



Legislation Details (With Text)

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Title: Logo Discussion - Continued logo discussion and direction regarding community process on redesign.

Sponsors:

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Attachments:

Date	Ver.	Action By	Action	Result
6/17/2024	1	Visalia City Council		

Agenda Item Wording:

Logo Discussion - Continued logo discussion and direction regarding community process on redesign.

Deadline for Action: 6/17/2024

Submitting Department: Administration

Contact Name and Phone Number: Allison M. Mackey, Communications Manager, (559) 713-4535

Department Recommendation: It is recommended that the Visalia City Council review possible next steps of the logo redesign process and provide direction regarding the community driven redesign, submission, and review process.

Background Discussion:

At the June 3, 2024 meeting, the Visalia City Council received a presentation from City staff on the brand refresh and logo process. As part of the discussion, Council received public comment and then moved and voted to move forward with option three and five from the Agenda Item staff report.

Those were: 3) Retain or modify the current logo to be used when the medium being utilized warrants it and retain the previous logo as a Legacy Logo that would be utilized in situations where it can be appropriately displayed and it's detail clearly noted and 5) Open the brand refresh logo design process again and create a process wherein local artists/graphic designers can submit designs (that align with the requirements of a scope of work/design), have those designs reviewed by a panel of local graphic and marketing professionals, with a selection of final logos presented to the community to be voted on via community meetings or digital voting methods. The Council could then consider the results and make a final selection.

City staff notes that as Staff waits for further direction, the rollout of the new logo on vehicles,

banners, brochures, uniforms, and other items continues to be paused. No new items have been purchased, ordered, or implemented with any new logo since May 20.

Next Steps

City staff are now seeking Council direction on the re-opening the brand refresh logo design process.

Staff is recommending an accelerated submittal and review process for a revised logo. The reasons for this include, but are not limited to, the fact that the City has been in transition with the new logo for several months and the purchase of items, such as uniforms, letterhead, vehicle logos, etc. are on hold but are needed for operations, the mission, vision, and other items of the brand refresh already completed and available for review, and, perhaps most importantly, because there is energy and interest in the logo now that should be capitalized on while it at top of mind for many people. However, if Council prefers a design and review timeline that provides for more community processing, staff can return with a more robust process for Committee and Community review.

Staff recommends Council consider the following steps:

- 1) Identifying a timeline for the brand refresh logo design process. This may include, but not be limited to:
 - a. Council each appointing one or two representative(s) to sit on the City of Visalia Brand Refresh Logo Redesign Committee, a Committee that will review the design guidelines set forth, review all submissions and then make recommendations to the City Council.
 - b. Open the Brand Refresh Logo Redesign Process on Tuesday, June 18 with announcement to the community through press release, website and social media posts.
 - i. Work with community partners including the Arts Consortium, Arts Visalia, the Visalia Chamber of Commerce and the Tulare Kings Hispanic Chamber of Commerce to share details of this logo redesign process.
 - c. Provide a submission period open from Tuesday, June 18 through Tuesday, July 2 at 5 p.m., in which time all submissions can be emailed to communityfeedback@visalia.city or copies/files can be dropped off at City of Visalia Administration office, 220 N. Santa Fe and/or dropped off in the drop box at the front entrance of that Santa Fe facility.
 - d. Direct the City of Visalia Brand Refresh Logo Design Committee to meet no later than Thursday, July 11, 2024 (with proposed meeting dates on Monday, July 8 and, if needed, Wednesday, July 9), to review submissions and provide three to five logos that meet the guidelines, along with formal feedback and recommendations to the staff, for further action and preparation for the community feedback period.
 - e. Provide a public comment feedback period from Monday, July 15, 2024 through Friday, July 26, 2024 during which time community members can provide feedback via comment on each of the presented logos.
 - f. Receive the results of the City of Visalia Brand Refresh Logo Design Committee and public feedback via agenda item and staff report at the Monday, August 5, 2024 City Council meeting and vote on the new City of Visalia Brand Refresh logo.
- 2) Drafting guidelines for logo submissions
 - a. These may include, but not be limited to:
 - i. All submissions must be received by Tuesday, July 9, 2024 by 5 p.m. in order to be considered.
 - ii. All submissions must be accompanied the logo redesign process submission

form that will be available on line. *(This form is still being developed and will not be fully operational until Tuesday, June 18, 2024.)*

- iii. All submissions must be original artwork that is owned by the submitter, and not include any copyrighted images. Any fonts used must be publicly available or of custom design. All submissions received remain the property of the submitter and any artwork submitted, unless chosen as the final, approved logo, will remain the sole property of the submitter/designer.
- iv. Submissions will be assigned a number and will be only known, reviewed, and referred to as their logo number, until such time that the final logo is chosen and the artist elects to have their name announced. Any logo submitted that becomes identified with the artist prior to release of the artist name(s) by the City may be withdrawn from the process.
- v. The final logo chosen by the City Council will become property of the City. If submitter and City cannot agree to the terms under which the submitter will transfer its rights, title and interest in the artwork submitted, then another submission will be selected.
- vi. Logo Designs Should Be Appropriate for the City
 1. Any logo design should elevate the City of Visalia brand, enabling it to communicate about the organization and community.
- ii. Logo should be a reimagining of the Breaking Through the V logo
 1. Logo should employ the strong V design element clearly visible in the “Breaking Through the V” logo created.
 2. Submitters are encouraged to enhance or update the graphics housed within the strong V.
 3. The word Visalia should be clearly evident in or at the bottom of the logo.
- iii. Logo Designs Should Be Simple and Modern
 1. The logo should aim to meet the criteria set forth in the feedback received, as well as abide by industry design principles. A simple logo is easier to recognize, remember and reproduce while conveying a clear and consistent message.
- iv. Logo Designs Should Be Versatile and Scalable
 1. The logo will need to work in a variety of mediums, ranging from small, digital icons to printed letterhead to embroidered staff shirts to 10-foot billboards.
 2. The logo will need to be able to have its colors translated to the Pantone Matching System (PMS) and ultimately the PMS Color Bridge. This is to ensure consistent color results in every application.
- v. Logo Designs Should Include Quality Typeface
 1. The logo typeface should be distinct and contribute to a brand mark. The typeface should be legible, appropriate and complimentary.
- vi. Logo Design Color
 1. All submissions must be submitted in both black and white and color.
 2. The logo should include at least two colors, ideally no more than five. Colors should be limited, harmonious and meaningful. Any shade variation of a color will be considered its own, stand-alone color. For example, varying shades of yellow will be considered their own, specific color.
 3. The logo should not rely solely on its hue, and should also work in grayscale, black or white.

- vii. Logo Design Space
 - 1. The logo should be designed in a way that is balanced, organized and expressive. Clever techniques such as negative space or hidden meanings, when appropriate, can be used.

Considerable time and money has been spent on the assts that were developed as part of this process. Staff would also recommend that any logo change be such that it could be readily adapted into the current asset formats, and the guidelines recommended should help integrate the revised logo into assets in place.

Additionally, staff recommend that the City Council determine appropriate compensation for the winning submission, in the form of scholarship or payment for services rendered through the design and submission process. The Council may want to set an amount, or ask the Brand Refresh Logo Design Committee to make a recommendation on a prize amount.

Fiscal Impact:

Unknown, dependent on Council direction on awarding or compensating submitter of the chosen logo. The selected logo may also require adaptation into a vector file or revisions to fully meet the guidelines that may require the skills of a professional graphic artist.

Prior Council Action: June 3, 2024 - Council received staff presentation and voted to 3) Retain or modify the current logo to be used when the medium being utilized warrants it, and retain the previous logo as a Legacy Logo that would be utilized in situations where it can be appropriately displayed and its detail clearly denoted and 5) Open the brand refresh logo design process again and create a process wherein local artists/graphic designers can submit designs, (that align with the requirements of a scope of work/design), have those designs reviewed by a panel of local graphic and marketing professionals, with a selection of final logos presented to the community to be voted on via community meetings or digital voting methods. The Council could then consider the results and make a final selection. May 20, 2024 - Agenda included Item 12. Request to add Consent item by Council - Request by several Council Members to approve adding an agenda item to the June 3, 2024 agenda for discussion and potential direction regarding the new City of Visalia logo. November 6, 2024 - Council received an update on the brand refresh and approved the new City of Visalia logo, R5-Fox Theater and chose the new City of Visalia logo color palette. August 7, 2023 - Council received an update on the City-wide marketing and rebranding project, directed staff to present a redesigned logo with additional elements and approved a new mission statement, vision statement, brand promise, values, and tagline. April 17, 2023 - As part of the review of the Fiscal Year 2022/23 mid-year financial report, Council made a General Fund Capital Project appropriation of \$50,000 for City rebranding implementation. August 15, 2022 - Council authorized staff to conduct a citywide rebranding process, appropriated an additional \$25,000 to cover the costs of completing the administrative portion of the City of Visalia Human Resources Marketing and Branding Services, and appropriated \$75,000 to cover the anticipated costs of undertaking and completing the administrative portion of the City of Visalia rebranding (Citywide Rebranding). Council authorized staff to utilize the services of We The Creative (by amending their contract with the City of Visalia Human Resources Division) for a project total of \$150,000. March 21, 2022 - City Council approved Proposed Capital Projects by Fund, Project # ADCP09 City Logo Refreshment for Fiscal Year 2024-25 for a total of \$50,000. March 15, 2021- City Council reviewed Fiscal Year 2020/2021 mid-year financial report with recommended budget appropriations and authorized the Capital Project Request of City Rebranding for \$50,000 to be used for initial implementation of the new branding

Other: N/A

Alternatives: N/A

Recommended Motion (and Alternative Motions if expected):

I move to approve the staff recommendations with regards to the logo revisions process.

Or

Another motion in keeping with Council discussion and direction.

Environmental Assessment Status: N/A

CEQA Review: N/A

Attachments: Click or tap here to enter text.