

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



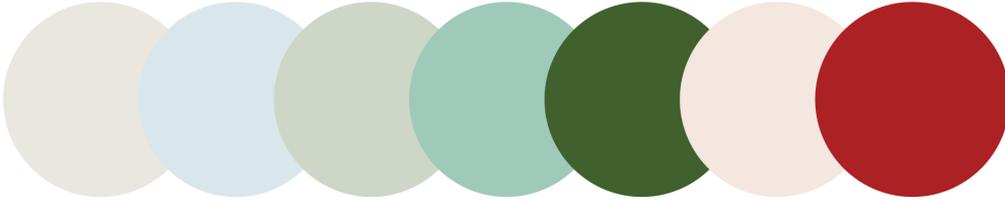
REDONDO
BEACH

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 dui 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

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