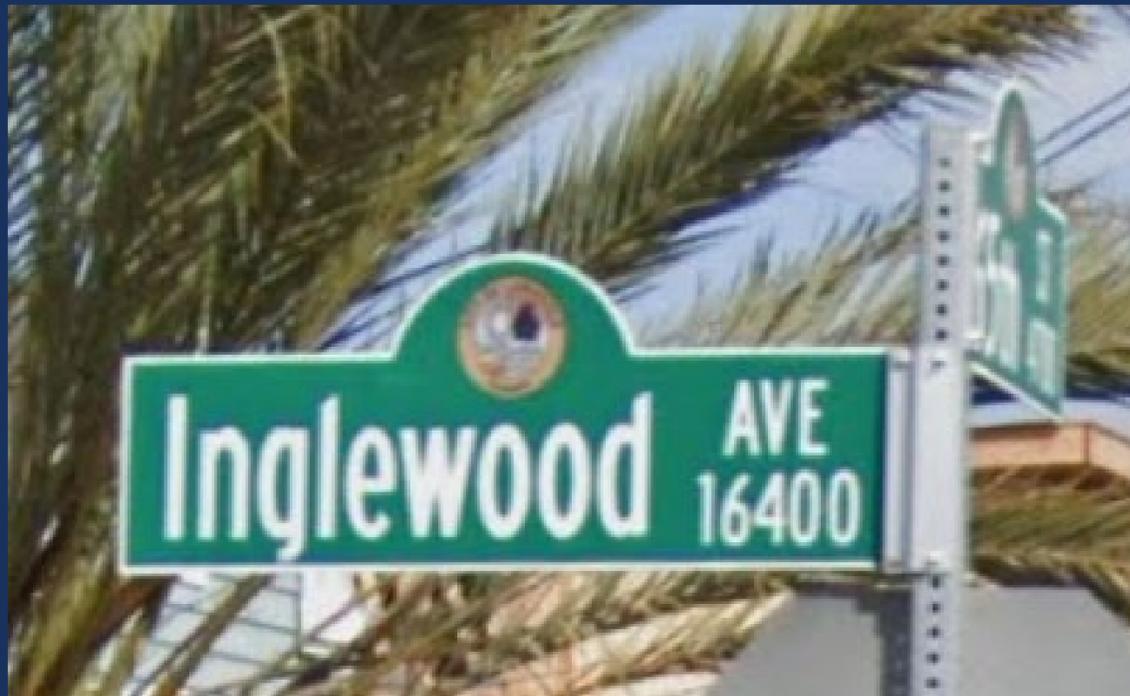
NEW LOGO IMPLEMENTATION (STREET NAME SIGNS - EXISTING)



NEW LOGO IMPLEMENTATION (STREET NAME SIGNS - PROPOSED)



STREET SIGN DESIGN EXAMPLES



POSSIBLE ACTIONS

- 1) APPROVE A STREET SIGN DESIGN, OR
- 2) CONTINUE CONSIDERING STREET SIGN DESIGN OPTIONS

CITY LOGO COLOR SELECTION

AND NEXT STEPS FOR IMPLEMENTATION

PRELIMINARY COST ESTIMATES

Department	Items for Replacement	Est. Cost (Phased Implementation)	Est. Cost (Immediate Implementation)	Notes
IT	Electronic Logos	\$0	\$0	No Cost
	Letterhead/Forms	\$0	\$0	City does not keep letterhead items in bulk, so employees go through stock quickly (e.g. City forms, hand written traffic citations, etc.)
	Envelopes	\$0	\$0	City only prints envelopes 2500 at a time, which are used within a month or two
	Business Cards	\$0	\$0	City has been printing out small batches of business cards in anticipation of possibly changing the City logo
				General IT note: Phase out for all items IT-related would be between 2-3 months with a net zero cost
PW	Street Name Signs			
	Replacing All Signs	\$0	\$1,352,400	2,812 Signs Citywide, 100 of which have already been updated to the blue signs
	<i>Replacing Only Remaining Green Signs</i>	\$0	\$1,304,309	<i>\$48,091 delta in cost between replacing all signs vs. replacing only remaining green signs</i>
	Entry Monument Signs	n/a	\$50,000	10 signs, \$5,000 per sign
	Vehicle Decals	n/a	\$9,600	Materials: 120 vehicles x \$46 per vehicle = \$5,520 Labor: .33 hours per vehicle x 120 = 40 hours (\$4,080)
	Employee Uniforms & Caps	\$0	\$23,200	Caps: 200 x \$21 = \$4,200, Uniforms: 950 x \$20 = \$19,000; PW replaces uniforms for members every two years.
FD	Uniform Replacement	\$0	\$32,000	\$250 per uniform, 64 FD members, 2 sets per member; FD replaces uniforms for members every 2 years; for previous logo update, FD phased out the uniforms and replaced them at the 2-year marker
PD	Uniform Replacement	\$0	\$0	PD already uses City seal on badges and patches, no replacement needed
CS	Uniform Replacement	\$0	\$0	CS orders employee polos annually
Total Estimated Cost		\$0	\$1,467,200	Replacing ALL Street Signs
Total Estimated Cost		\$0	\$1,419,109	Replacing only remaining green signs