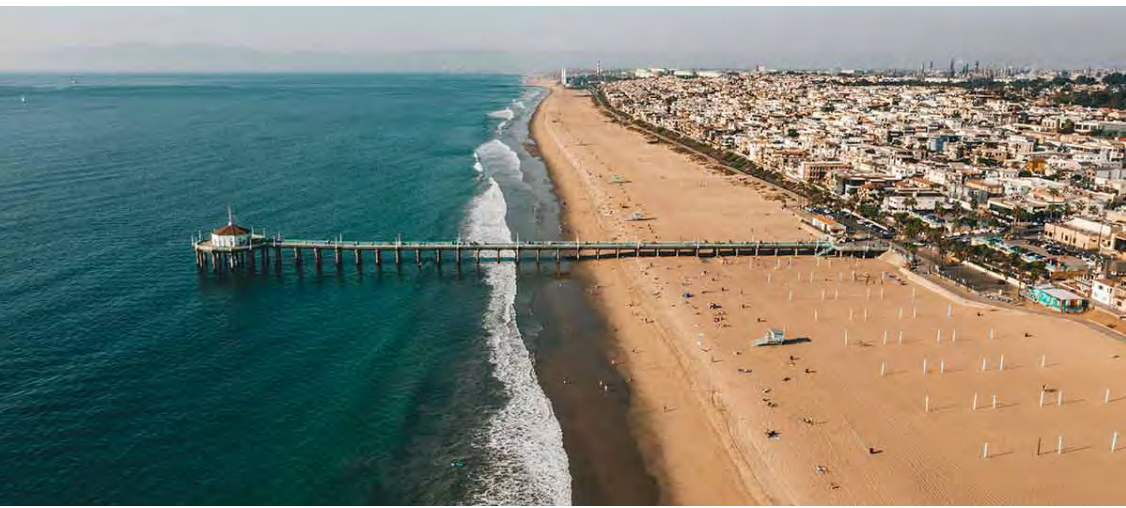


CITY OF MANHATTAN BEACH

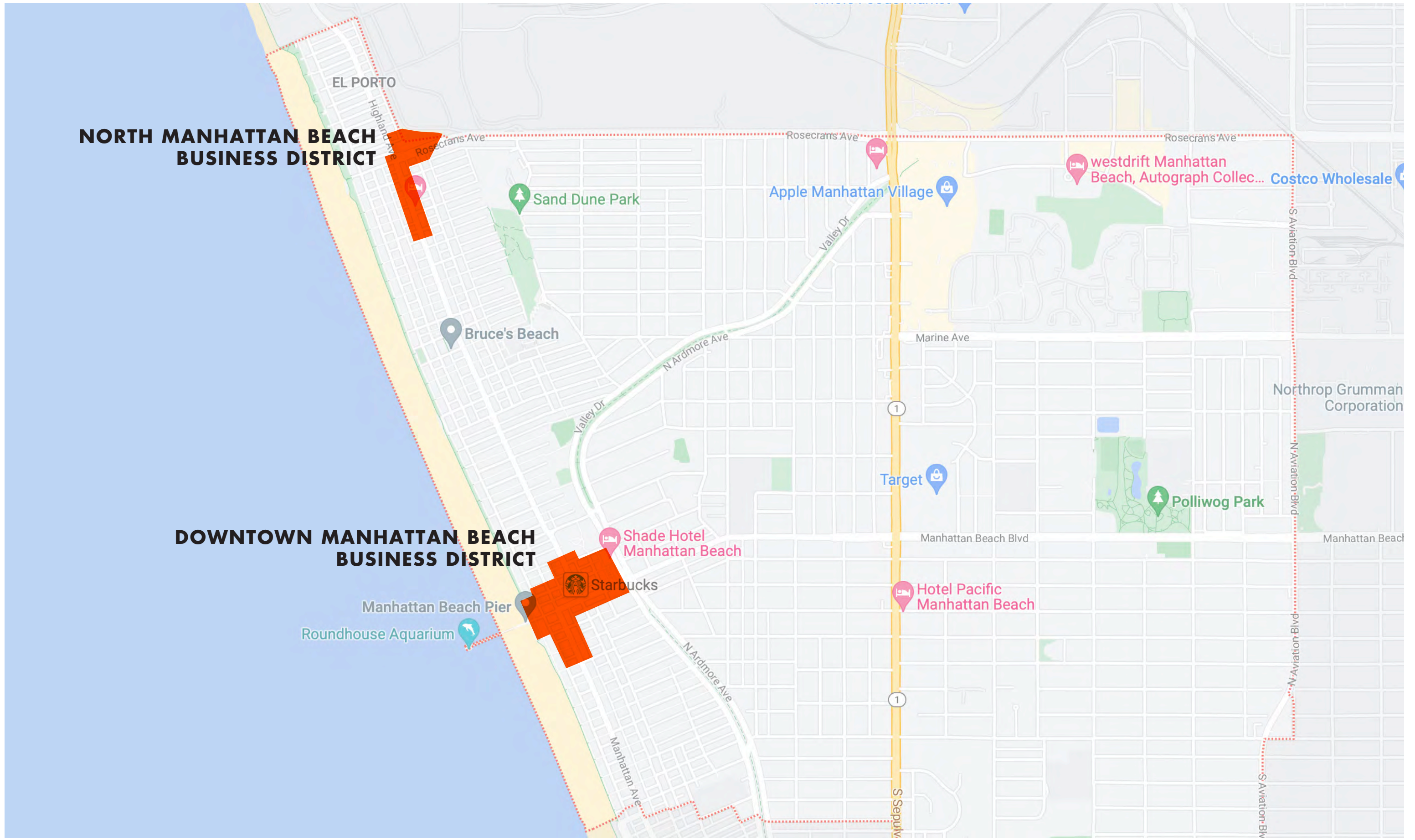
RETAIL DIRECTORY

DOWNTOWN + NORTH SHOPPING AND DINING DISTRICT

4.28.23



**Selbert
Perkins
Design.**



SYMBOLS

NOTE: ART FILE TO BE PROVIDED BY SPD

						
SUN	SEA GULLS	BEACH UMBRELLA	PALM TREE	FLIP FLOPS	FEMALE SURFER	MALE SURFER
						
BEACH BALL	FISH	ANCHOR	VOLLEYBALL	PIER	WAVES 1	SAIL BOAT
						
B&W CITY LOGO	PARKING	FULL COLOR CITY LOGO	PEDESTRIAN	ARROW	DOUBLE HEADED ARROW	HIGHWAYS

FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

SPARTAN MB – LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

SPARTAN MB – SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

SPARTAN MB – BOLD



CITY SEAL USE

- OFFICIAL DOCUMENTS
- REPORTS TO COUNCIL OR COMMITTEE
- OFFICIAL LETTERHEADS
- OFFICIAL MEMOS
- LETTERS & CERTIFICATES
- PROCLAMATIONS
- COUNCIL MEETING POWERPOINT & BROADCASTING
- NAME TAGS

With the advent of the City logo, the City seal will return to its elevated status and be reserved for use on official documents only. To maintain the integrity, the City seal should be used when the City needs to be the symbol of authority such as the applications listed above.

TYPOGRAPHY

SPARTAN MB

USES: Website, wayfinding, business cards, brochures, newsletters, banners, vehicles and advertisements, press releases, staff reports, letterhead, memos, and publications

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

TIMES NEW ROMAN

USES: Press release, staff report, letterhead, memos, and publications

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

PRIMARY & COMPLIMENTARY COLOR PALETTE

HEX: #E386B PANTONE: 3581 C RGB: 30, 57, 107 CMYK: 100, 87, 30, 18	HEX: #0CBDDC PANTONE: 7702 C RGB: 12, 189, 220 CMYK: 69, 1, 0		
HEX: #F7BE21 PANTONE: 158 C RGB: 247, 142, 33 CMYK: 0, 53, 98, 0	HEX: #CC4427 PANTONE: 173 C RGB: 204, 67, 39 CMYK: 14, 88, 100, 4		
HEX: #06E46 PANTONE: 3524 C RGB: 6, 30, 70 CMYK: 100, 86, 31, 53	HEX: #E386B PANTONE: 3581 C RGB: 30, 57, 107 CMYK: 100, 87, 30, 18	HEX: #00597C PANTONE: 2153 C RGB: 0, 89, 124 CMYK: 100, 57, 31, 18	HEX: #0093A0 PANTONE: 3541 C RGB: 0, 147, 160 CMYK: 100, 0, 31, 18
HEX: #008EC3 PANTONE: 7461 CP RGB: 0, 142, 195 CMYK: 100, 25, 11, 0	HEX: #0CBDDC PANTONE: 7702 C RGB: 12, 189, 220 CMYK: 69, 1, 11, 0	HEX: #65C8D0 PANTONE: 325 C RGB: 101, 200, 208 CMYK: 56, 0, 20, 0	HEX: #6FCDC PANTONE: 430 C RGB: 11, 204, 220 CMYK: 52, 0, 13, 0
HEX: #F7BE21 PANTONE: 158 C RGB: 247, 142, 33 CMYK: 0, 53, 98, 0	HEX: #FEBE17 PANTONE: 150 C RGB: 254, 190, 23 CMYK: 0, 27, 98, 0	HEX: #FFE300 PANTONE: 107 C RGB: 255, 227, 0 CMYK: 0, 7, 98, 0	HEX: #FFF456 PANTONE: 114 C RGB: 255, 244, 86 CMYK: 0, 0, 78, 0
HEX: #CC4427 PANTONE: 173 C RGB: 204, 67, 39 CMYK: 14, 88, 100, 4	HEX: #DE5F21 PANTONE: 1595 C RGB: 222, 95, 33 CMYK: 0, 74, 98, 9	HEX: #F58437 PANTONE: 158 C RGB: 245, 132, 55 CMYK: 0, 59, 88, 0	HEX: #F99F38 PANTONE: 715 C RGB: 249, 159, 56 CMYK: 0, 44, 88, 0
HEX: #262627 PANTONE: BLACK 7 RGB: 38, 38, 39 CMYK: 68, 62, 58, 72	HEX: #44042 PANTONE: 179-14 C RGB: 65, 64, 66 CMYK: 0, 0, 0, 90	HEX: #939598 PANTONE: 423 C RGB: 147, 149, 152 CMYK: 0, 0, 0, 50	HEX: #E0E2 PANTONE: 427 C RGB: 224, 225, 226 CMYK: 0, 0, 0, 13



CITY LOGO USE

- OFFICIAL DOCUMENTS
- LETTERHEADS
- MEMOS
- BUSINESS CARDS
- WAYFINDING
- PUBLICATIONS
- WEBSITE & SOCIAL MEDIA
- ADVERTISEMENTS (BANNERS, POSTERS, ETC.)
- STAFF UNIFORMS & APPAREL
- MERCHANDISE
- INTERDEPARTMENTAL & EXTERNAL POWERPOINTS

LOGO VARIATIONS

(USE REVERSED LOGO ON DARK BACKGROUNDS)

			
PRIMARY	4 COLOR	3 COLOR	1 COLOR

			
PRIMARY REVERSED	4 COLOR REVERSED	3 COLOR REVERSED	1 COLOR REVERSED

MINIMUM CLEAR SPACE & INCORRECT USE

				
1.5"	1"	0.75"	0.50"	0.25"

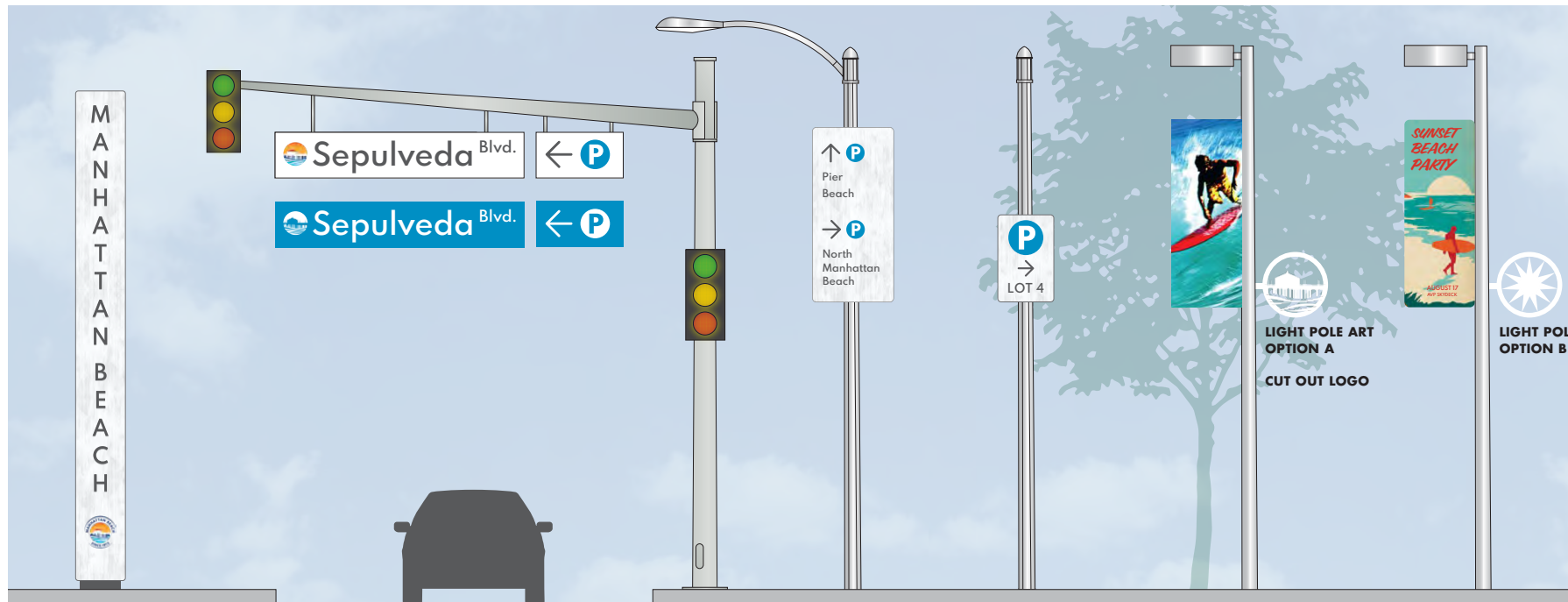
DO NOT

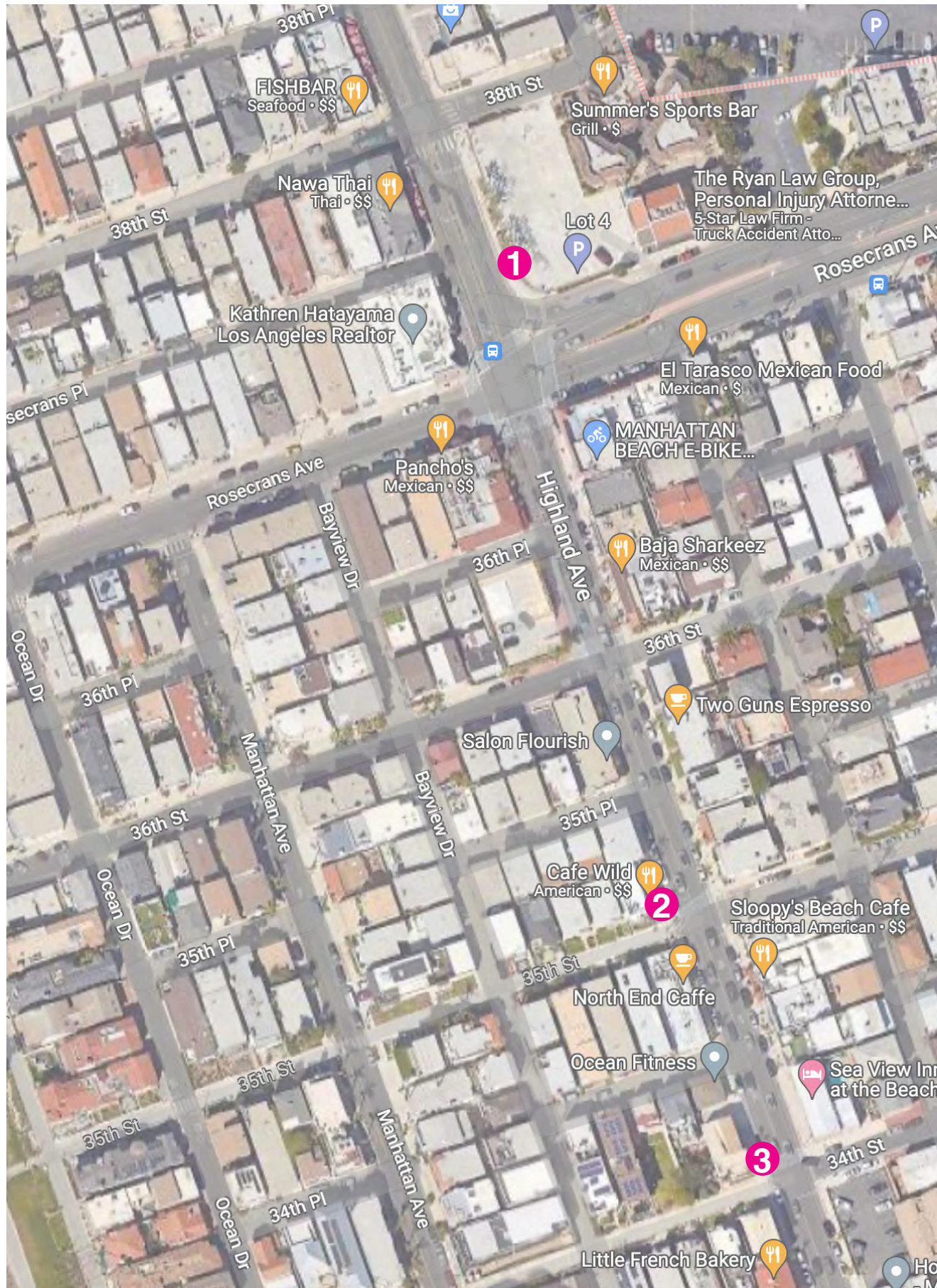
- Change kerning, typeface or apply outlines
- Add drop shadows or special effects
- Change colors or add gradients
- Change the department name to program area
- Skew, rotate, stretch or change orientation
- Add elements, remove elements or change the containment shape
- Add logo to imagery that competes with the logo, such as the pier, crowds, etc.

GRAPHIC PATTERN



CUSTOM WOOD PRINT
 (ART FILE PROVIDED
 BY SELBERT PERKINS
 DESIGN)

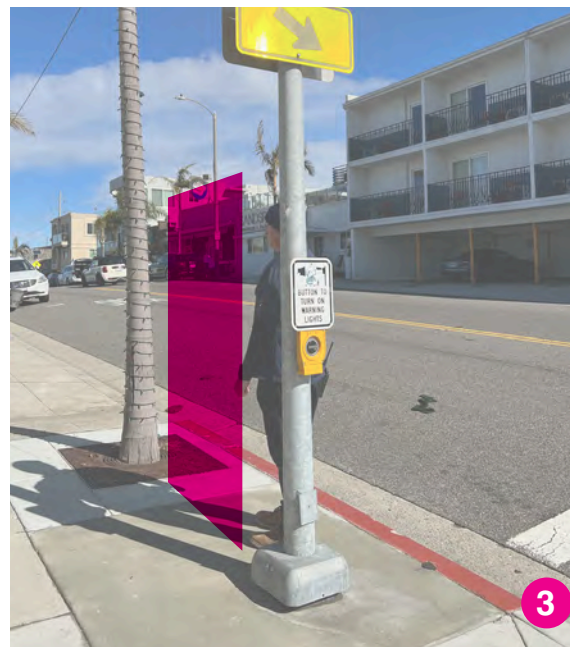


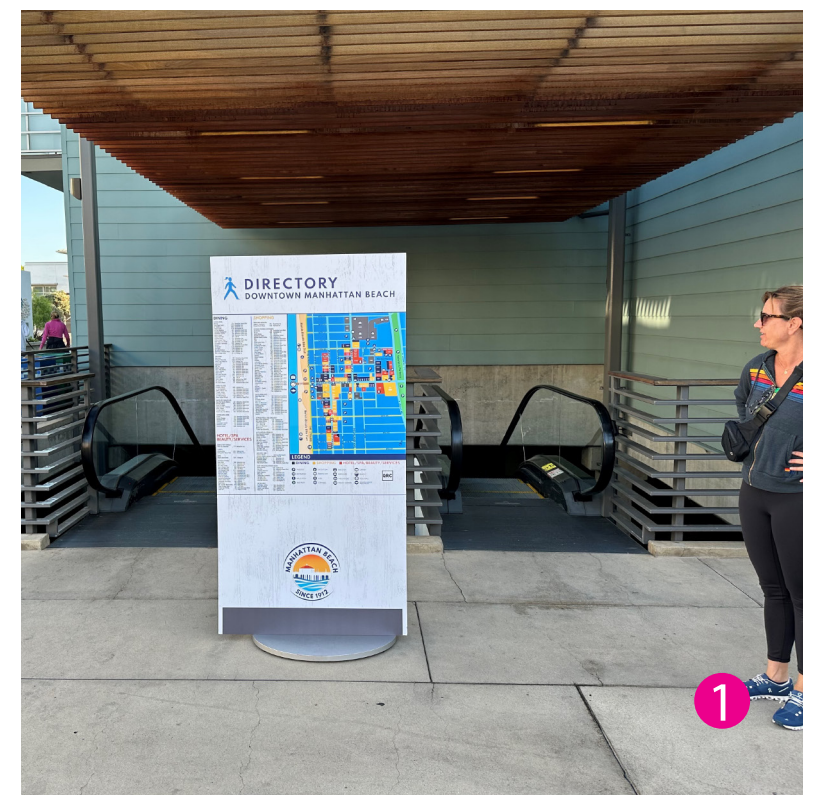
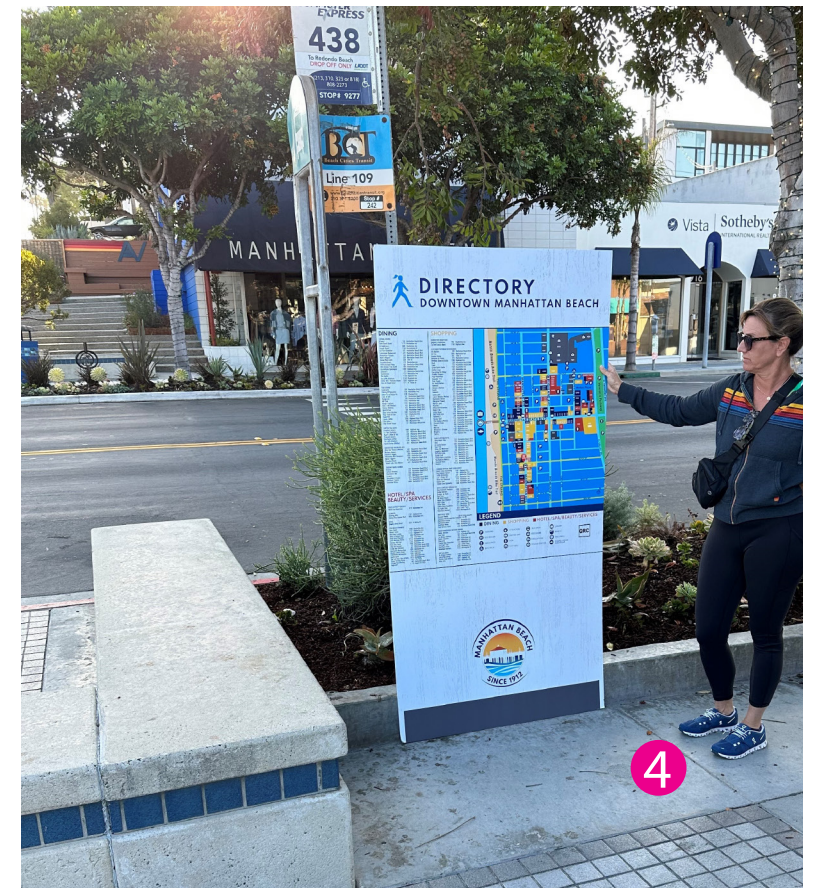
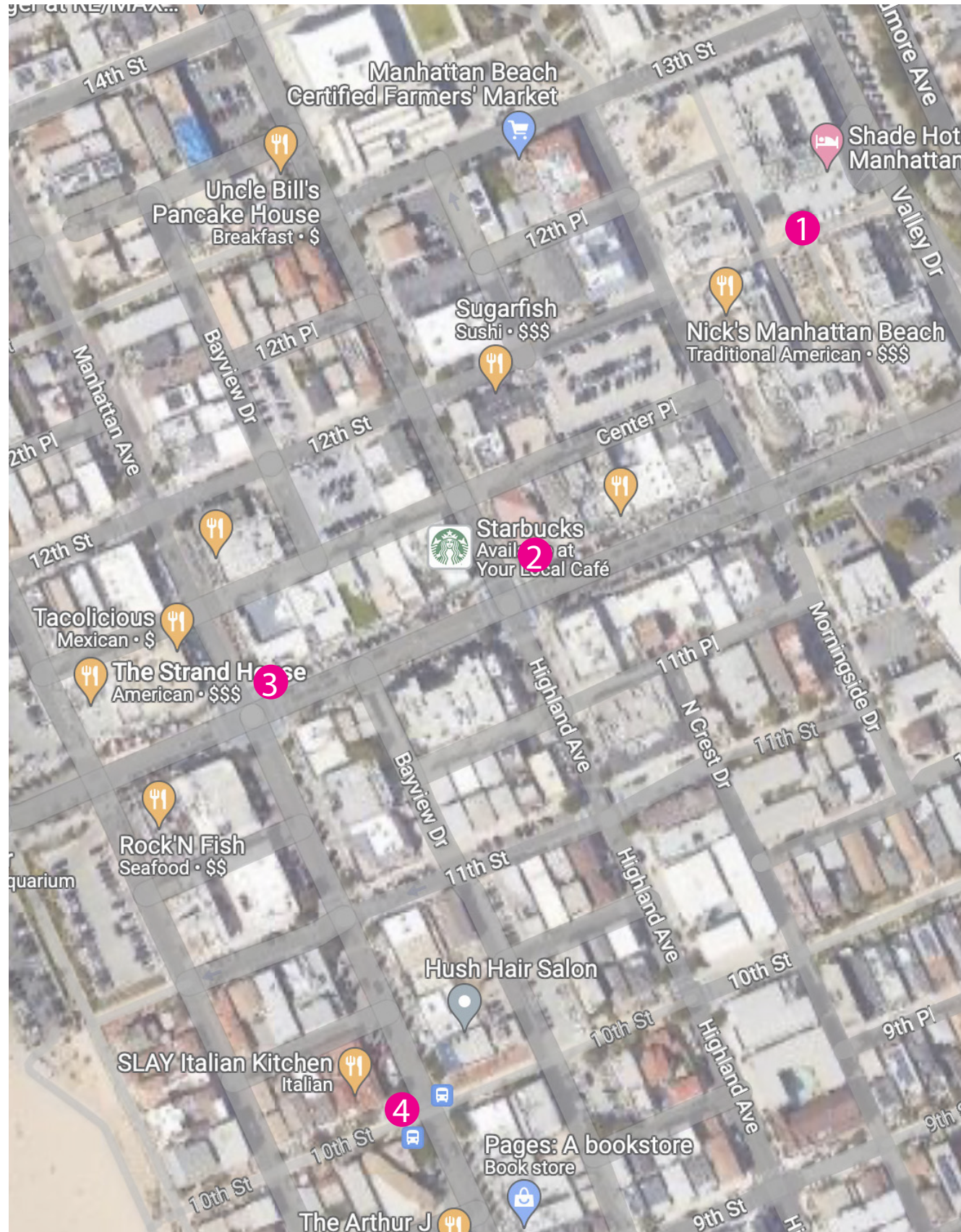


#1 has two optional locations



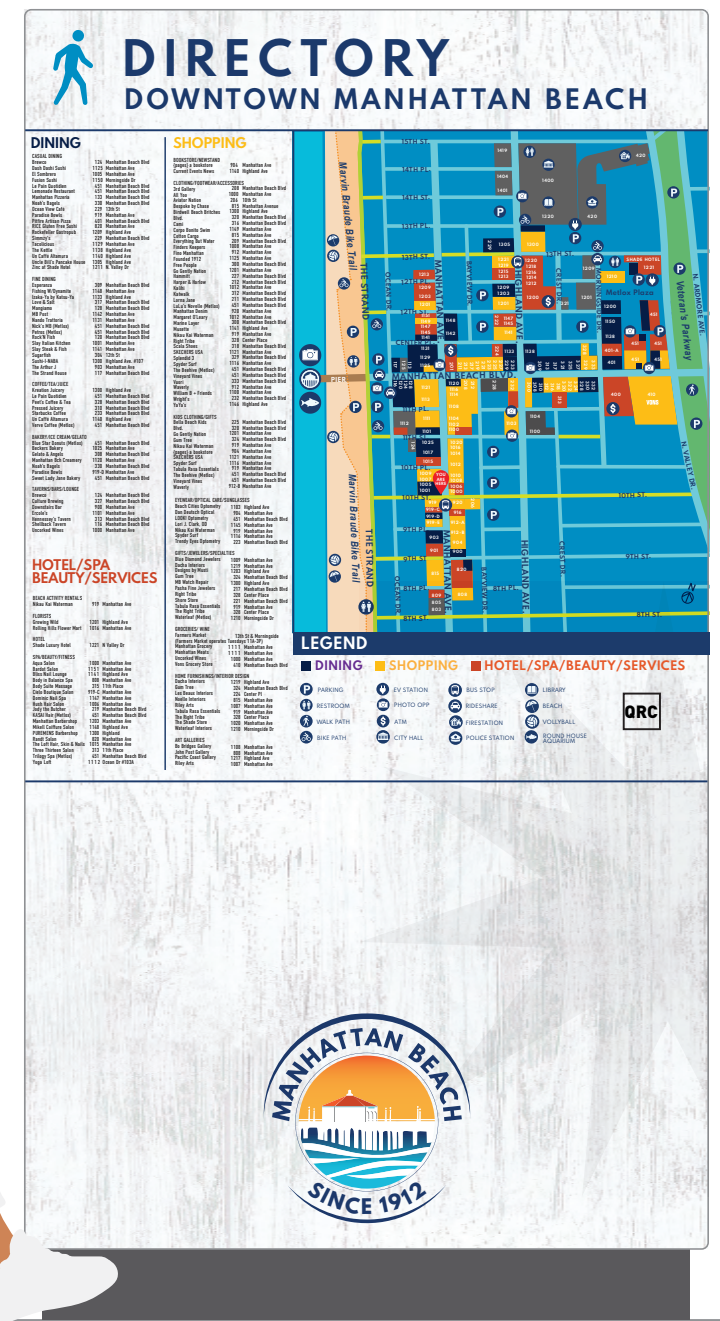
#2 has three optional locations







3'-3"



SIZE OPTION 1

1'-11 3/4"



SIZE OPTION 2



7'-0"



Sign will be thin (1/8-1/4") single or double sided sign that is mounted to sidewalk with an angle arm and bolt system or buried in landscaping

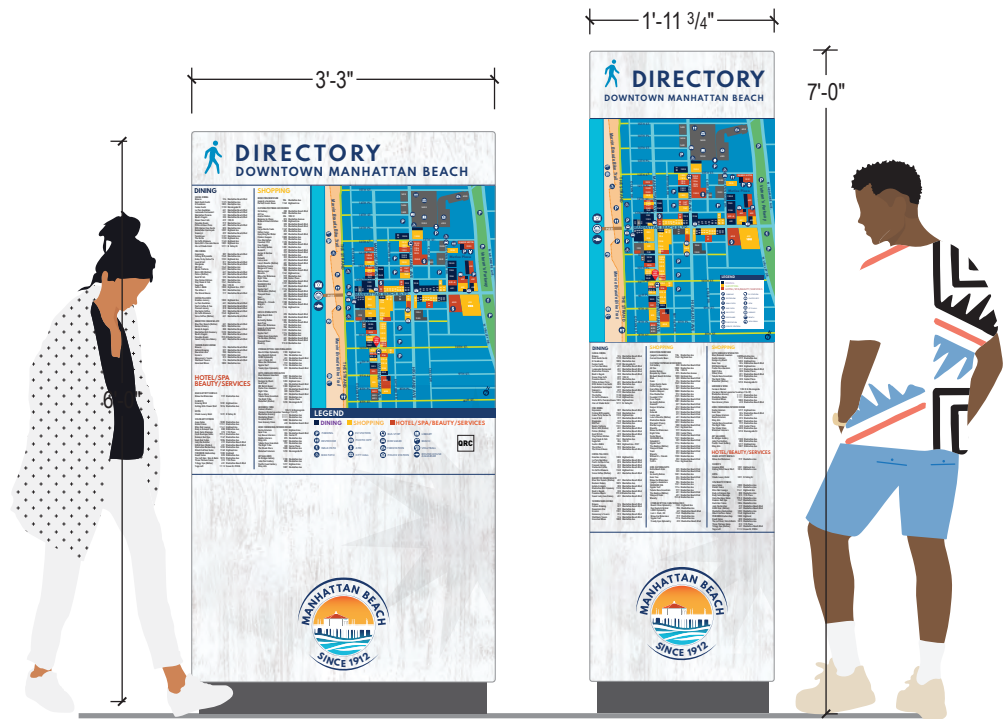
OPTIONS FOR CHANGEABLE MAP



Printed High Performance Vinyl on Clear



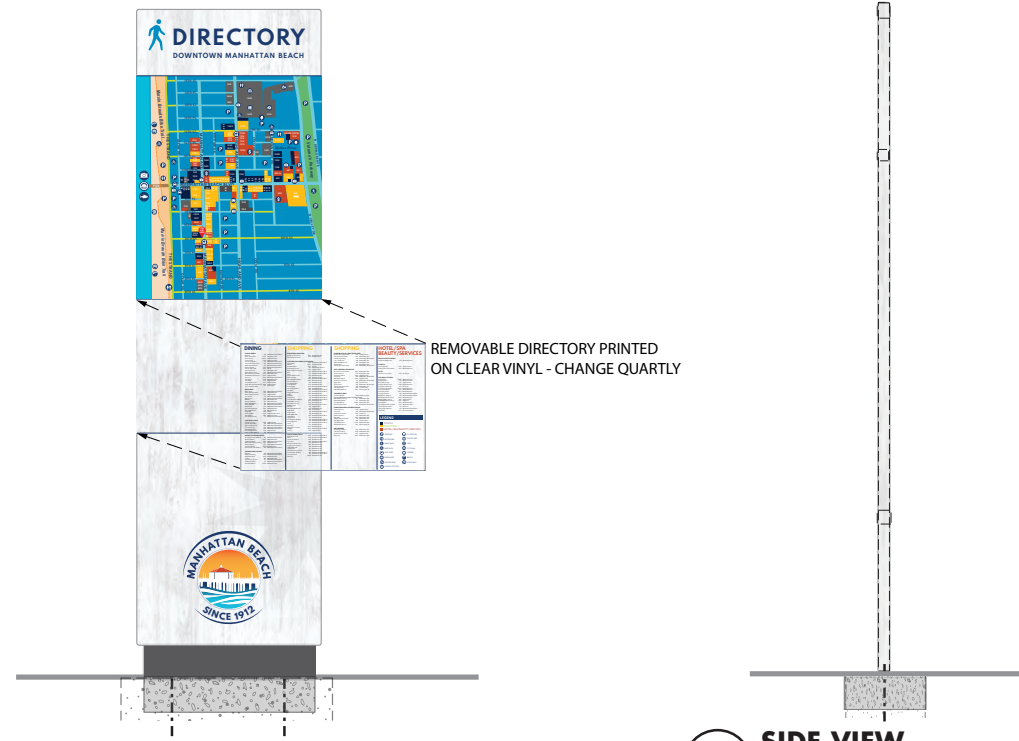
Printed metal directory with secure bolts



SIZE OPTION 1

SIZE OPTION 2

1 ELEVATION – MAP DOUBLE SIDED
scale: 1/2" = 1' -0"



2 REMOVABLE DIRECTORY
scale: 1/2" = 1' -0"

3 SIDE VIEW
scale: 1/2" = 1' -0"



4 ELEVATION – SINGLE SIDED MAP
scale: 1/2" = 1' -0"



EXAMPLE OF NORTH MB INFORMATION AMOUNT

NOTES

1. SIGN CABINET: New fabricated aluminum sign cabinet with highly durable seamless wood print graphic embedded onto powder coated surface suitable for marine environment. High pressure laminate is not an acceptable substitute.
2. STRUCTURE: The sign support structure, including the interface with the footing/foundation, shall be designed by the fabricator's structural engineer. Main support is schedule 40 steel pipe embedded into concrete foundation.
Coordinate with City for final location and foundation.
3. BASE: Concrete pad at base; sub-grade concrete foundation as required per fabricator's structural engineer; prime and paint.
4. COPY/ICONS/MAP: Map are part of embedded graphic print. Entire area with business names is a 2nd Surface printed 3M high performance Clear vinyl.

GENERAL NOTES

- A. GRAFFITI COATING: Apply graffiti-resistant coating to all exposed surfaces.
- B. MESSAGES, MEASUREMENTS & LOCATIONS: Sign Contractor to confirm all messages, field verify all measurements, and determine final sign locations with owner prior to creating shop drawings.

DINING

CASUAL DINING		
Brewco	124	Manhattan Beach Blvd
Dash Dashi Sushi	1125	Manhattan Ave
El Sombrero	1005	Manhattan Ave
Fusion Sushi	1150	Morningside Dr
Le Pain Quotidien	451	Manhattan Beach Blvd
Lemonade Restaurant	451	Manhattan Beach Blvd
Manhattan Pizzeria	133	Manhattan Beach Blvd
Noah's Bagels	330	Manhattan Beach Blvd
Ocean View Café	229	13th St
Paradise Bowls	919	Manhattan Ave
Pitfire Artisan Pizza	401	Manhattan Beach Blvd
RICE Gluten Free Sushi	820	Manhattan Ave
Rockefeller Gastropub	1209	Highland Ave
Simmy's	229	Manhattan Beach Blvd
Tacolicious	1129	Manhattan Ave
The Kettle	1138	Highland Ave
Un Caffé Altamura	1140	Highland Ave
Uncle Bill's Pancake House	1305	Highland Ave
Zinc at Shade Hotel	1211	N. Valley Dr
FINE DINING		
Esperanza	309	Manhattan Beach Blvd
Fishing W/Dynamite	1148	Manhattan Ave
Izaka-Ya by Katsu-Ya	1133	Highland Ave
Love & Salt	317	Manhattan Beach Blvd
Mangiamo	128	Manhattan Beach Blvd
MB Post	1142	Manhattan Ave
Nando Trattoria	1131	Manhattan Ave
Nick's MB (Metlox)	451	Manhattan Beach Blvd
Petros (Metlox)	451	Manhattan Beach Blvd
RockN Fish	120	Manhattan Beach Blvd
Slay Italian Kitchen	1001	Manhattan Ave
Slay Steak & Fish	1141	Manhattan Ave
Sugarfish	304	12th St
Sushi-I-NABA	1300	Highland Ave. #107
The Arthur J	903	Manhattan Ave
The Strand House	117	Manhattan Beach Blvd
COFFEE/TEA/JUICE		
Kreation Juicery	1300	Highland Ave
Le Pain Quotidien	451	Manhattan Beach Blvd
Peet's Coffee & Tea	328	Manhattan Beach Blvd
Pressed Juicery	310	Manhattan Beach Blvd
Starbucks Coffee	233	Manhattan Beach Blvd
Un Caffé Altamura	1140	Highland Ave
Verve Coffee (Metlox)	451	Manhattan Beach Blvd
BAKERY/ICE CREAM/GELATO		
Blue Star Donuts (Metlox)	451	Manhattan Beach Blvd
Beckers Bakery	1025	Manhattan Ave
Gelato & Angels	308	Manhattan Beach Blvd
Manhattan Bch Creamery	1120	Manhattan Ave
Noah's Bagels	330	Manhattan Beach Blvd
Paradise Bowls	919-D	Manhattan Ave
Sweet Lady Jane Bakery	451	Manhattan Beach Blvd
TAVERNS/BARS/LOUNGE		
Brewco	124	Manhattan Beach Blvd
Culture Brewing	327	Manhattan Beach Blvd
Downstairs Bar	900	Manhattan Ave
Ercole's	1101	Manhattan Ave
Hennessey's Tavern	313	Manhattan Beach Blvd
Shellback Tavern	116	Manhattan Beach Blvd
Uncorked Wines	1000	Manhattan Ave

SHOPPING

BOOKSTORE/NEWSTAND		
(pages) a bookstore	904	Manhattan Ave
Current Events News	1140	Highland Ave
CLOTHING/FOOTWEAR/ACCESSORIES		
3rd Gallery	208	Manhattan Beach Blvd
All Yoo	1000	Manhattan Ave
Aviator Nation	206	10th St
Bespoke by Chase	815	Manhattan Avenue
Birdwell Beach Britches	1300	Highland Ave
Blvd.	320	Manhattan Beach Blvd
Cami	316	Manhattan Beach Blvd
Corpo Bonito Swim	1149	Manhattan Ave
Cotton Cargo	815	Manhattan Ave
Everything But Water	209	Manhattan Beach Blvd
Finders Keepers	1008	Manhattan Ave
Fino Manhattan	912	Manhattan Ave
Founded 1912	1125	Manhattan Ave
Free People	300	Manhattan Beach Blvd
Go Gently Nation	1201	Manhattan Ave
Hammit	227	Manhattan Beach Blvd
Harper & Harlow	212	Manhattan Beach Blvd
Kalihi	1012	Manhattan Ave
Katwalk	312	Manhattan Beach Blvd
Lorna Jane	211	Manhattan Beach Blvd
Lulu's Nouvelle (Metlox)	451	Manhattan Beach Blvd
Manhattan Denim	920	Manhattan Ave
Margaret O'Leary	1012	Manhattan Ave
Marine Layer	300	Manhattan Beach Blvd
Musette	1141	Highland Ave
Nikau Kai Waterman	919	Manhattan Ave
Right Tribe	328	Center Place
Scala Shoes	318	Manhattan Beach Blvd
SKECHERS USA	1121	Manhattan Ave
Splendid 3	329	Manhattan Beach Blvd
Spyder Surf	1116	Manhattan Ave
The Beehive (Metlox)	451	Manhattan Beach Blvd
Vineyard Vines	451	Manhattan Beach Blvd
Vuori	333	Manhattan Beach Blvd
Waverly	912	Manhattan Ave
William B + Friends	1100	Manhattan Ave
Wright's	232	Manhattan Beach Blvd
YaYa's	1146	Highland Ave
KIDS CLOTHING/GIFTS		
Bella Beach Kids	225	Manhattan Beach Blvd
Blvd.	320	Manhattan Beach Blvd
Go Gently Nation	1201	Manhattan Ave
Gum Tree	324	Manhattan Beach Blvd
Nikau Kai Waterman	919	Manhattan Ave
(pages) a bookstore	904	Manhattan Ave
SKECHERS USA	1121	Manhattan Ave
Spyder Surf	1116	Manhattan Ave
Tabula Rasa Essentials	919	Manhattan Ave
The Beehive (Metlox)	451	Manhattan Beach Blvd
Vineyard Vines	451	Manhattan Beach Blvd
Waverly	912-B	Manhattan Ave

SHOPPING

EYEWEAR/OPTICAL CARE/SUNGLASSES		
Beach Cities Optometry	1103	Highland Ave
Dan Deutsch Optical	904	Manhattan Ave
LOOK! Optometry	451	Manhattan Beach Blvd
Lori J. Clark, OD	1145	Manhattan Ave
Nikau Kai Waterman	919	Manhattan Ave
Spyder Surf	1116	Manhattan Ave
Trendy Eyes Optometry	223	Manhattan Beach Blvd
GIFTS/JEWELERS/SPECIALTIES		
Blue Diamond Jewelers	1009	Manhattan Ave
Dacha Interiors	1219	Manhattan Ave
Designs by Musti	1203	Highland Ave
Gum Tree	324	Manhattan Beach Blvd
MB Watch Repair	1300	Highland Ave
Pasha Fine Jewelers	217	Manhattan Beach Blvd
Right Tribe	328	Center Place
Shore Store	221	Manhattan Beach Blvd
Tabula Rasa Essentials	919	Manhattan Ave
The Right Tribe	328	Center Place
Waterleaf (Metlox)	1210	Morningside Dr
GROCERIES/WINE		
Farmers Market	13th St & Morningside	
(Farmers Market operates Tuesdays 11A-3P)		
Manhattan Grocery	1111	Manhattan Ave
Manhattan Meats	1111	Manhattan Ave
Uncorked Wines	1000	Manhattan Ave
Vons Grocery Store	410	Manhattan Beach Blvd
HOME FURNISHINGS/INTERIOR DESIGN		
Dacha Interiors	1219	Highland Ave
Gum Tree	324	Manhattan Beach Blvd
Les Beaux Interiors	224	Center Pl
Noelle Interiors	815	Manhattan Ave
Riley Arts	1007	Manhattan Ave
Tabula Rasa Essentials	919	Manhattan Ave
The Right Tribe	328	Center Place
The Shade Store	1020	Manhattan Ave
Waterleaf Interiors	1210	Morningside Dr
ART GALLERIES		
Bo Bridges Gallery	1108	Manhattan Ave
John Post Gallery	808	Manhattan Ave
Pacific Coast Gallery	1217	Highland Ave
Riley Arts	1007	Manhattan Ave

HOTEL/SPA BEAUTY/SERVICES

BEACH ACTIVITY RENTALS		
Nikau Kai Waterman	919	Manhattan Ave
FLORISTS		
Growing Wild	1201	Highland Ave
Rolling Hills Flower Mart	1016	Manhattan Ave
HOTEL		
Shade Luxury Hotel	1221	N Valley Dr
SPA/BEAUTY/FITNESS		
Aqua Salon	1000	Manhattan Ave
Bardot Salon	1151	Manhattan Ave
Bliss Nail Lounge	1141	Highland Ave
Body in Balance Spa	808	Manhattan Ave
Body Suite Massage	315	11th Place
Cielo Boutique Salon	919-C	Manhattan Ave
Dominic Nail Spa	1147	Manhattan Ave
Hush Hair Salon	1006	Manhattan Ave
Jody the Butcher	219	Manhattan Beach Blvd
KASAI Hair (Metlox)	451	Manhattan Beach Blvd
Manhattan Barbershop	1203	Manhattan Ave
Mikell Coiffure Salon	1148	Highland Ave
PUREMENS Barbershop	1300	Highland
Randt Salon	820	Manhattan Ave
The Loft Hair, Skin & Nails	1015	Manhattan Ave
Three Thirteen Salon	313	11th Place
Trilogy Spa (Metlox)	451	Manhattan Beach Blvd
Yoga Loft	1112	Ocean Dr #103A

DINING

CASUAL DINING		
Pisces	3216	Highland Ave
Beach Pizza	3301	Highland Ave
The Local Yolk	3414	Highland Ave
Sloopy's Beach Cafe	3416	Highland Ave
North End Caffè	3421	Highland Ave
Cafe Wild	3504	Highland Ave
Baja Sharkeez	3600	Highland Ave
OB's Pub & Grill	3610	Highland Ave
Pancho's Restaurant	3615	Highland Ave
FanSea Sushi	302	Rosecrans Ave
Beach Chinese Food To Go	314	Rosecrans Ave
El Tarasco Mexican Food	316	Rosecrans Ave
Summer's Sports Bar	3770	Highland Ave
Nawa Thai	3713	Highland Ave
TreatWell Foods	3800	Highland Ave
Fishbar	3801	Highland Ave
COFFEE/TEA/JUICE		
Two Guns Espresso	3512	Highland Ave
BAKERY/ICE CREAM/GELATO		
Little French Bakery	3319	Highland Ave

SHOPPING

CLOTHING/FOOTWEAR/ACCESSORIES		
El Porto Surf Shop & Surf Club	3804	Highland Ave
GROCERIES/ WINE		
Players Liquor	3804	Highland Ave
EM ExtraMile Convience Store	601	Vista Del Mar
ART GALLERIES		
Art of Summer	4101	Highland Ave

HOTEL/SPA BEAUTY/SERVICES

BEACH ACTIVITY RENTALS		
El Porto Surf Shop & Surf Club	3804	Highland Ave
Manhattan Bch. E-bike Rentals & Sales	3616	Highland Ave
CLEANERS/LAUNDRY/SHOE REPAIR		
Manhattan Beach Cleaners	3220	Highland Ave
Style Cleaners	3415	Highland Ave
Thrifty Cleaners	3509	Highland Ave
Salvatore's Shoe Repair	3507	Highland Ave
El Porto Laundry	3921	Highland Ave
GAS STATION		
Chevron Gas Station	601	Vista Del Mar
HOTEL		
Sea View Inn at the Beach	3400	Highland Ave
Manhattan Hotel	4017	Highland Ave
MEDICAL		
Palmer Chiropractic	3217	Highland Ave
Mountain to Sea Physical Therapy	3212	Highland Ave

HOTEL/SPA BEAUTY/SERVICES

SPA/BEAUTY/FITNESS		
Svelte Barbershop + Essentials	3213	Highland Ave
Le Sorelle	3315	Highland Ave
Polish by Sand Spa	3219	Highland Ave
Bodywork By Alicia	3214	Highland Ave
Ocean Fitness	3413	Highland Ave
Hot Yoga Los Angeles	3308	Highland Ave
Sand Spa	3408	Highland Ave
Tangles Salon	3417	Highland Ave
Round Willow Yaga	3504	Highland Ave
MB Skin Spa	3516	Highland Ave
Salon Flourish	3515	Highland Ave
Sweat Yoga Manhattan Beach	3618	Highland Ave
Waves Barbershop & Boutique	310	Rosecrans Ave
Aesthetics on Highland	3713	Highland Ave
Sugaring LA	3713	Highland Ave
D & T Nails	4105	Highland Ave
PROFESSIONAL		
Barbi Pappas Vista Sotheby's	3300	Highland Ave
Matt Morris Development	3508	Highland Ave
State Insurance	3540	Highland Ave
Denton & Denton Group Real Estate	3516	Highland Ave
Pier Escrow	3612	Highland Ave
Palm Realty Boutique	3612	Highland Ave
PI Technologies	3701	Highland Ave
Douglas Elliman - Justin Naoe	3701	Highland Ave
AD Blue Insurance & Financial Services	3770	Highland Ave
XOMAD	3770	Highland Ave
Doll Amir Eley	3800	Highland Ave

**Selbert
Perkins
Design.**