



City of La Quinta

CITY / SA / HA / FA MEETING DATE: May 5, 2015

AGENDA CATEGORY:

ITEM TITLE: DISCUSS LOGO UPDATE/BRAND REFRESHMENT

BUSINESS SESSION:

CONSENT CALENDAR:

STUDY SESSION: 1

PUBLIC HEARING:

RECOMMENDED ACTION:

Provide staff direction regarding the City's updated logo/brand refreshment.

EXECUTIVE SUMMARY:

- Per discussion at the January 8, 2015 City Council Workshop, refreshing the City's brand was among the top priorities.
- A refreshed look of the City's brand identity will set La Quinta apart from other Valley cities and more closely reflect what La Quinta is now known for – a forward-moving community that inspires arts and culture, health and wellness, and understated elegance.
- The brand refreshment will encompass changes in City letterhead, envelopes, business cards, staff uniform apparel, promotional advertisements, City websites, City fleet vehicles, and City signage.

FISCAL IMPACT:

The estimated cost to refresh the printed communications is approximately \$30,000. There are un-allocated funds in the 2014/15 marketing budget that could be used for this project.

BACKGROUND/ANALYSIS:

During the January 8, 2015 City Council Workshop meeting, participants were challenged to organize a series of priorities. Among the priorities was refreshing the brand. For over thirty years, the City of La Quinta has been known as "The Gem of the Desert." This is the City's brand. It embodies the pristine environment surrounding La Quinta, it stimulates a community that inspires arts and culture,

health, and wellness, and it emphasizes the “understated elegance” that both visitors and residents have come to know and expect.

Refreshing the brand starts with creating an updated visual identity, which is not just a logo but rather an image with a specific font, color palette, and a way to effectively use them all to reflect “The Gem of the Desert” in a more modern, elegant design and feel.

Logo

The City seal was created and adopted in 1982 when the City of La Quinta was incorporated. This seal was used as the official City logo and was on everything from legal documents to marketing materials.



In 2008, a new marketing logo was presented to City Council. It was a logo that kept the historical script and mountains from the City seal and added a modern looking “gem” and the tagline “Gem of the Desert” in a much smaller serif style typeface.



This year, a refreshed modern logo is being presented for consideration. This logo exemplifies exciting changes and improvements for the City that will resonate throughout the Valley and beyond.



The refreshed logo features a striking modern typeface that is contemporary and fresh. The typestyle was selected to show a modern feel with clean lines and a bold statement. The juxtaposition of rounded edges sharp corners makes the logo vibrant and optimistic, with a unique balance of approachability and strength. The updated gem has been “re-cut” from emerald to round-brilliant and rotated on its side to emphasize the numerous facets that equate to the complexity and diversity of this community. The word “California” was added to the logo to identify La

Quinta as a location, a destination. The “Gem of the Desert” tagline has been removed from the logo and will be used more in narrative form or separated from the logo on promotional materials.

The refreshed logo will be used for all internal and external communications with the exception of legal documents. All legal documents will continue to use the City seal.

Font

Currently, the City uses “Universal” (sans serif) as the font for all internal communications and formal external communications. “Universal” is the font this report is written in. All informal external communications use other fonts as deemed appropriate by staff in various departments. This creates a challenge for continuity with the City’s visual identity.

A refreshed font is being presented for consideration. This font “**FS Me**” is a sans serif font that includes eight variable typefaces all within the same font family. These include:

Light

Light Italic

Regular

Regular Italic

Bold

Bold Italic

Heavy

Heavy Italic

For demonstration, the remainder of this report will be written in “FS Me Regular, and **FS Me Bold.**”

Color Palette

Color is an integral part of a visual identity. When used correctly, they establish a distinctively unique visual style across all City communications. The proposed color palette is derived from the PlayInLaQuinta.com website, which is the first point of contact for many visitors to La Quinta. This color palette includes:



Roll-Out

If approved, the internal roll-out could begin immediately. This includes refreshing all of the letterhead, envelopes, business cards, staff uniform apparel, promotional

advertisements, City websites, and all other digital files with a branded masthead. The "FS Me" font would be loaded on all City computers and used as the default font for all written communications.

External roll-out could be completed in a two-phase approach. Phase one includes updating the City fleet vehicles with new branding, within three months. Phase two would update existing directional signage, parks and building signage, and the entrance monument signs. This phase would require significant updates and would require additional research and additional funding. This phase would be brought back to Council for approval at a later date.

Next Steps

If approved, staff will begin internal roll-out immediately and coordinate phase one of the external roll-out with other departments.

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Report approved for submission by: Edie Hylton, Deputy City Manager