



Legislation Details (With Text)

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**Title:** Consider Adopting Resolution No. 19-00024 Establishing the Manhattan Beach City Logo and Authorizing and Directing Staff to Take All Related Actions to Implement and Trademark the City Logo (Parks and Recreation Director Leyman).  
ADOPT RESOLUTION NO. 19-0024i

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Resolution No. 19-0024

Date	Ver.	Action By	Action	Result
3/6/2019	1	City Council Regular Meeting	accept	
3/6/2019	1	City Council Regular Meeting	accept	Pass

**TO:**  
Honorable Mayor and Members of the City Council

**THROUGH:**  
Bruce Moe, City Manager

**FROM:**  
Mark Leyman, Parks and Recreation Director  
Jessica Vincent, Recreation Services Manager  
Elisabeta Ealy, Branding Project Coordinator

**SUBJECT:**  
Consider Adopting Resolution No. 19-00024 Establishing the Manhattan Beach City Logo and Authorizing and Directing Staff to Take All Related Actions to Implement and Trademark the City Logo (Parks and Recreation Director Leyman).  
**ADOPT RESOLUTION NO. 19-0024**

**RECOMMENDATION:**  
Staff recommends the City Council adopt Resolution No. 19-0024 establishing the Manhattan Beach City Logo and authorizing and directing staff to take all related actions to implement and trademark the City logo.

**FISCAL IMPLICATIONS:**  
There are no fiscal implications associated with the recommended action. Should City Council adopt Resolution No. 19-0024, staff recommends incorporating a phased process to unify City brand elements.

## **BACKGROUND:**

### *History of Manhattan Beach Brand*

When the City was initially incorporated in 1912, the first City Seal was designed representing the origination of the City. In an effort to make the City Seal more representative of the community, a “Design Your Own Official Seal Contest” was held in 1961 for all members of the community, regardless of age. The contest rules required that the design be representative of one or more unique features of the city. Over 100 entries were received and a design by local teenager, Steve Hargrove, was selected and adopted on August 19, 1961.

Currently, the City Seal has no set of official guidelines for use. As a result, it has been modified or used by staff and other local groups and merchants for artwork and merchandise such as hats, ornaments, shirts, and pillows.

In addition to the City Seal, the City utilizes a variety of fonts, symbols and iconography in various forms and combinations of the pier, “sun, sand, and sea,” waves and surf themes, and other designs specific to events, programs, and departments. These symbols are found on the City website, email signature, official documents, newsletters, flyers and publications, social media, promotional materials and City signage, including street signs and park and facility signage.

While Manhattan Beach has experienced incredible change in recent years, the City’s messaging has not kept up with the pace of change and has become increasingly inconsistent, with the use of numerous disparate marks, logos, color schemes, and messages City-wide, that are inconsistent and confusing to staff, residents, visitors and businesses.

Concurrently, the City has several initiatives in progress that rely on design and graphic elements, including the Wayfinding Signage Master Plan, which was put on hold pending City Council direction on key branding elements to include in the plan.

In July 2018, a City Branding committee was formed, including Mayor Napolitano, Councilmember Howorth and representatives from each department who are integrally involved in City communications. After five meetings reviewing the City’s history and incorporating the City’s mission statement “... to provide excellent municipal services, preserve our small beach town character and enhance the quality of life for our residents, businesses and visitors,” the committee developed Manhattan Beach’s brand character as an iconic California beach town with a balanced laid-back, classic upscale, and family-friendly lifestyle.

Once the brand character was agreed upon, a subcommittee was formed including both Councilmembers and the Parks & Recreation Department lead communication & design team members to develop City logo concepts.

The goal of the subcommittee was to design a mark or logo as a single, strong, design to provide:

- Better identification of City of Manhattan Beach services
- Greater brand impact, flexibility and consistency
- Cost and time-effective, in-house design and brand management

It is important to note, a City logo is a visual representation that aims to solidify the City's personality, promote tourism and business, and bolster a positive perception. A logo is an easily recognizable, reproducible design element, often including a name, symbol, specified colors or trademark. When designing the Manhattan Beach city logo concepts, the Committee determined the primary focus of the logo to be the iconic Manhattan Beach pier with the City's name Manhattan Beach.

The objective of a City logo is not to replace or dilute the City Seal; it is intended to strengthen the City Seal, giving it more authority and validation for Official City business.

### **DISCUSSION:**

At the February 19, 2019, City Council meeting, the City Council approved a concept for the Manhattan Beach City Logo and directed staff to return with a resolution for use and the development of use guidelines for the City Seal and City Logo. The selected Manhattan Beach logo was designed by the Manhattan Beach Parks & Recreation Department graphics team, depicting classic Manhattan Beach with an upscale family-friendly beach vibe.

The following guidelines for the use of the Manhattan Beach logo are included in Resolution No. 19-0024 for City Council consideration:

- Integrate the brand and logo into templates and create brand standards for all City facets (marketing, informational and promotional materials, publications and City signage) that contain graphic and design elements (color schemes, logo variations and placement, City Seal and typography) within 60 days of adopting the resolution.
- The City Logo shall not be used by, or in connection with, any political campaign.
- Upon approval, the City Logo may be used by outside entities for promotion of special events when the City co-hosts, sponsors, or plays an active role in the conduct or sponsorship of the event.
- With the written permission of the City Manager or their designee, outside entities may collaborate with the City to use the City Logo for merchandise.
- Authorize the City Manager to take all necessary steps, including hiring legal counsel, to apply for and obtain a trademark from the United States Patent and Trademark Office for the City Logo.

### **PUBLIC OUTREACH/INTEREST:**

A concept for the Manhattan Beach City Logo item was presented to City Council at the February 19, 2019, meeting and there were no substantial concerns or feedback.

### **CONCLUSION:**

Staff recommends the City Council adopt Resolution No. 19-0024 approving the use of the Manhattan Beach Logo and authorizing and directing staff to take all related actions to implement and trademark the City logo.

**LEGAL REVIEW:**

The City Attorney has reviewed this report, approved the attached resolution, and determined necessary legal counsel may be required to apply for, and obtain a trademark from the United States Patent and Trademark Office for the City Logo and City Seal.

**ATTACHMENT:**

1. Resolution No. 19-00024