

City of Visalia
City Logo Redesign
Committee Meeting

Previous Logos, Process Guidelines & Checklist

Previous City Logos

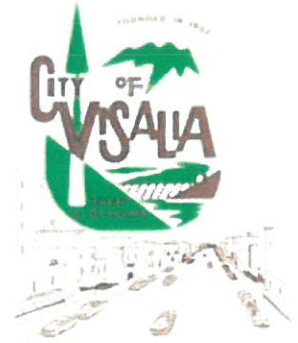


City of Visalia
CALIFORNIA

1948



Mid-1960s



1967



1976



1982



1998

Note: 1998 Logo has been adopted as the Legacy Logo



VISALIA

2024

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Any logo submitted that becomes identified with the artist prior to release of the artist's name(s) by the City may be withdrawn from the process.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.

COV Logo Redesign Guidelines Checklist

Is the logo identified/associated with it's artist?

Does the logo only includes original artwork, no copyrighted material?

Does the logo elevates the City's brand and communicates about the organization and the community?

Does the logo employ the strong V design?

Is the word Visalia clearly evident in or at the bottom of the logo?

Is the logo simple and modern?

Will the logo work on mediums ranging from small, digital icons to 10-foot billboards?

Does the logo use quality typeface?

Does the logo include at least two colors? Ideally no more than five?

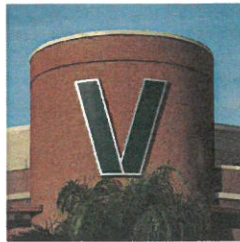
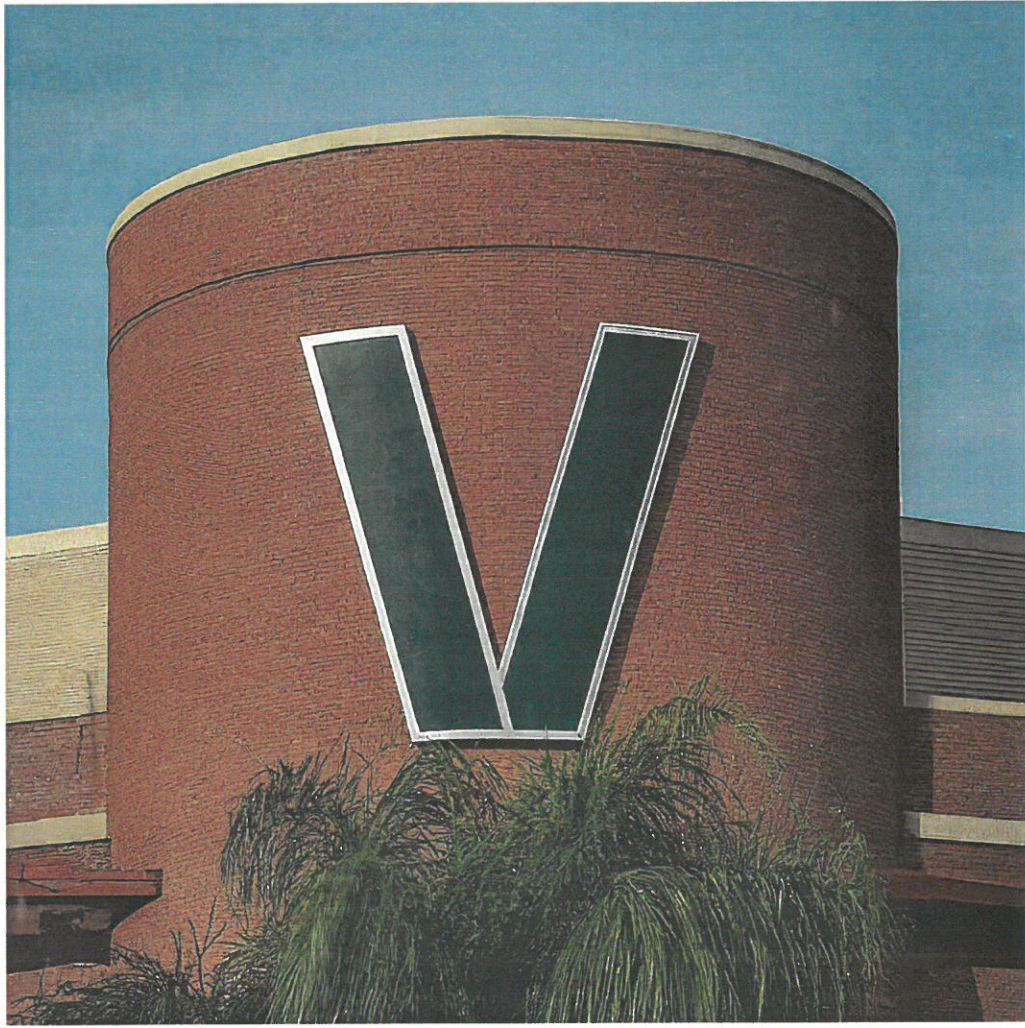
Does the logo work in grayscale, black or white?

Is the logo balanced, organized and expressive?

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Submitted Logos

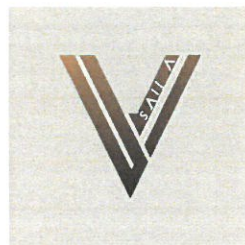




1B







2A





VISALIA

EST. 1852



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EST. 1852



VISALIA





VISALIA

- PANTONE 16-2-7 U
- PANTONE 93-1-2 U
- PANTONE 135-2-4 U
- PANTONE 13-4-5 U
- BLACK

Additional artwork edits can be made to enhance the vision of the City of Visalia logo.



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VISALIA

CALIFORNIA | GATEWAY TO THE SEQUOIAS



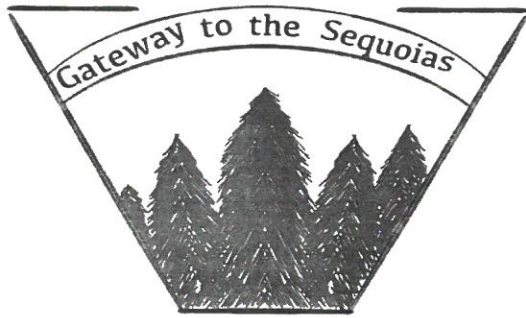
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California | Gateway to the Sequoias



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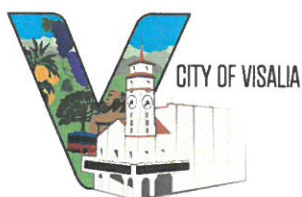








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Founded 1852













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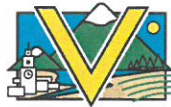
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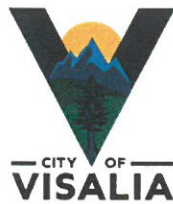
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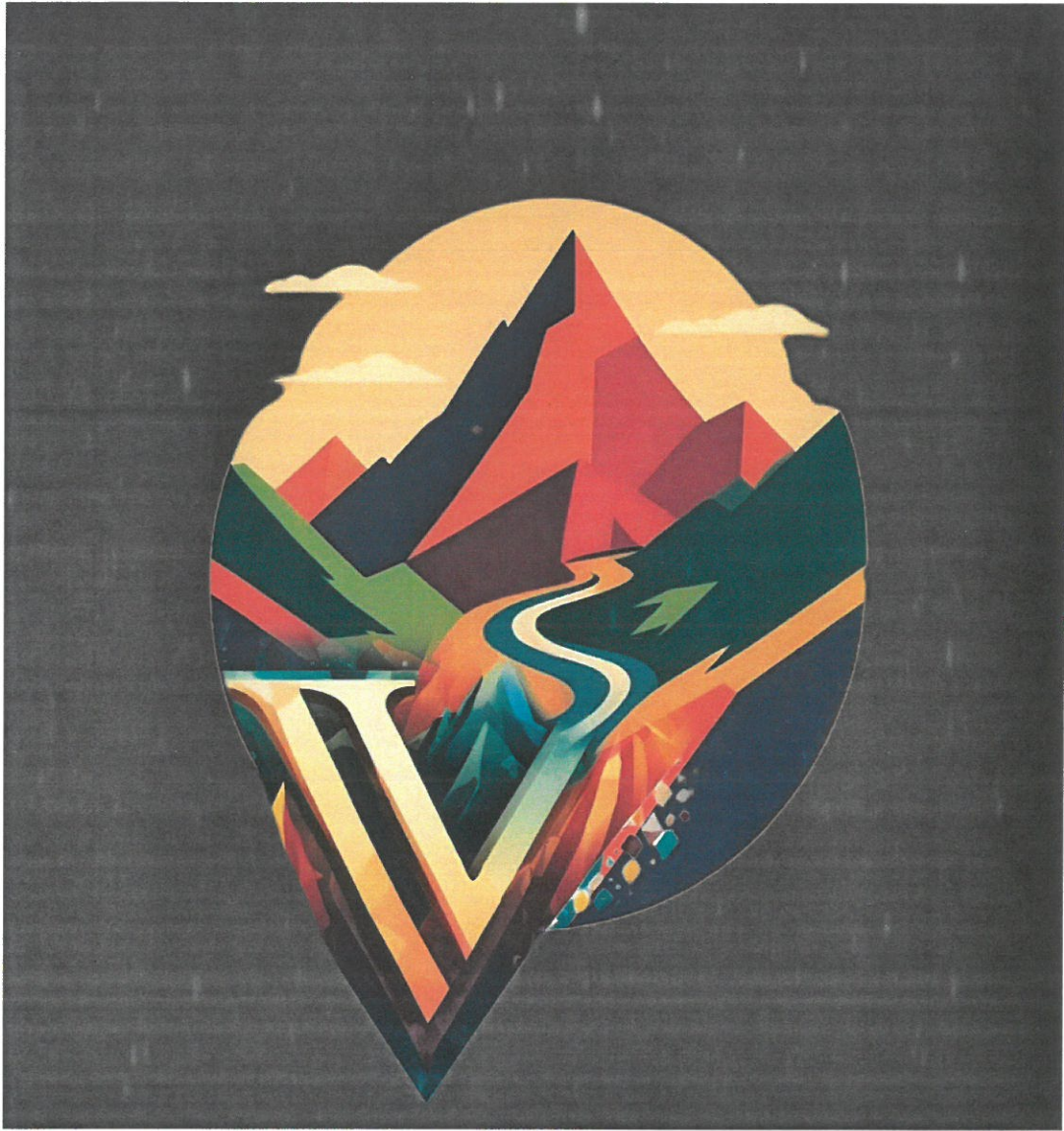


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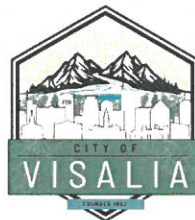
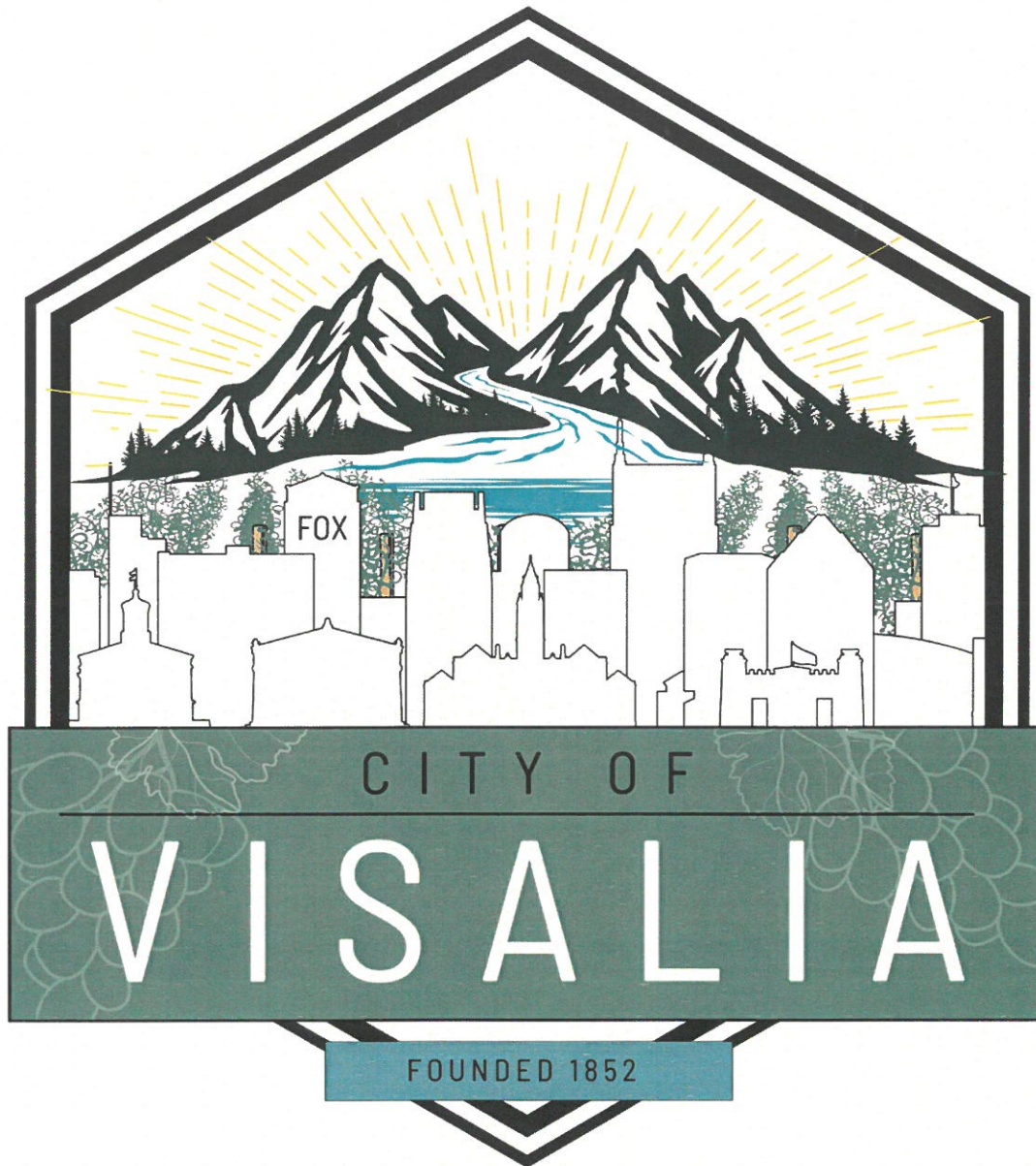
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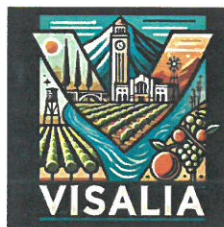














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City of

VISALIA

FOUNDED IN 1852







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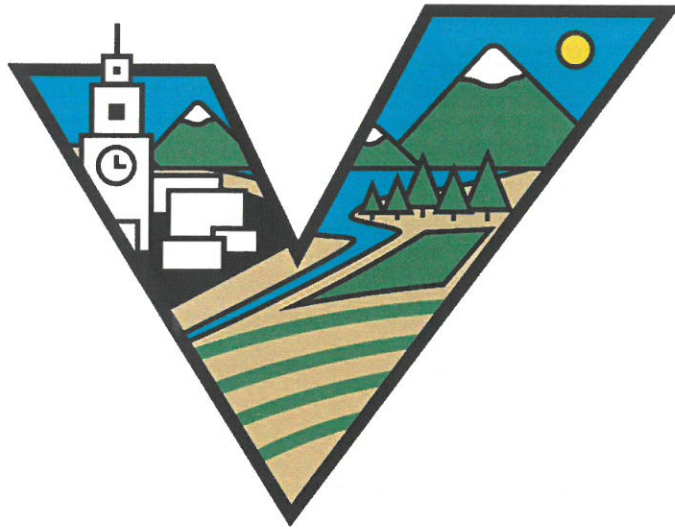




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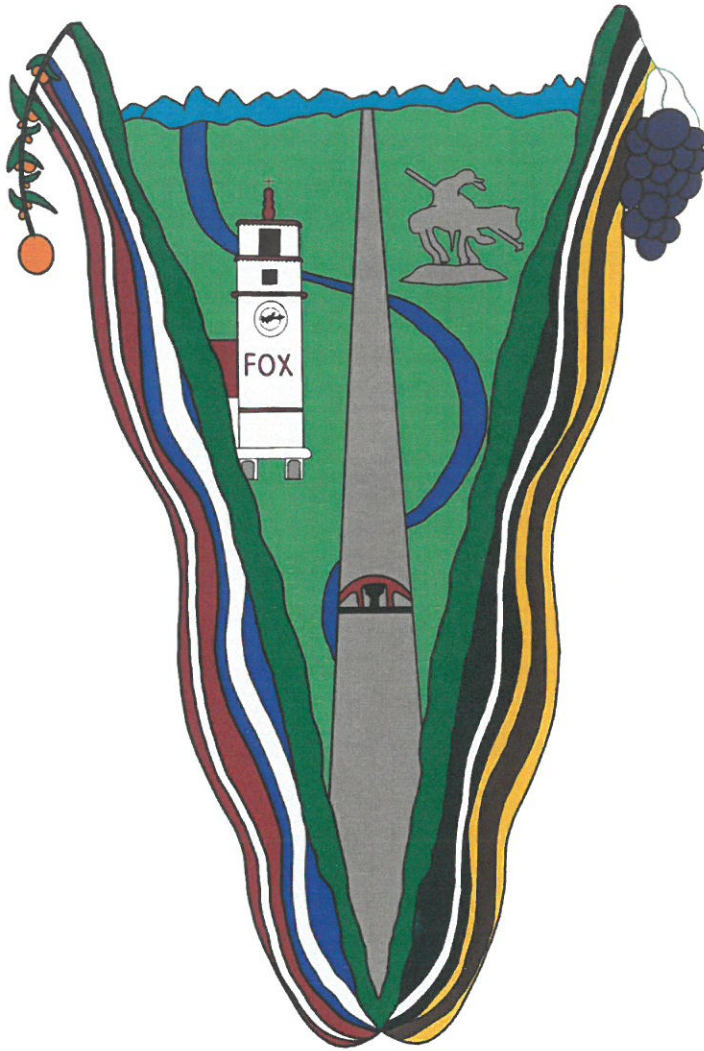
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VISALIA

Gateway to the Sequoias

est. 1852





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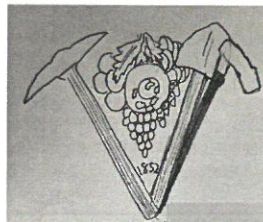
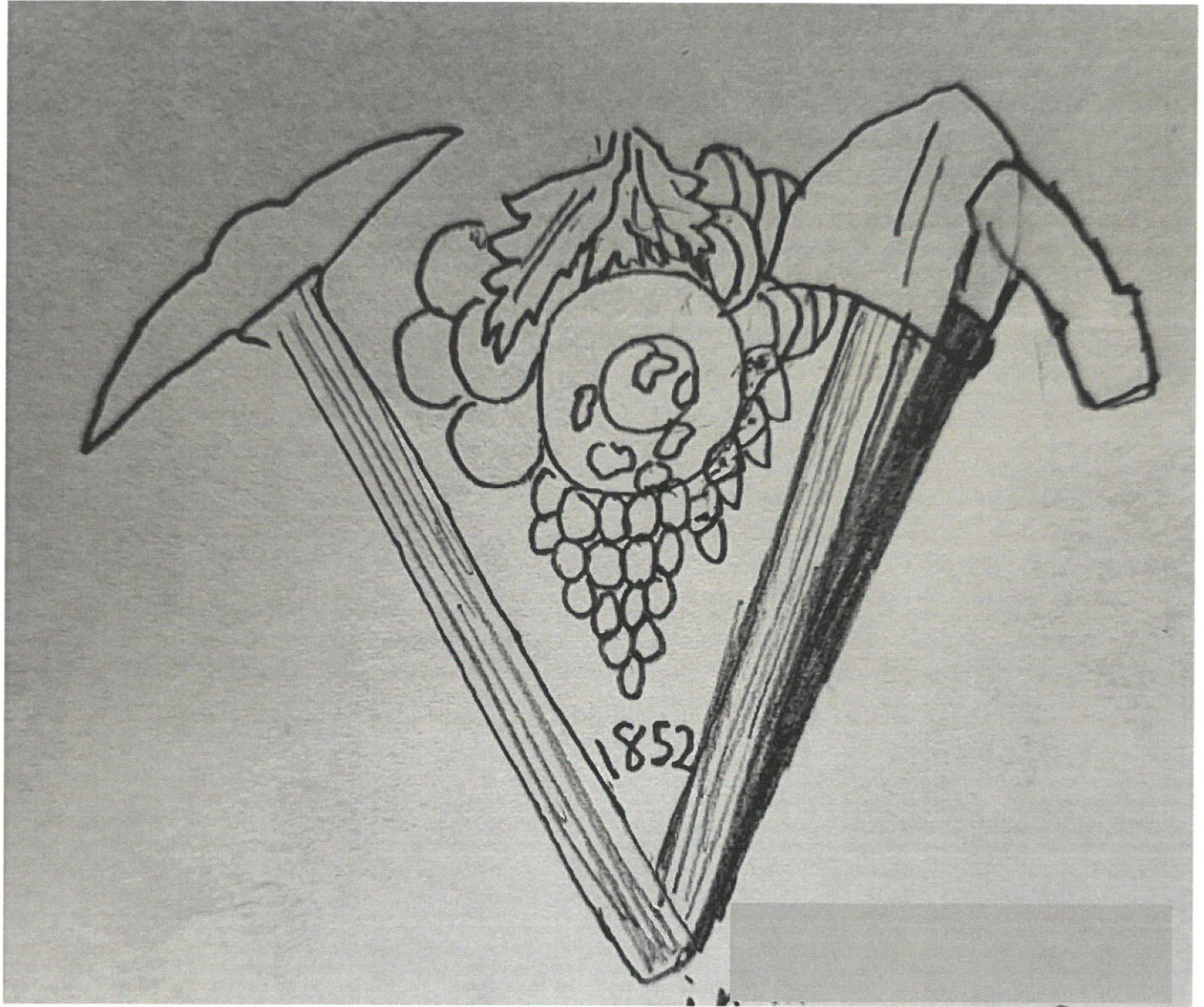




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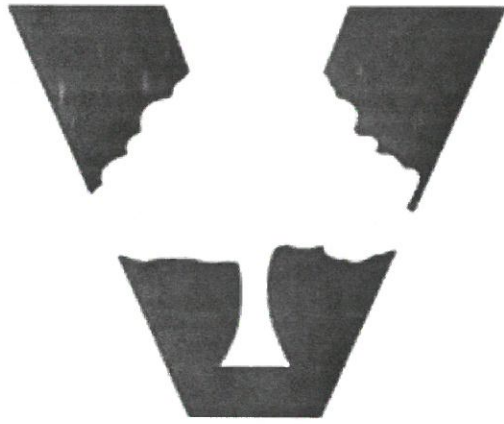
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