

# City of Visalia Brand Refresh Logo Redesign Process Guidelines

Thank you for taking part in the City of Visalia Brand Refresh Logo Redesign Process!

As directed by the Visalia City Council, the Logo Redesign Process will be driven by community submissions, with a window open from Tuesday, June 18 through Tuesday, July 2, 2024, at 5 p.m. PT.

Submissions may be provided to the City of Visalia in one of the following ways:

- 1) [Submit online via the City's Logo Redesign Process online form.](#)
- 2) Drop-off digital or hard copy files, with completed form, to City of Visalia Administration Office at 220 N. Santa Fe St., Visalia between the hours of 8 a.m. to 5 p.m., Monday through Thursday.
- 3) Drop-off digital or hard copy files, with completed form, to the exterior drop-box located at the front entrance to the City of Visalia Administration Office, 220 N. Santa Fe St., Visalia at any time during the submission period.

## Logo Submission Guidelines

- All submissions must be received by Tuesday, July 2, 2024, by 5 p.m. to be considered.
- All submissions must be accompanied by the logo redesign process submission form. Any submission that is hand delivered or left in the drop-box without a form will have until Tuesday, July 2, 2024, at 5 p.m. to complete the accompanying form.
- 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Any logo submitted that becomes identified with the artist prior to release of the artist's name(s) by the City may be withdrawn from the process.
- 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.
- 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.

## Logo Design Guidelines

- 1) Logo Designs Should Be Appropriate for the City
  - a. All submissions must be original artwork that is owned by the submitter, and not include any copyrighted images.
  - b. Any logo design should elevate the City of Visalia brand, enabling it to communicate about the organization and community.
- 2) Logo should be a reimagining of the Breaking Through the V logo
  - a. Logo should employ the strong V design element clearly visible in the "Breaking Through the V" logo created.
  - b. Submitters are encouraged to enhance or update the graphics housed within the strong V.

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- c. The word Visalia should be clearly evident in or at the bottom of the logo.



*For reference, the “Breaking Through the V” Logo*

- 3) Logo Designs Should Be Simple and Modern
  - a. 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.
- 4) Logo Designs Should Be Versatile and Scalable
  - a. 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.
  - b. 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.
- 5) Logo Designs Should Include Quality Typeface
  - a. Any fonts used must be publicly available or of custom design.
  - b. The logo typeface should be distinct and contribute to a brand mark.
  - c. The typeface should be legible, appropriate, and complimentary.
- 6) Logo Design Color
  - a. All submissions must be submitted in both black and white and color.
  - b. 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.
  - c. The logo should not rely solely on its hue, and should also work in grayscale, black or white.
- 7) Logo Design Space
  - a. The logo should be designed in a way that is balanced, organized and expressive.
  - b. Clever techniques such as negative space or hidden meanings, when appropriate, can be used.