



Agenda Item #: 07/0605.22

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Tell and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Richard Gill, Director of Parks and Recreation *R. G.*,
Juanita Purner, Cultural Arts Manager *J.P.*

DATE: June 5, 2007

SUBJECT: Review of Recommended Changes for City Logo Design

RECOMMENDATION:

Staff recommends that the City Council discuss and approve the design revisions from Graphic Solutions for the City logo.

FISCAL IMPLICATION:

There is no impact on the City's general fund for the revisions to the City logo designs as this was part of the estimate for the City's Beautification Entryway design project that was approved at the May 1, 2007 City Council meeting.

BACKGROUND:

As part of the City Work Plan, Council requested staff and the Cultural Arts Commission to redesign the City's logo and incorporate the design into the City's entryway project. City Council directed staff to make slight modifications to the existing logo by adding the Pier and Roundhouse.

The City of Manhattan Beach has had two seals since its incorporation in 1912. In 1912, the first City government designed and implemented the following seal that represented Manhattan Beach in years past before their incorporation. The image within the circle displays a ship with the word "Progressus" on a sail.



The City Seal 1912-1961.

In 1961, a "Design Your Official City Seal Contest" was held throughout the community. The City Council felt that the original City seal of 1912 was representative of the past and not the present (1961) or future of Manhattan Beach. Over 100 entries were received and a panel of judges

selected 16-year-old Steve Hargraves' entry. Mr. Hargraves' entry is the current logo for the City as seen below.



The City Seal 1961 to present.

DISCUSSION:

Staff has been working with the design firm “Graphic Solutions” for modifications to the City logo. Graphic Solutions is the design firm that received approval from the City Council to design entryway monuments at Aviation/Marine, Aviation/Manhattan Beach Blvd. and Valley/Ardmore at Boundary Place.

Graphic Solutions presented designs for the City logo during the February 20, 2007 City Council meeting. At that time, the City Council requested that the sun, sand and sea shown in the current logo should be more prominent. Staff and Graphic Solutions returned to Council on May 1st with the modifications requested.

During the May 1, 2007 City Council meeting, the Council requested that staff and Graphic Solutions should modify the circle around the proposed logo to incorporate the ropes and stars that are in the current City logo. They also requested the perimeter colors of the logo return to the reddish color (versus the blue and gold) and incorporate the words sun, sand and sea.

Attachments A & B are the proposed City logos with the modifications requested by Council.

If approved, staff will incorporate the new logo over time. As letterhead and other official documents are ordered, the new logo would be incorporated. As uniforms are purchased or replaced, the new logo would be incorporated into the patches and badges for the uniforms.

Staff recommends that the City Council review the attached designs for the City logo and approve a design or direct staff with further changes.

- Attachments: A. Proposed City Logo
B. Proposed City Logo



