TO: Honorable Mayor Montgomery and Members of the City Council

FROM: Erick Lee, Public Works Director

MEETING: City Council Regular Meeting, July 18, 2023

SUBJECT: Agenda Item No. 13 – Consideration of Revisions to the Signage and Wayfinding Master Plan and Wayfinding Phase 1 Vehicle, Parking and Pedestrian Sign Improvement Project and Determination that this Activity is Not a "Project" as Defined Under Section 15378 of the CEQA Guidelines

DATE: July 18, 2023

SUPPLEMENTAL

1. Attachment No. 1 – City Brand Guidelines

MANHATTAN BEACH BRAND QUICK GUIDE

CITY SEAL USE

- OFFICIAL DOCUMENTS
- REPORTS TO COUNCIL OR COMMITTE
- 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

ABCDEFGHIJKLMNOPQRTSUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TIMES NEW ROMAN
USES: Press release, staff report, letterhead, memos, and publications

ABCDEFGHIJKLMNOPQRTSUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PRIMARY & COMPLIMENTARY COLOR PALETTE

HEX: #1E386B PANTONE: 3581 C RGB: 30, 57, 107 CMYK: 100, 87, 30, 18	HEX: #0CBDDC PANTONE: 7702 C RGB: 12, 189, 220 CMYK: 69, 1, 11, 0
HEX: #F78E21 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: #061E46 PANTONE: 3524 C RGB: 6, 30, 70 CMYK: 100, 86, 31, 53	HEX: #1E386B 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: #6FCCDC PANTONE: 630 C RGB: 111, 204, 220 CMYK: 52, 0, 13, 0
HEX: #F78E21 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 C RGB: 38, 38, 39 CMYK: 68, 62, 58, 72	HEX: #414042 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: #E0E1E2 PANTONE: 427 C RGB: 224, 225, 226 CMYK: 0, 0, 0, 13

CITY LOGO USE

- UNOFFICIAL 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.

THE MANHATTAN BEACH LOGO IS THE CENTRAL ELEMENT OF THE CITY BRAND. AS SUCH, STRICT ADHERENCE IS ESSENTIAL IN MAINTAINING UNIFORM DESIGN CHARACTERISTICS THAT WILL ALLOW THE MAXIMUM BRAND RECOGNITION AND CONSISTENCY.