



# Administrative Report

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N.1., File # 24-0634

Meeting Date: 5/7/2024

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**To:** MAYOR AND CITY COUNCIL

**From:** ELIZABETH HAUSE, ASSISTANT TO THE CITY MANAGER

## **TITLE**

DISCUSSION AND POSSIBLE ACTION REGARDING APPROVAL OF A REDESIGNED CITY LOGO

## **EXECUTIVE SUMMARY**

As part of the Strategic Plan, the City Council requested staff identify the resources and process needed to facilitate a City rebranding effort. On February 14, 2023, the City Council approved a contract with Stellen Design, LLC. (Stellen) for logo design services. Over the course of several months, Stellen met with the City Manager's Logo Redesign Committee (Committee), comprised of Redondo Beach residents, and developed a refreshed logo design for the City Council's consideration.

The redesigned logo was initially presented to the City Council on October 17, 2023. After a series of community meetings and continued outreach, the Council discussed the redesigned logo again on February 13, 2024. Following that discussion, the Council directed staff to launch a logo redesign competition for a period of six weeks, open to all artists and interested individuals, and to provide the competition entries to the Council for review no later than April 2024. The Council also decided to individually select and present their preferred design option as part of a follow up discussion to occur on May 7, 2024.

Overall, the City received 199 logo redesign submissions. 76 applicants participated in the competition and several offered more than one design option. The designs were delivered to City Council as part of a receive and file report on April 16, 2024.

Staff is seeking Council direction on how to move forward with the logo redesign. It is recommended the City Council either 1) approve a redesigned logo, 2) continue the redesign process and provide direction on next steps, or 3) terminate the effort and continue to utilize the existing logo and/or City seal.

## **BACKGROUND**

As part of the Strategic Plan, the City Council requested staff identify the resources and process needed to facilitate a City rebranding effort. In October 2022, the Council was presented with options to begin the effort and directed staff to pursue a streamlined redesign of the City's logo with the assistance of a design firm. On February 14, 2023, the City Council approved a contract with Stellen for logo design services.

Since that time, a City Manager's Logo Redesign Committee (Committee), comprised of Redondo Beach residents, was formed and has met regularly to consider iconography, design, and brand impressions. Additionally, a series of community surveys and stakeholder interviews have been conducted. The redesigned logo was first presented to the City Council for consideration on October 17, 2023, where staff was directed to prepare cost estimates for citywide brand implementation, conduct additional educational outreach sessions at future Council Member district meetings, and return at a later date with logo color alternatives.

After a series of community meetings and continued outreach, the Council discussed the redesigned logo again on February 13, 2024. Following the discussion, the Council directed staff to launch a logo redesign competition for a period of six weeks and to provide all competition entries to the Council for review no later than April 2024. Council also elected to schedule a follow up discussion for May 7, 2024, where each Council Member would present their preferred logo redesign option.

The Logo Redesign Competition closed on April 8, 2024. Overall, there were 199 design entries which were submitted to the Council as part of the April 16, 2024 agenda packet and have also been attached to this report.

As mentioned above, staff is seeking Council direction on how to move forward with the logo redesign. It is recommended the City Council either 1) approve a redesigned logo, 2) continue the redesign process and provide direction on next steps, or 3) terminate the effort and continue to utilize the existing logo and/or City seal.

### **COORDINATION**

The logo redesign process was coordinated by the Logo Redesign Committee and included a series of community outreach efforts. The City Manager's Office coordinated the preparation of this report.

### **FISCAL IMPACT**

Specific funds for the logo redesign project were not appropriated in the FY 2022-23 or FY 2023-24 Budget. The costs of the design contract with Stellen and the competition platform fee were covered by funding in the City Manager's Office annual budget.

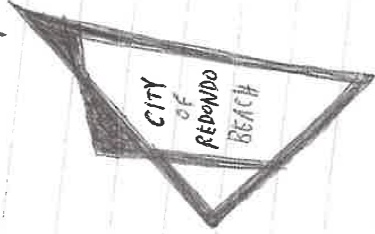
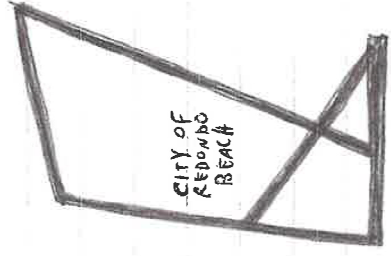
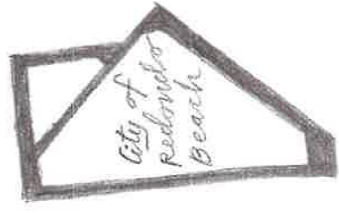
### **APPROVED BY:**

*Mike Witzansky, City Manager*

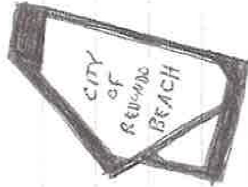
### **ATTACHMENTS**

- City of Redondo Beach Logo Redesign Competition - Entries





R  
CITY OF  
REDONDO BEACH



(SHAPE OF PIER)

As a resident, I've witness the year long debate over a new City logo. I agree we need it. I've seen a thousand different representations of the City's official gear, cars, property, and signs.

I really like the proposed logo. It's simple and adaptable, and that's all it needs to be. Other cities use their seal and logo on their street signs. They're impossible to make out. What the designer is proposing is awesome and it really saddens me to see a small group of angry residents push back and not trust the work of professionals. To boil this down to a competition means the City is saying that we don't value professional skills and experience. I get we're trying to be democratic, but this is tyranny of the process and it's too much. I wouldn't trust my neighbor or myself to run most aspects of our society, yet we're allowing the random public to submit unqualified and untested logos to be compared against something that we PAID to be professionally designed.

I don't think we should focus that much on the color. I like simple and vibrant yellow, or even a gradient. We can use that on cars, letterhead, badges, and documentation. But we don't have to stick with that one color scheme for every application. LA28 has an awesome logo. It is a simple base that's easily understood, but the "A" in the "LA" portion changes depending on the context. The many designs of the "A" represent the diversity of our entire region, and it is a creative use of modern technology to create something that unifies LA. Not much positively unifies the LA area except palm trees, In-n-Out, and Porto's Bakery. Hence, this shows how the color palettes for the Redondo logo can be anything. The red gradient for coastal areas with sunset views perhaps, green for park settings, blue for aquatic settings, red/yellow for Lunar New Year, simple black on orange safety vests, etc. You can apply most color palettes and the logo will still work.



**REDONDO BEACH**  
**CALIFORNIA**













# My Introduction

I have the opportunity to redesign the City of Redondo Beach logo. My objective is to create a logo that captures the essence of Redondo. I am a grateful resident of this city and love exploring my neighborhood. When I think of Redondo I think of a family-oriented city with a harbor, beach-themed amusements, and fishing. My logo design focuses on my view of the beach as I walk the Esplanade near Riviera Village. The outer circle of the frame is a dock line, a rope, which is needed on any boat to reference Redondo's Harbor. The circular frame is a port window, which also references Redondo's Harbor but also plays on the slogan "More to Sea". Looking out the port window you can see the Redondo shoreline and Redondo's sea.



1 View from the Esplanade

2 Dock Line

3 Port Window



# Logo



Color Logo



Black & White Logo



Small Logo



# Typography

Tuppence

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmnopqr  
stuvwxyz

1234567891

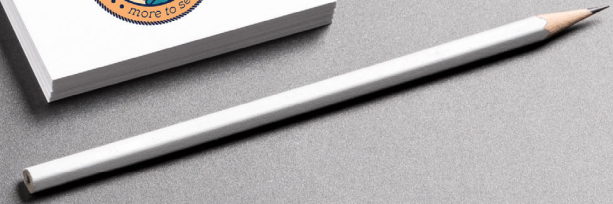


# Redondo Beach · CA

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*Thank You!*







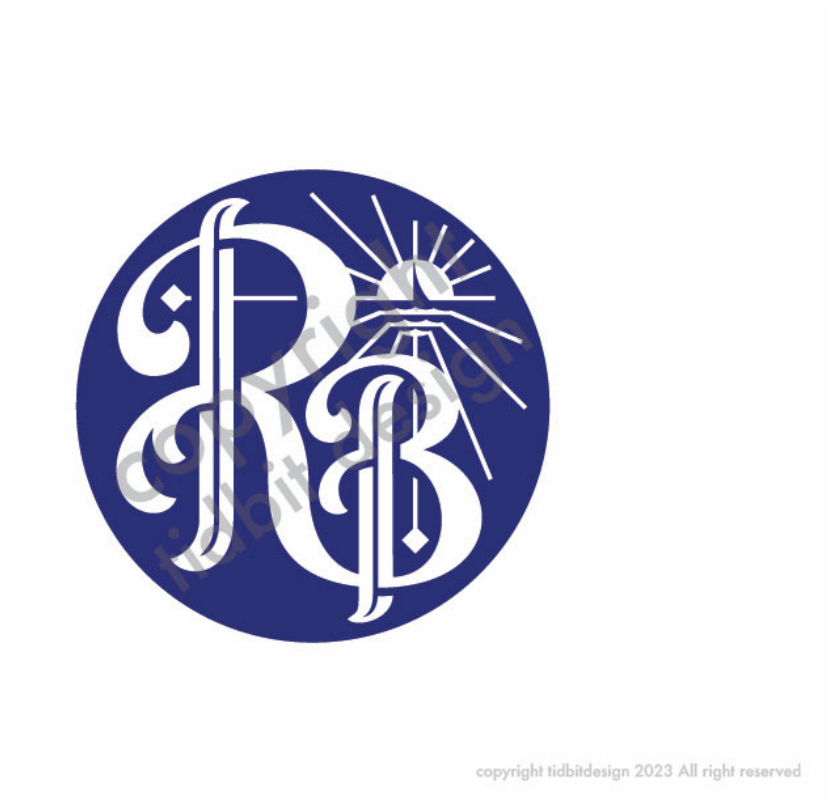
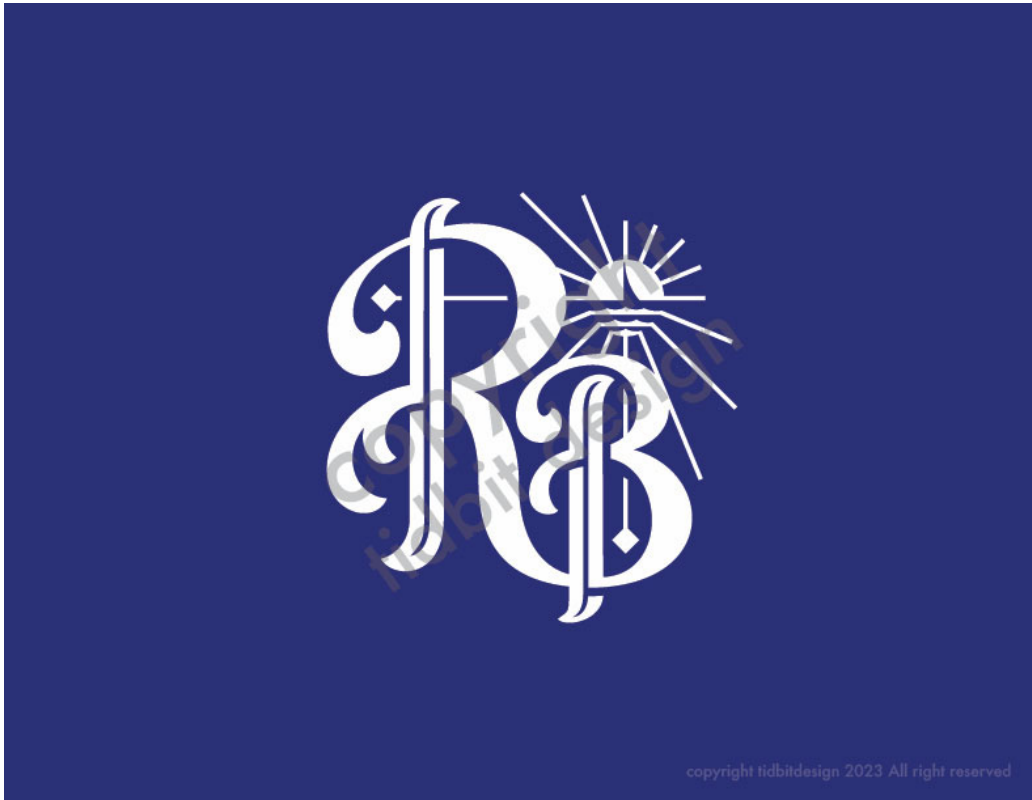






**REDONDO BEACH**

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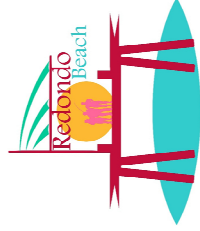




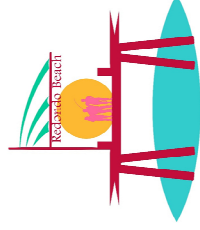




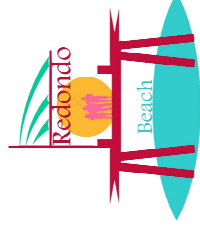
LOGO 1



LOGO 2



LOGO 3



LOGO 4



## LOGO DESIGN DETAILS

The above logo's are tried to assemble in a way where people together in Redondo Beach and watching sun above bridge and in background give three layer of waves (in my perspective view) which only found in Redondo Beach.

Read in article for logo contest that the committee looking for logo which can be drawn by children also so give a tried to do that in no. 4 design.



REDONDO  
BEACH



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BEACH



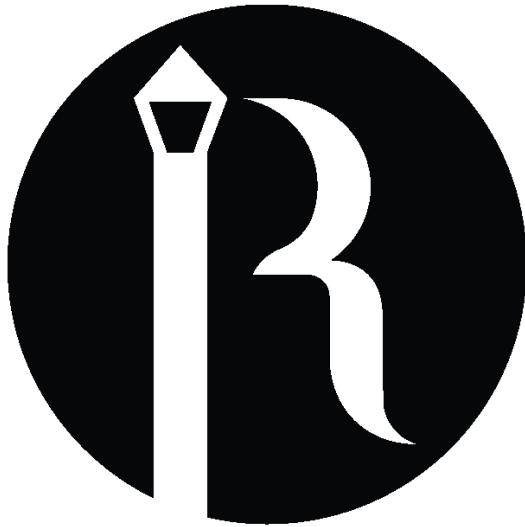
REDONDO  
BEACH



REDONDO BEACH



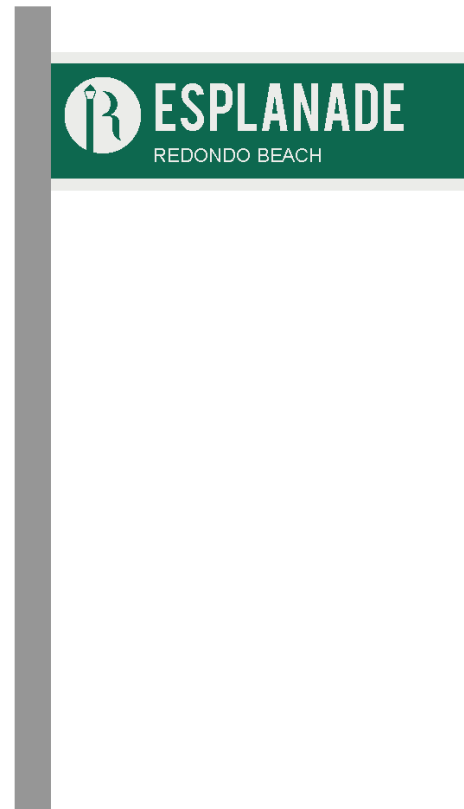






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Redondo  
Beach  
CA



## Redondo Beach

Where city life meets the beach and good food and drinks are just a step apart.



**REDONDO  
BEACH**



REDONDO  
BEACH













**REDONDO BEACH**





# HEADING: BARLOW CONDENSED

*Subheading: Yellowtail*

Body: Barlow Condensed

## REDONDO BEACH

*Public Works*

Color Palette: Inspired by Redondo Beach sunsets

#066BA3

#9FD9EF

#FCBC3D

#DE6C83

Hi, I worked for the City. The City needs a new logo, and the proposed logo by Jordis Small (a professional brand designer) checks all the boxes. Just adopt it. The staff need to something to jump on because what they have right now isn't working. In fact, the current branding is ineffective because nobody recognizes that who works for the City because the vehicles, uniforms, and badges are not easy to recognize.

It seems like a small number of vocal residents are wanting too much from a logo. The logo simply needs to communicate that you're physically in the City, or that this piece of equipment, vehicle, officer, and staff person is part of the City. A distinct pier is impossible to draw, and only the most avid of pier aficionados know what a "horseshoe pier" is. Wave patterns are impossible to see from afar. The sailboat on the ocean within a "redondo" circle works great. The City need a clean logo on its vehicles so residents aren't afraid to answer the door when approached. You should not let the general public submit logos. You must trust your vetted experts. If you want to see what design by the general public committee looks like, look no further than the Torrance logo that they put onto street signs and vehicles. It is a tiny map of LA County with incorrectly drawn freeways, an outline of city limits with the word Torrance slapped over that, 2 sailboats, the Redondo and San Pedro breakwaters, a container ship, an airplane symbol for LAX, and a ring of stretched out "who we are" slogan text around the logo. It incorporates all the ideas and representations of what and where Torrance is, just like what some of the public is commenting about. Nobody can see that detail unless they search the logo on a computer, zoom in, and stare at it for a couple minutes. Their logo doesn't do what a logo is supposed to do.

The logo has to be seen from afar. A resident who is colorblind, elderly, with one eye closed, should see a small logo on the side of a City vehicle moving at 35 M.P.H, 50 feet away, in the fog or at night. There is no purpose in that split second observation to think about "inspiration" or "symbolism" or "history" or "representation" or "how does this make me identify with the City." They just need to know they're in the City, or that the person approaching them can be trusted and not a threat. I think PD/FD officers and vehicles should have the logo somewhere in addition to whatever is legally required.

The logo must withstand being small and big, stretched and flipped, moved around and partially cut-off on a webpage, and seen on a cracked smartphone screen. Santa Monica has a good logo and design guidelines. So does Long Beach and Pasadena. Jordis' proposed Redondo logo fits as a peer to other good City logos.

Colors. Honestly, it doesn't matter. The logo as designed by Jordis works with most color palettes. That's the beauty of it. Black and white versions are needed for signs and trash cans. Different colors can be used for different purposes, such as Pride, holidays, different departments, significant commemorations, etc. It can even be a live logo .gif that switches every couple seconds on a screen. Just adopt a simple color or gradient logo for the standard on the website and city vehicles. And allow for creative color expressions.













CAROLYN EVANS | REDONDO BEACH LOGO PROPOSAL



CAROLYN EVANS | REDONDO BEACH LOGO PROPOSAL



CAROLYN EVANS | REDONDO BEACH LOGO PROPOSAL







# CONCEPTS PROPOSAL

*City of Redondo Beach, logo*

Artist Name: Fong, Ashley

**ASHLEY FONG**

2024/04/08

# ASHLEY FONG

ashley.fong10@gmail.com • 310 944 4326 • <https://ashleyf.design>



Project Number	Project	Date
20240408	City of Redondo Beach, logo	2024/04/08

## CONCEPTS

### STATEMENT

Even though I was born in and have mostly lived in Torrance, I consider myself somewhat of a Redondo Beach local. For the first few years of my life, I lived less than 1,000 feet from the waterfront. Even now, I still live about a mile away from the Pacific Ocean, just on the border of Torrance and Redondo Beach. The smell of the ocean is comforting for me and I (unironically!) enjoy long walks along the beach. Of all the beach cities in Los Angeles county, I believe Redondo Beach has the most authentic local feel without being too commercial or stereotypical feeling.

I thought the design done by Stellen Designs was quite good: simple, contemporary, and visually clear. Though I did agree with the community feedback that the sail looked too much like a shark fin. To remedy this, I used two sail to hopefully distinguish it as a sail. To address “something missing,” I added the sun. The first three designs (A-C) are variations of each

other: different sail shapes with different waves. They are contained in a circle since Redondo translate to “round.” The fourth (D) is open with the wave line extending as a textual decorative element with which a subtitle or department name could be added below the line. Designs A, C, and D imply a forward (right) motion to signify the city’s innovation and willingness to change with the times.

Based on the community surveys and feedback, they also wanted bright, vibrant colors. I wanted to evoke that active beach lifestyle along with friendliness and community.

These designs are merely an initial proposal of concepts. I am willing to work with the city to make any changes. These can be further refined or edited if needed along with developing the branding guidelines.

### CONCEPTS

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## OVERVIEW

### Icon Designs

Design A (page 5)



Design B (page 8)



Design C (page 11)



Design D (page 14)



## CONCEPTS

**ASHLEY FONG**ashley.fong10@gmail.com • 310 944 4326 • <https://ashleyf.design>

20240408 • City of Redondo Beach, logo • 2024/04/08

**OVERVIEW (CONT.)****Wordmarks**

Ostrich Sans

**REDONDO**  
**BEACH**

Sinkin Sans

**REDONDO**  
**BEACH**

Salt/Whiff

**REDONDO**  
**BEACH**

Rubik

**REDONDO**  
**BEACH**

These wordmarks will be shown with each of the icon designs.  
Currently, there is nothing set, so there is freedom to choose  
which pictorial icon and wordmark combination works best.

**CONCEPTS**

Artist Name: Fong, Ashley

# ASHLEY FONG

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## OVERVIEW (CONT.)

### Colors

Pantone 7461 C	Pantone 3248 C	Pantone 141 C	Pantone 1375 C	Pantone 1575 C
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Pantone 7463 C	Pantone 7506 C
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The logo and other components of branding will use the primary colors (in the top row). The secondary colors (second row) should be used similarly like a black/white option. Body text should use the secondary colors depending on what the background is. The primary colors are shown against the secondary colors, black, and white to visualize what they look like against those colors.

## CONCEPTS

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**DESIGN A**

**Primary/Main**



**REDONDO  
BEACH**



**REDONDO  
BEACH**

**CONCEPTS**

# ASHLEY FONG

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## DESIGN A (CONT.)

### Color Options

White background



Black background



Light color background



Dark color background



### CONCEPTS

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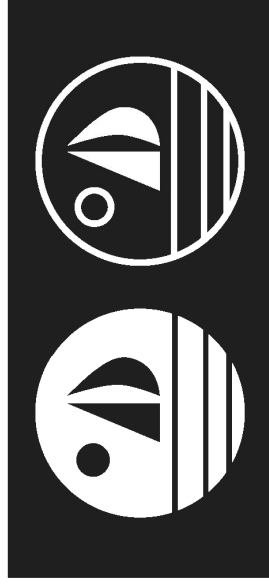
## DESIGN A (CONT.)

### Monochrome Options

White background



Black background



Light color background



Dark color background



### CONCEPTS



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**DESIGN B**

**Primary/Main**



**REDONDO  
BEACH**



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BEACH**

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## DESIGN B (CONT.)

### Color Options

White background



Black background



Light color background



Dark color background



### CONCEPTS

# ASHLEY FONG

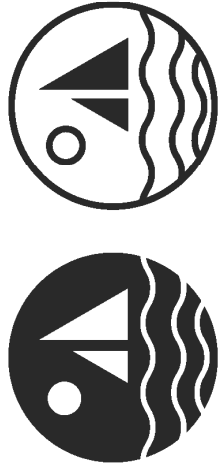
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## DESIGN B (CONT.)

### Monochrome Options

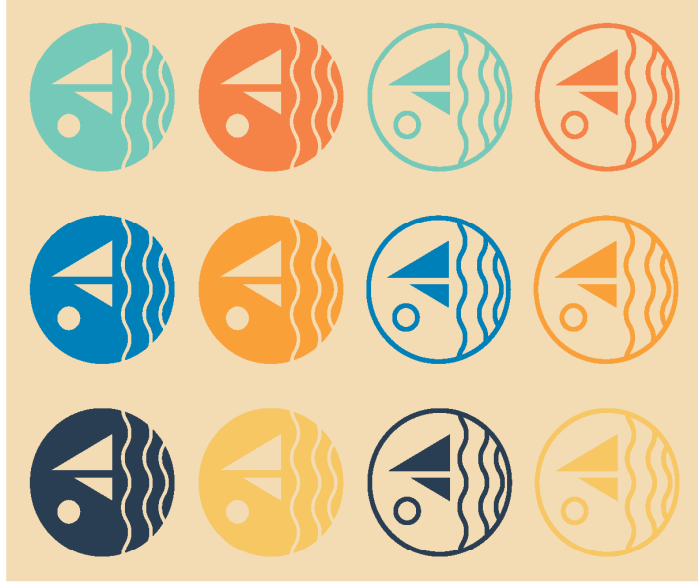
White background



Black background



Light color background



Dark color background



### CONCEPTS

**ASHLEY FONG**

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**DESIGN C**

**Primary/Main**



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## DESIGN C (CONT.)

### Color Options

White background



Black background



Light color background



Dark color background



# ASHLEY FONG

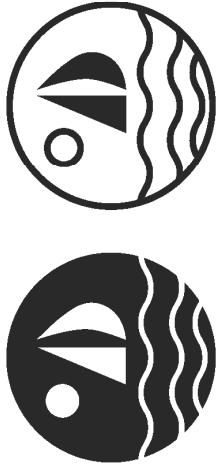
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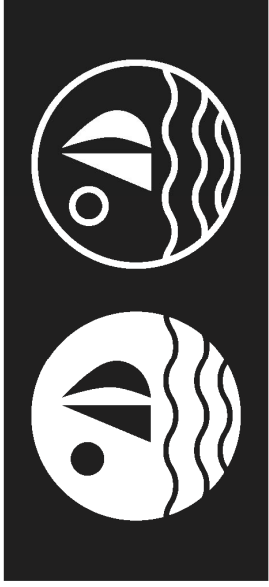
## DESIGN C (CONT.)

### Monochrome Options

White background



Black background



Light color background



Dark color background



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## DESIGN D

### Primary/Main



REDONDO  
BEACH

REDONDO  
BEACH



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## DESIGN D (CONT.)

### Color Options

White background



Black background



Light color background



Dark color background





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## DESIGN D (CONT.)

### Monochrome Options

White background



Black background



Light color background



Dark color background

























TM



TM



TM



TM



TM



TM







**REDONDO  
BEACH**



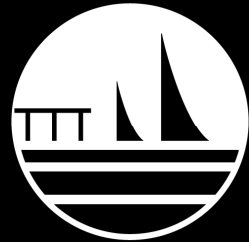
**REDONDO BEACH**



**REDONDO  
BEACH**







**REDONDO  
BEACH**



**REDONDO BEACH**



**REDONDO  
BEACH**





# Redondo Beach Logo Design & Inspiration

Our Proposal to the City

V4 (6.24.2022)

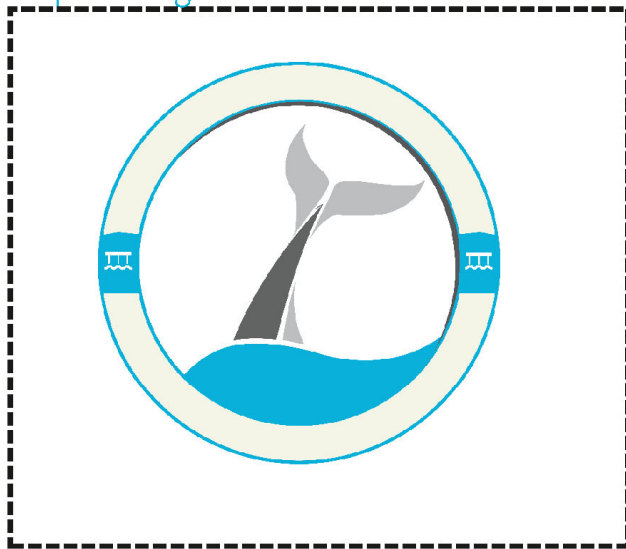


## OUR PROPOSAL

# Proposed Redondo Beach Logo

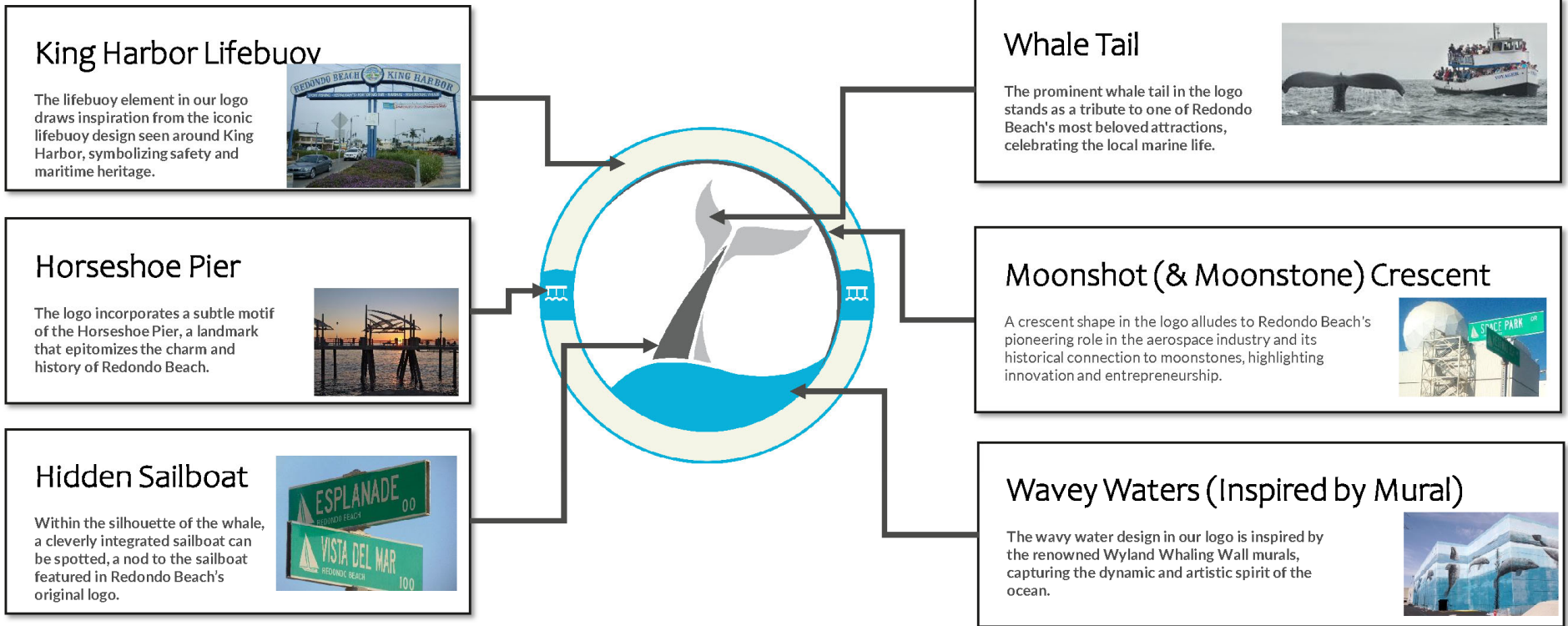
This logo presents a clean and expressive design, featuring a whale tail silhouette with a hidden sailboat, set against a backdrop of 'Redondo Blue,' a deep hue that evokes the ocean in the afternoon.

Proposed Logo



INSPIRATION

The logo is designed with many iconic motifs found around Redondo Beach



OUR PROPOSAL

# Alternative Variations (Gradients)

The logo includes two gradients that capture the stunning hues of a Redondo Beach sunset.

Gradient 1



Gradient 2



OUR PROPOSAL

# Alternative Variations (Single Color)

This version simplifies the logo for versatile use on merchandise and small stamps, maintaining its distinctive design in a single color.

SC1



SC2

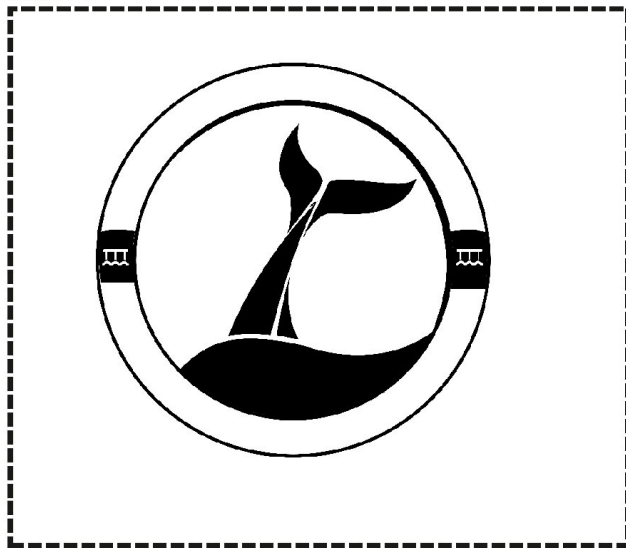


OUR PROPOSAL

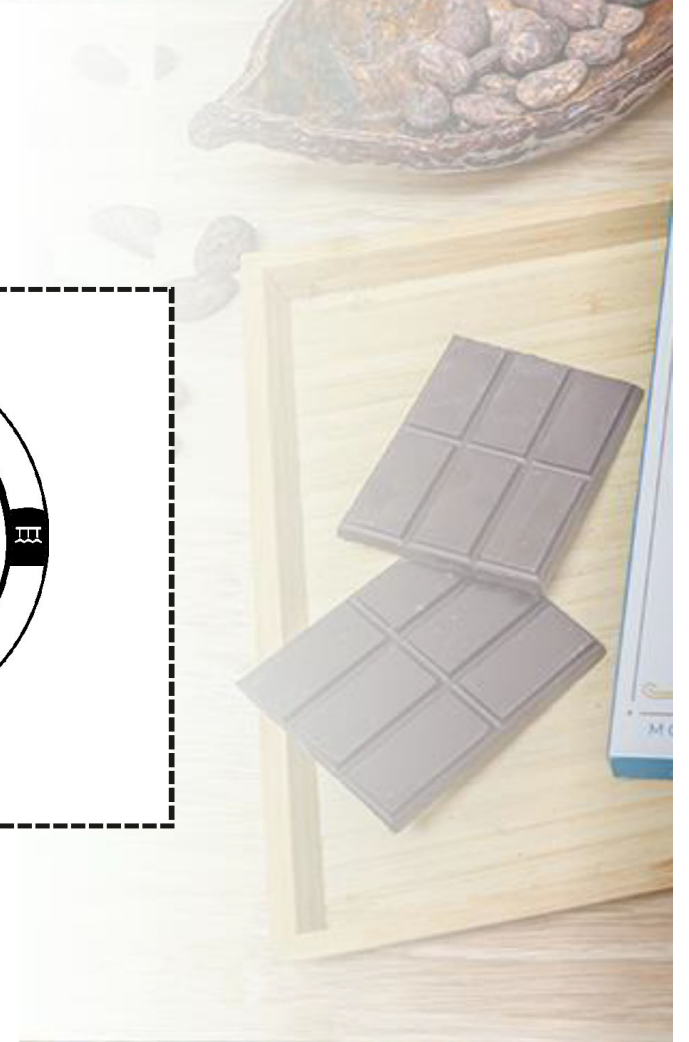
# Alternative Variations (Black and White)

This black and white rendition ensures the logo remains simple and scalable, ideal for diverse applications.

B&W 1



Gradient 2





## About Marsatta Chocolate

Producers of hand-crafted and organic bean-to-bar chocolate originally from Redondo Beach





#### WHO WE ARE

## A Chocolate Company Started In Redondo Beach 21 Years ago

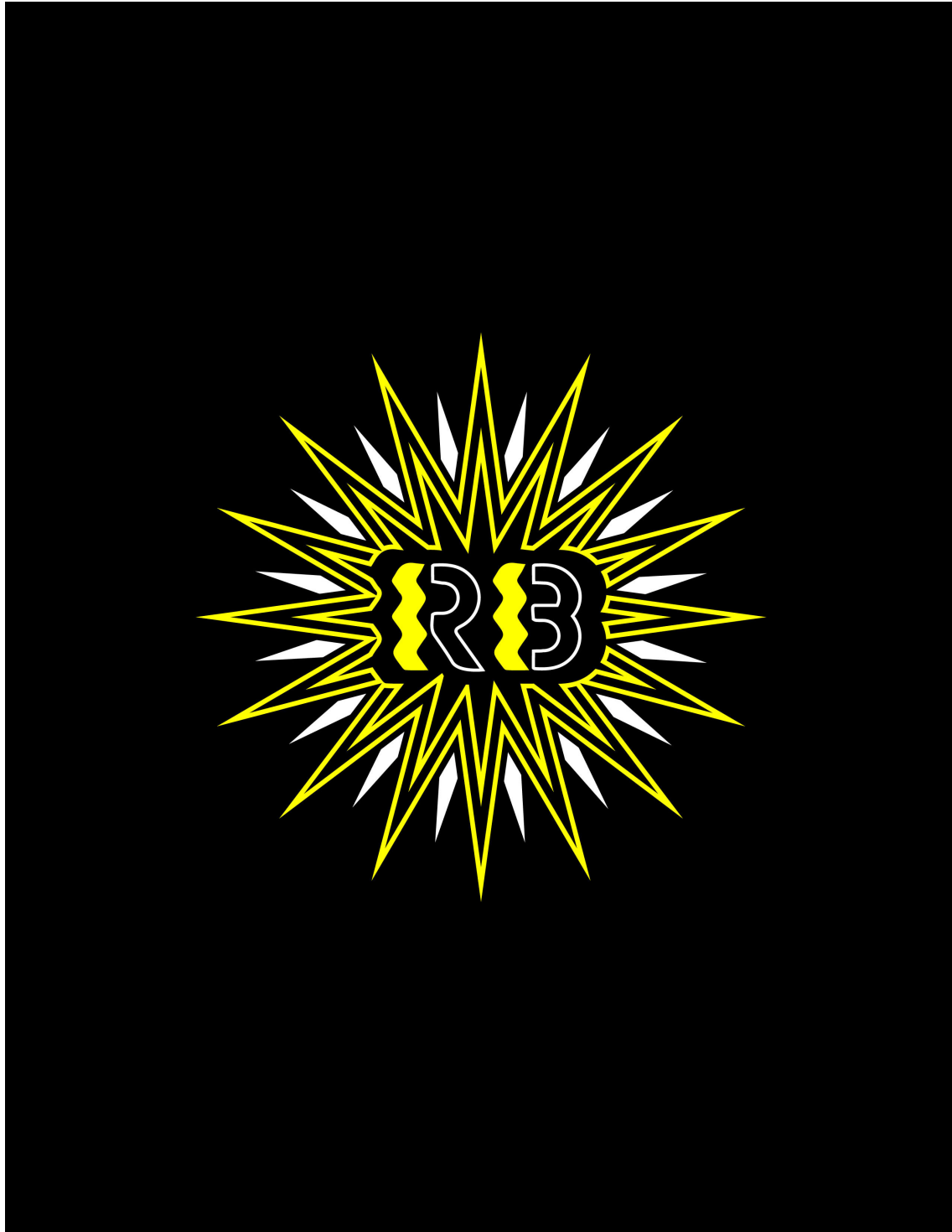
We are Marsatta Chocolate, a proud small business that has been crafting our own unique chocolate since our inception in Redondo Beach back in 2003. Over the years, this wonderful city and its supportive citizens have been integral to our success. Our deep affection for Redondo Beach and our gratitude for the community that has embraced us drive our desire to give back in a meaningful way.

In expressing our entrepreneurial spirit and appreciation, we are excited to propose a new logo for Redondo Beach. This logo is not just a symbol; it's a heartfelt tribute to the city that has given us so much, designed to reflect its iconic elements and vibrant spirit.



**Contact Us**

[sean@marsattachocolate.com](mailto:sean@marsattachocolate.com)





























*Redondo*  
  
*Beach*































*Redondo*  
*Beach*





*Redondo*  
*Beach* **RB**





































**REDONDO BEACH**  
INCORPORATED APRIL 29 • 1892







**RB**







**REDONDO BEACH**



**REDONDO BEACH**  
EST. 1892



**REDONDO BEACH**  
EST. 1892



**REDONDO BEACH**



**REDONDO BEACH**



**REDONDO BEACH**



Redondo  
Beach







**new  
updated  
logo with  
new fonts  
retaining  
colors  
and feel**



**original in  
a circle  
with  
updated  
fonts**



*More to Sea*  
**redondo**  
**BEACH**

**picture  
logo with  
updated  
fonts**

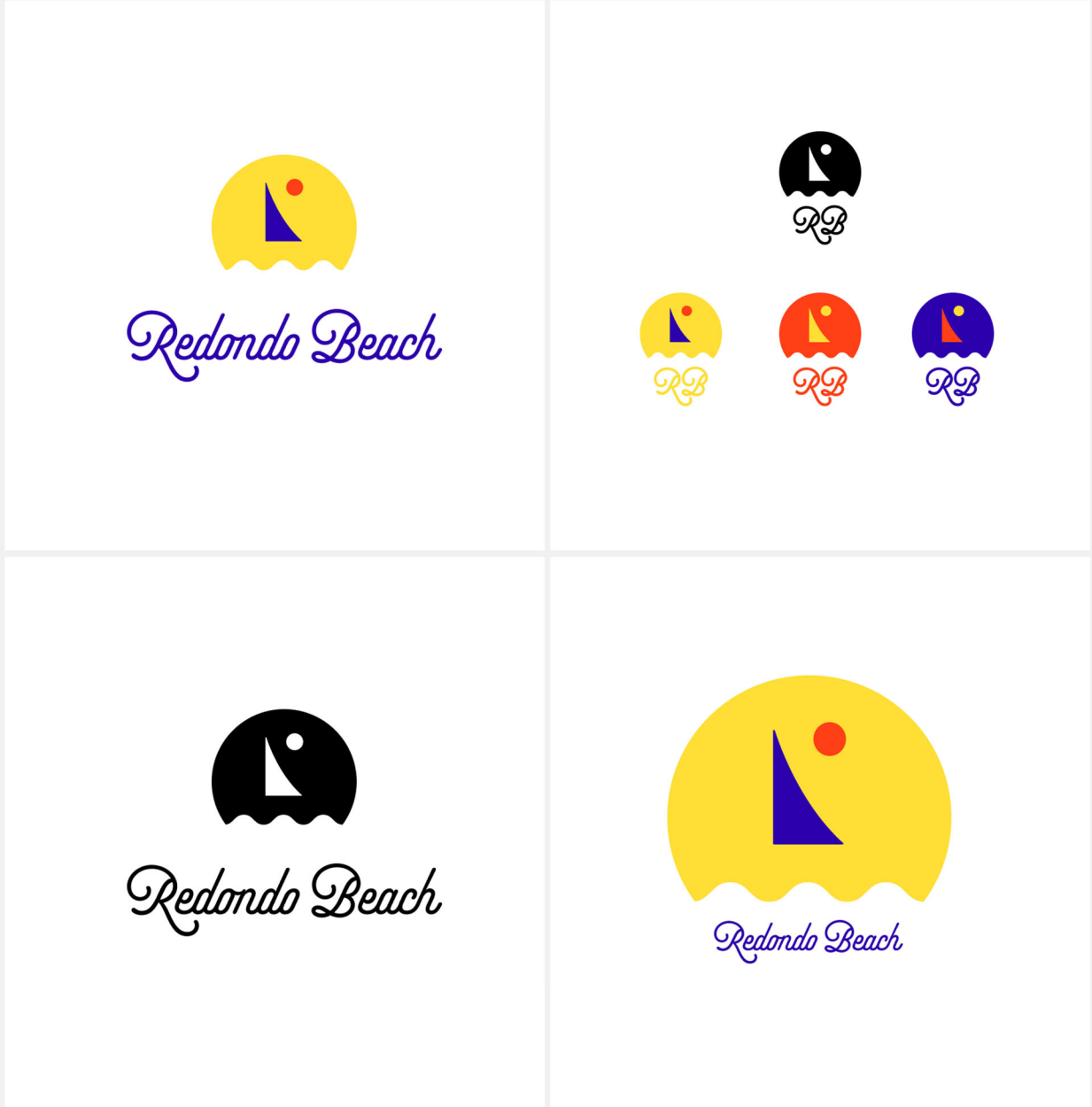


*More to Sea*  
**redondo**  
**BEACH**

**original in  
a circle  
with  
updated  
fonts**

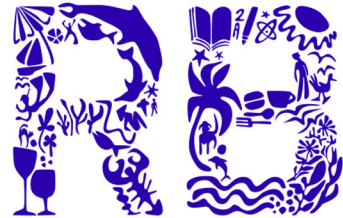
BY THE BEACH

REDONDO BEACH LOGO SUBMISSION  
Ami Lewis / amilewis@me.com / 310-266-3798



OUR COMMUNITY

REDONDO BEACH LOGO SUBMISSION  
Ami Lewis / amilewis@me.com / 310-266-3798



**REDONDO BEACH**



**REDONDO BEACH**



OCEAN CIRCLE

REDONDO BEACH LOGO SUBMISSION  
Ami Lewis / amilewis@me.com / 310-266-3798



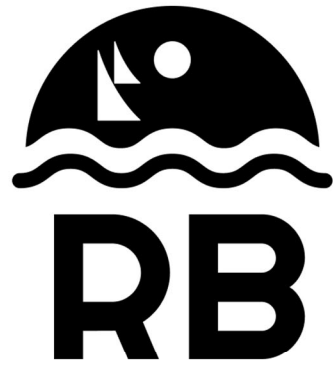
OCEAN SUNRISE

REDONDO BEACH LOGO SUBMISSION  
Ami Lewis / amilewis@me.com / 310-266-3798



SUNRISE BOATS

REDONDO BEACH LOGO SUBMISSION  
Ami Lewis / amilewis@me.com / 310-266-3798





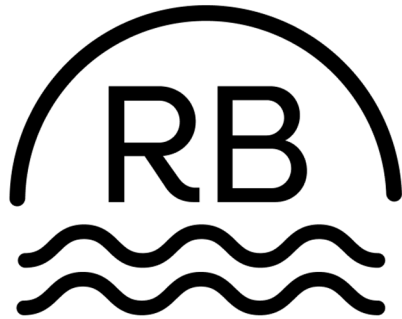
SUNSET BOATS

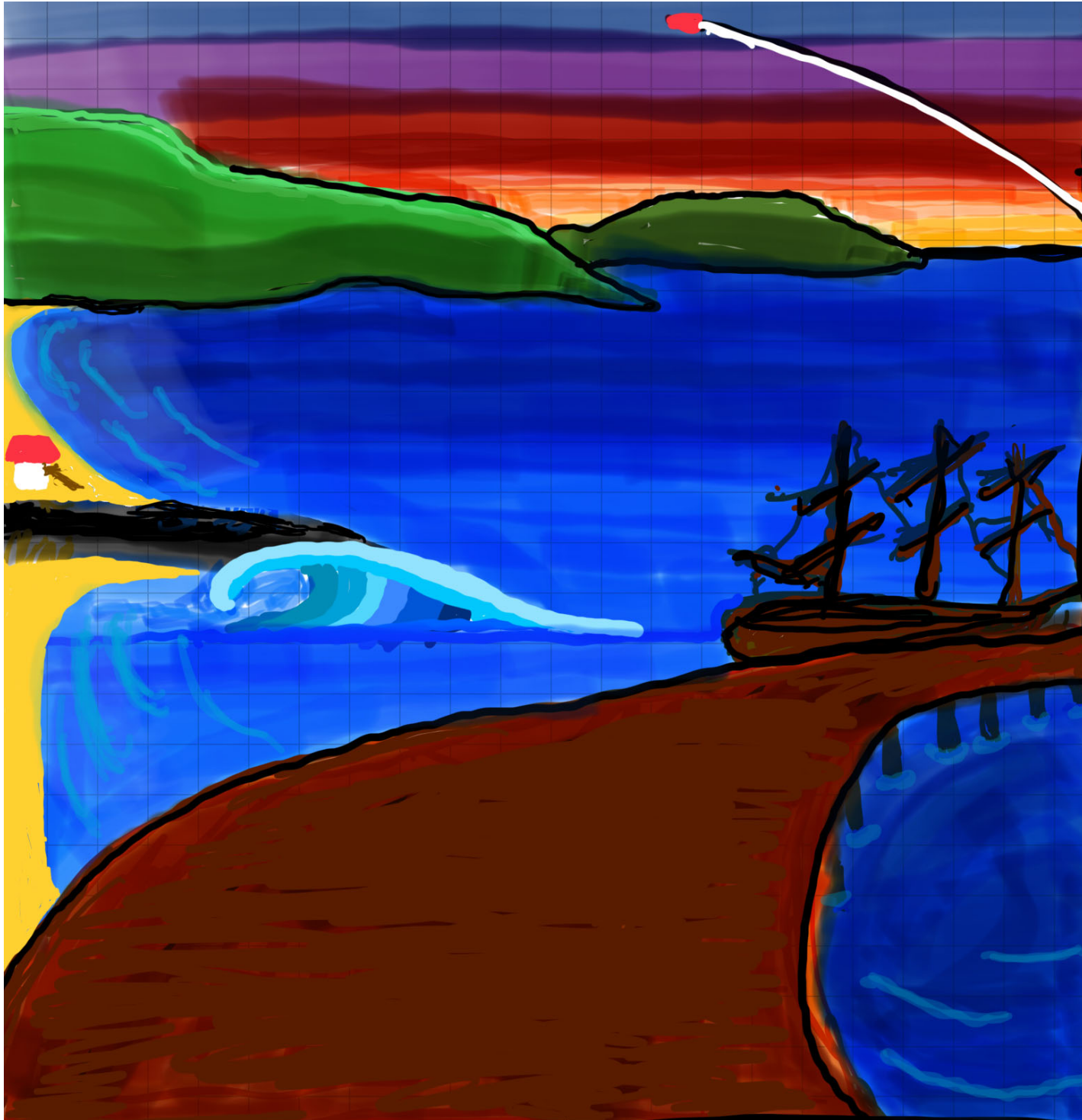
REDONDO BEACH LOGO SUBMISSION  
Ami Lewis / amilewis@me.com / 310-266-3798

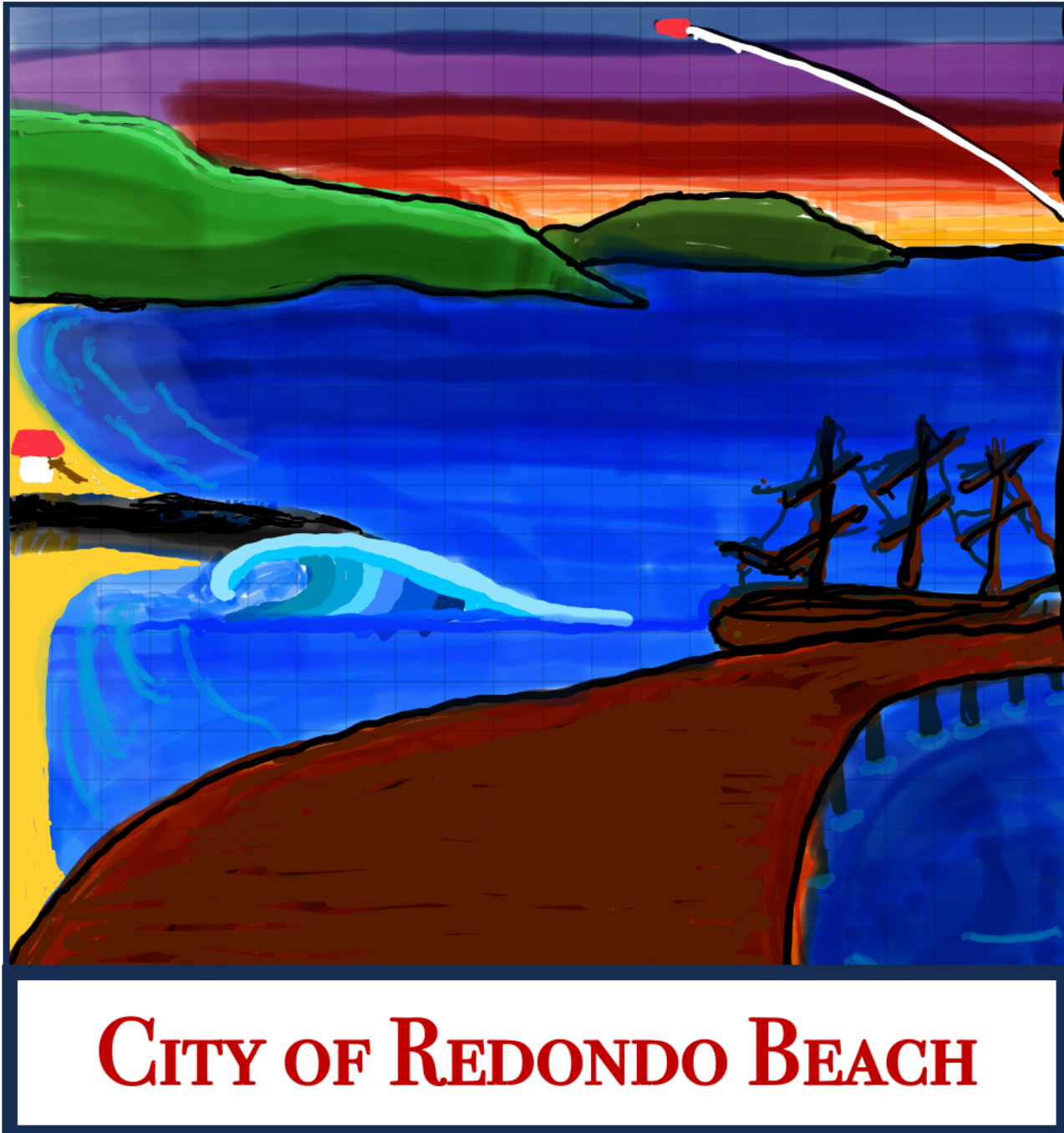


SUNSET WAVE

REDONDO BEACH LOGO SUBMISSION  
Ami Lewis / amilewis@me.com / 310-266-3798







# CITY OF REDONDO BEACH











# REDONDO BEACH IDENTITY REDESIGN

RESPONSE TO CALL FOR SUBMISSIONS

BY KEVIN ANDREW MITCHELL  
03.14.24

General Ask

CREATE A LOGO FOR THE CITY OF REDONDO BEACH

Actual Need

CREATE A LOGO SYSTEM THAT EXTENDS TO ALL PUBLIC COMMUNICATIONS:

GENERAL IDENTITY (STATIONARY)

SIGNAGE

CITY COMMUNICATIONS

CITY ENGAGEMENT

EVENT

SOCIAL MEDIA

WEBSITE IDENTITY

OUT OF HOME (BANNERS, ETC.)

Ideally

NOT JUST A LOGO, BUT A DYNAMIC SYSTEM THAT INFORMS THE APPEARANCE AND THE ATTITUDE OF THE CITY, AND HOW IT EXPRESSES ITSELF TO THE OUTSIDE WORLD.

Controlling Idea

AN ACTIVE BEACH CULTURE WHERE AN ICONIC CALIFORNIA COASTLINE  
PLAYS HOST TO THE BROADER LOS ANGELES METROPOLITAN AREA.

The Redondo living experience embodies all of the elements of a California dream life. A beautiful coastline and marina that could rival many Mediterranean destinations. It has its own history and has been a long time destination for all Angelenos.



# 1

## THE REDONDO PIER AT SUNSET

The pier's sails are the most recognizable aspect of the Redondo Beach coastline. The repeated shape silhouetted against a colorful sunset distinguish it among other South Bay beaches.



# 1

## THE REDONDO PIER AT SUNSET

Gradient sunset rendered with solid colors assures reproduction consistency across media types.

Type and art feature rounded corners to help it feel friendly and inviting.



# 1

## THE REDONDO PIER AT SUNSET

Physical representations of the city's identity is paramount.

City signage would be colorful and inviting.

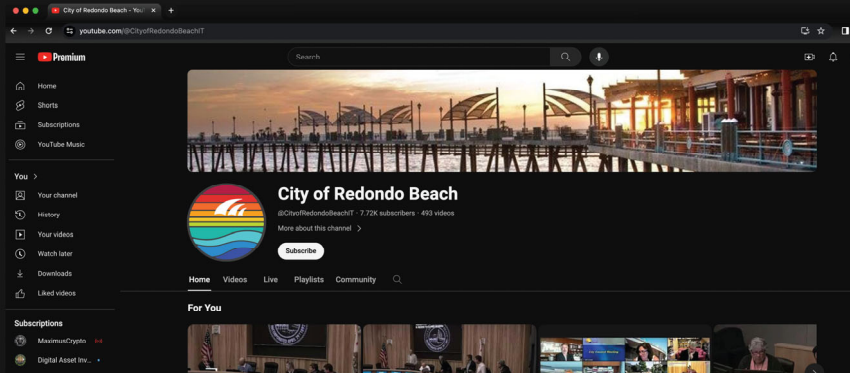
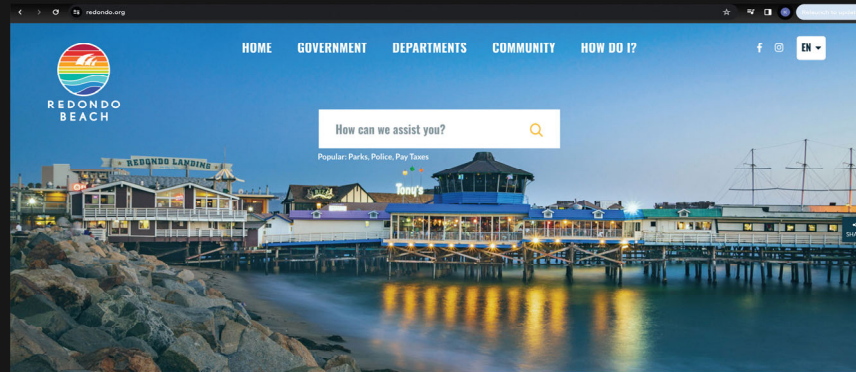
The top half-circle can stand alone when needed.



# 1

## THE REDONDO PIER AT SUNSET

Digital representation is colorful and energetic, reinforcing Redondo as a destination for fun.





# 1

## THE REDONDO PIER AT SUNSET

As a second execution, a 2-color version features the green center-line. This is to represent, "The Green Flash," that magical moment that west facing beaches enjoy.

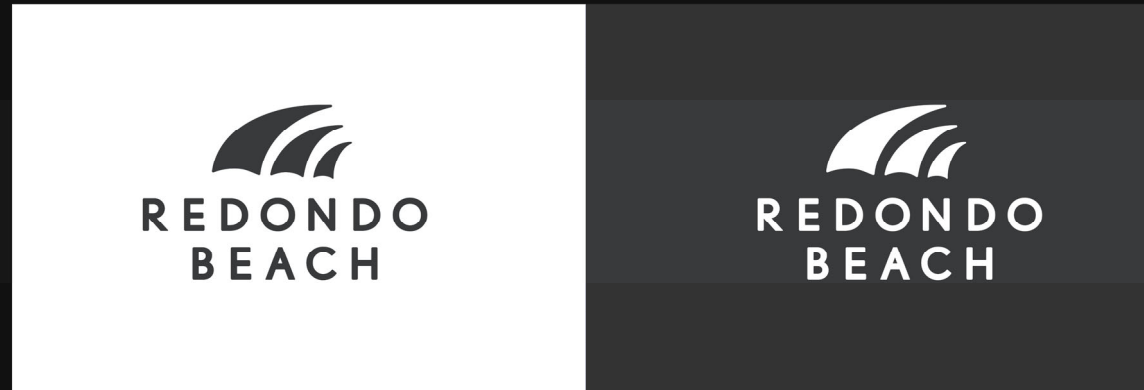
This could be used as an event logo emphasized by the green flash 'moment' or simply as a call to experience the Redondo coast.



# 1

## THE REDONDO PIER AT SUNSET

Where a reduced one-color is needed, the sails are paired with stacked type from logo.



## 2

### ACTIVE IN-LINE MODERN GLYPHS

A custom built letterform that uses a four-line, in-line to convey energy and modernity.

Four icons tell the story of Redondo Beach: Sun, Sea, Sail, Surf.



## 2

### ACTIVE IN-LINE MODERN GLYPHS

As a typographic execution, these display characters allow for both color and transparency.

Gradients in certain applications help portray the elemental factors that define this active coastal community.

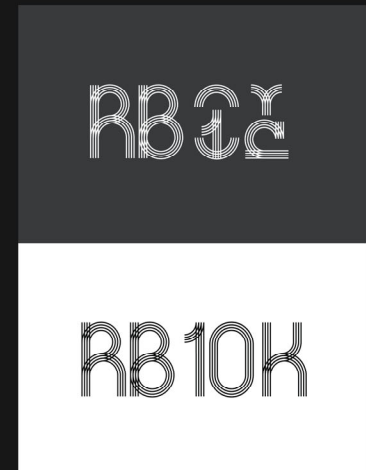


## 2

### ACTIVE IN-LINE MODERN GLYPHS

The modern design creates an invitational tone, a chance to experience what Redondo has to offer.

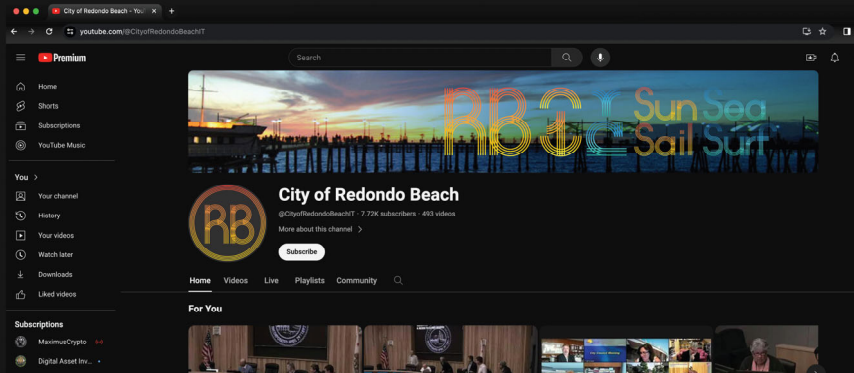
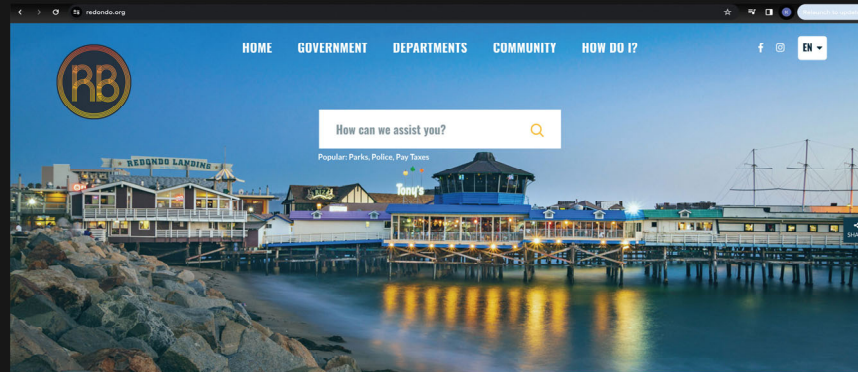
We would create an entire display typeface (title and headline uses) and possibly more icon glyphs to extend in to other executions.



## 2

### ACTIVE IN-LINE MODERN GLYPHS

Digital representation is a call to a life in motion, and a moniker for a city known for its "beach life."



# 2

## ACTIVE IN-LINE MODERN GLYPHS

Through color and lineshape, the design helps bring a youthful energy to city communications and apparel.



### 3

#### WATERMARK

To bring a signature design to the city, a brush script is used in conjunction with a graphic that feels as if they were created from the same hand.

The graphic is of the sails from an America's Cup style sloop. It leans in with the similar slant of the script and nearly forms an "R." Redondo Red is the hero color.





### 3

#### WATERMARK

Multiple arrangements will provide flexibility for layouts.



3

WATERMARK

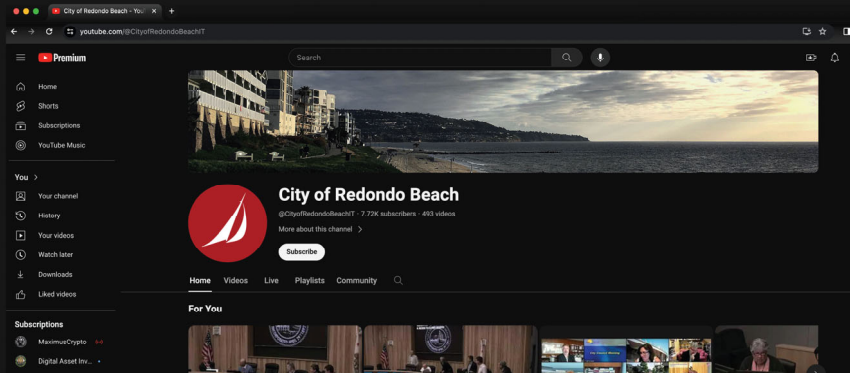
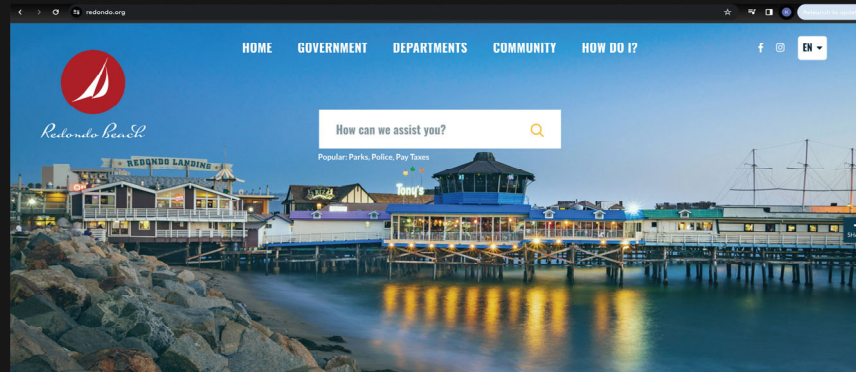
De-boss, foil and inverted colors could bring dimension to the graphic.



# 3

## WATERMARK

Digital representation is sophisticated and emblematic of the harbor community and an active life.



THANK YOU!

All art and executions property  
of Kevin Andrew Mitchell  
and not for reproduction.



kevinandrewmitchell.com  
k\_mitchell7@mac.com  
310.809.9416





**REDONDO  
BEACH**











# REDONDO BEACH



REDONDO  
BEACH





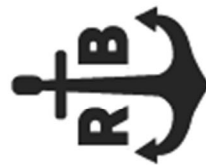


REDONDO  
BEACH



REDONDO  
BEACH











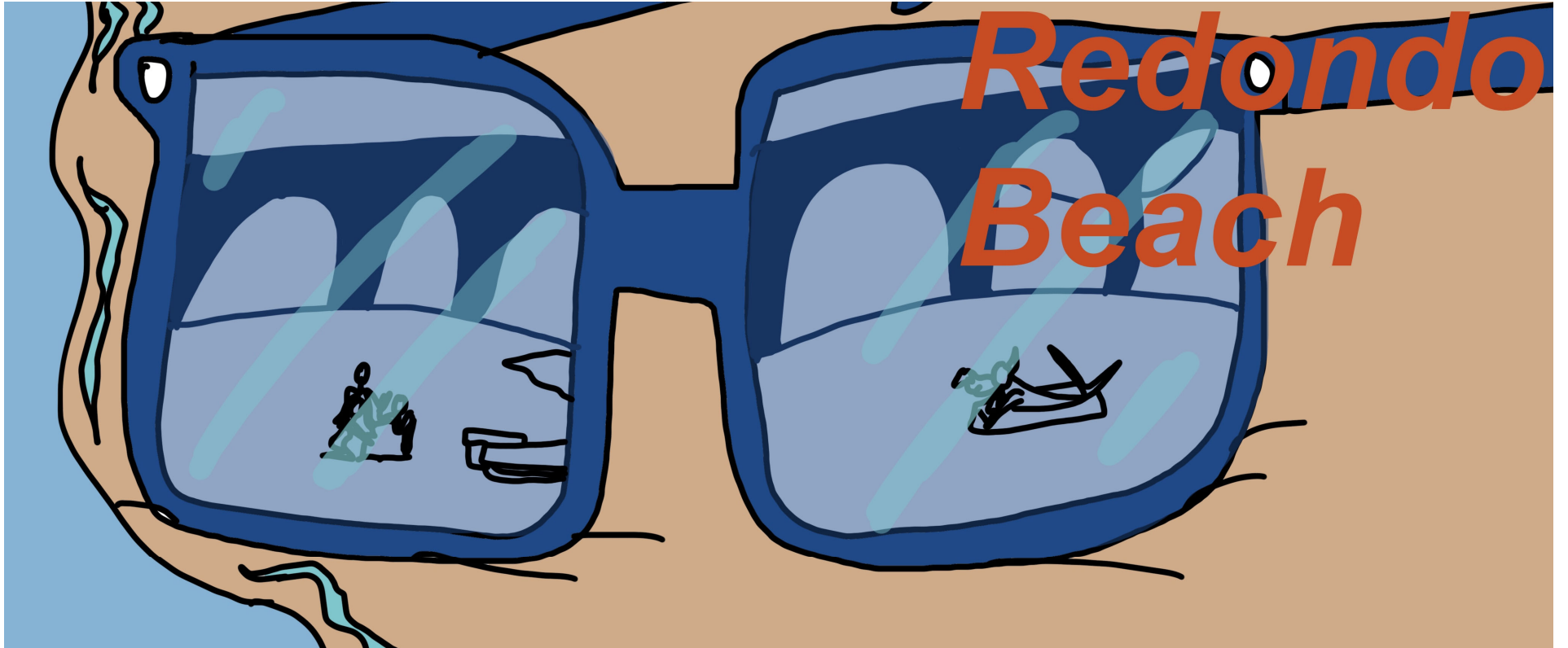


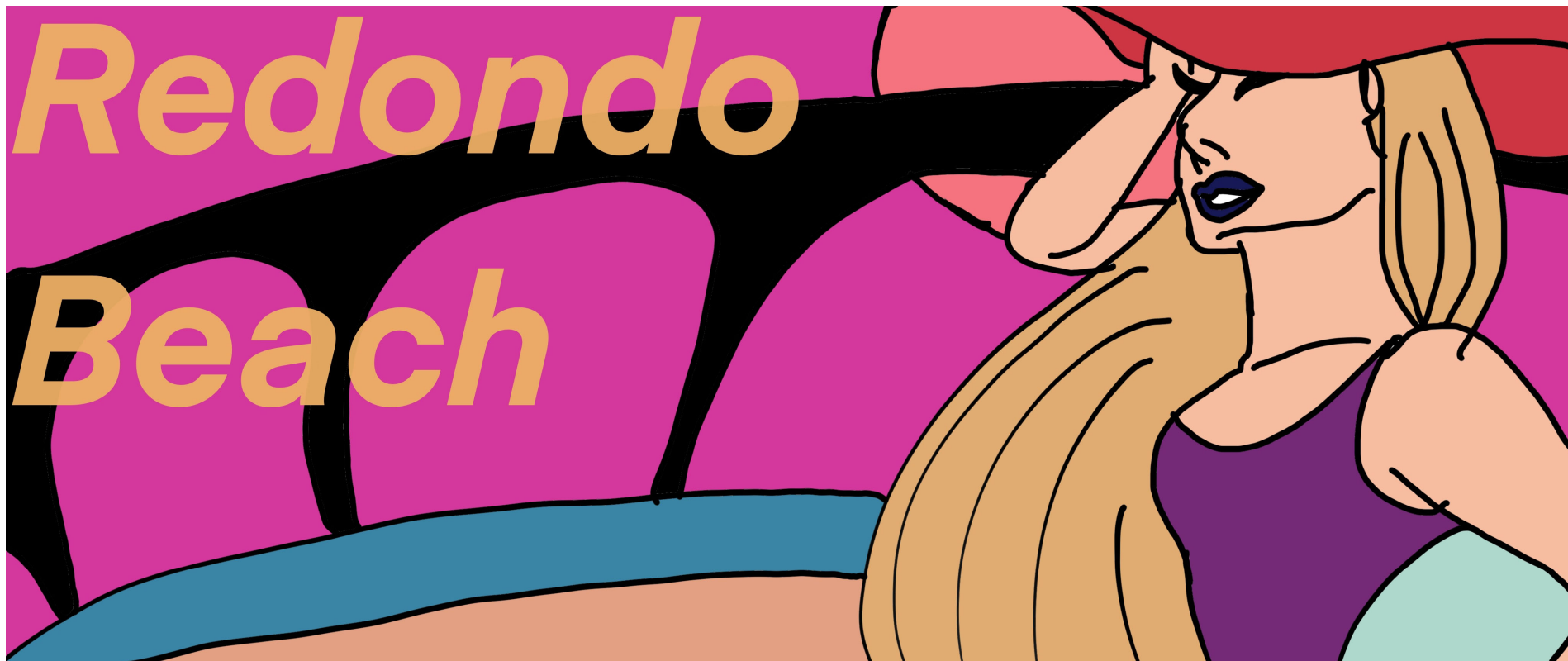




# Redondo Beach











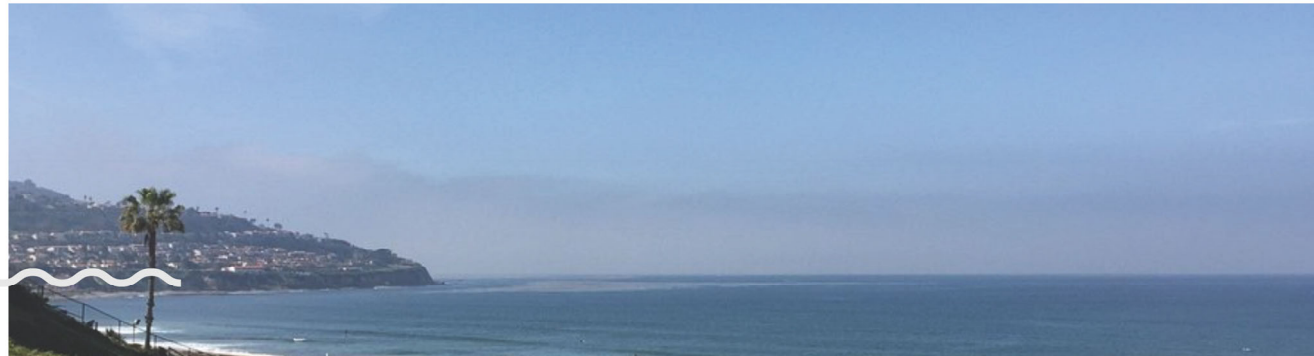
**CITY OF  
REDONDO BEACH**

LOGO REDESIGN COMPETITION

PRESENTED BY:  
ROCHELLE PUCCIA  
RPDESIGNLA.COM

APRIL 1, 2024

# Inspiration



## REDONDO BEACH "POPS"!

I have lived in the South Bay for over 20 years and have a deep personal connection to the community. I matured here. I raised my daughter here. I thrived here - becoming the person I am today because of everything this community has to offer. And, of course, the sunshine and ocean air are unparalleled.

For the Redondo Beach logo, I agree with the community survey feedback that the brand needs to "POP" and exude the fresh bold vitality of the City now and into the future. Monograms have long been a hallmark of our South Bay beach cities and RB's new look should stand out among them!



# 01. Logo



**VERTICAL ORIENTATION**  
 3 BEACH SILHOUETTE VARIATIONS (SURFER/LIFEGUARD TOWER/RIP CURL)  
 2 COLOR VARIATIONS OF WORDMARK



**HORIZONTAL ORIENTATION**  
 BEACH SILHOUETTE VARIATIONS  
 2 COLOR VARIATIONS OF WORDMARK



**MONOGRAM EMBLEM WITH 2 COLOR WORDMARK VARIATIONS**

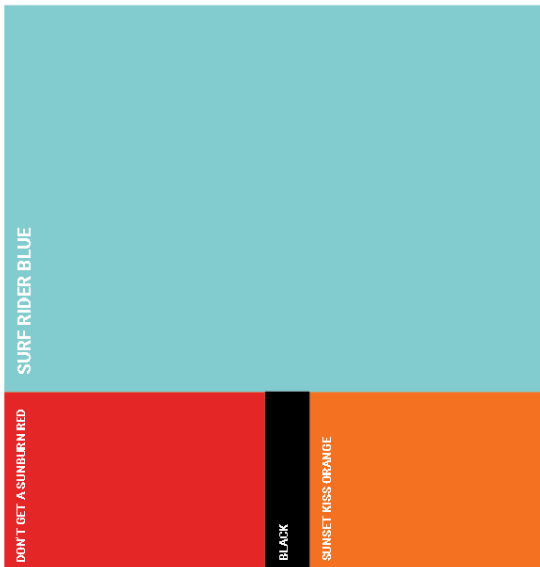
**Bold  
 Modern  
 Vibrancy.**



**REDONDO BEACH "POPS"!**

I created a new monogram and wordmark that visualize these ideas. A bright, geometric "RB" monogram with beach theme silhouettes modernize and infuse joy into the brand, providing a compelling visual story of what makes RB the place to be. The multiple variations provide endless flexibility across all mediums: print, digital, wearables, signage, promotional items, and more.

## 02. Color Palette



**Bold  
Modern  
Vibrancy.**



### REDONDO BEACH "POPS"!

A bold, cheerful color palette inspired by the heart of Redondo Beach –*the beach life*– breathes energy, vibrance and joy into all branding mediums.

SURF RIDER BLUE  
'DON'T GET A SUNBURN' RED  
SUNSET KISS ORANGE  
BLACK (grounds bright colors)

## 03. Font

Typeface	Fonts
Poppins	Poppins Thin Poppins Extra Light Poppins Light Poppins Normal Poppins Medium <b>Poppins Semibold</b> <b>Poppins Bold</b> <b>Poppins Extra Bold</b> <b>Poppins Black</b>

**Bold  
Modern  
Vibrancy.**



**REDONDO BEACH "POPS"! WITH THE  
POPPINS TYPEFACE.**

The Poppins sans serif font family is a pure geometric, sans-serif, open-source typeface that can be used ubiquitously. Its versatile, bold simplicity and cheerful vibes tell RB's brand story - whether a resident or visitor.

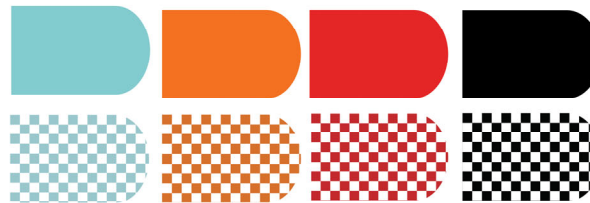
# 04. Graphic Elements

Bold  
Modern  
Vibrancy.



### PHOTOGRAPHY

Photos can be customized to follow the geometric shape of the RB monogram



### ACCENT GRAPHICS

Cheerful and vibrant accent graphics and patterns can provide interest in a variety of layouts and applications



### REDONDO BEACH "POPS"!

Telling the RB story can be enhanced with custom graphics, photo treatments and accents.

**ABOUT ROCHELLE PUCCIA**

I am a L.A.-based (RPV) Graphic Designer helping to create brands that move businesses and people forward through thoughtful experiences across print and digital media. For over two decades, I have developed creative strategies, crafted brands, and designed meaningful visual stories in a variety of industries including retail, technology, food/beverage, healthcare, travel, non-profit, education and more.



# Thanks.



**CONTACT**

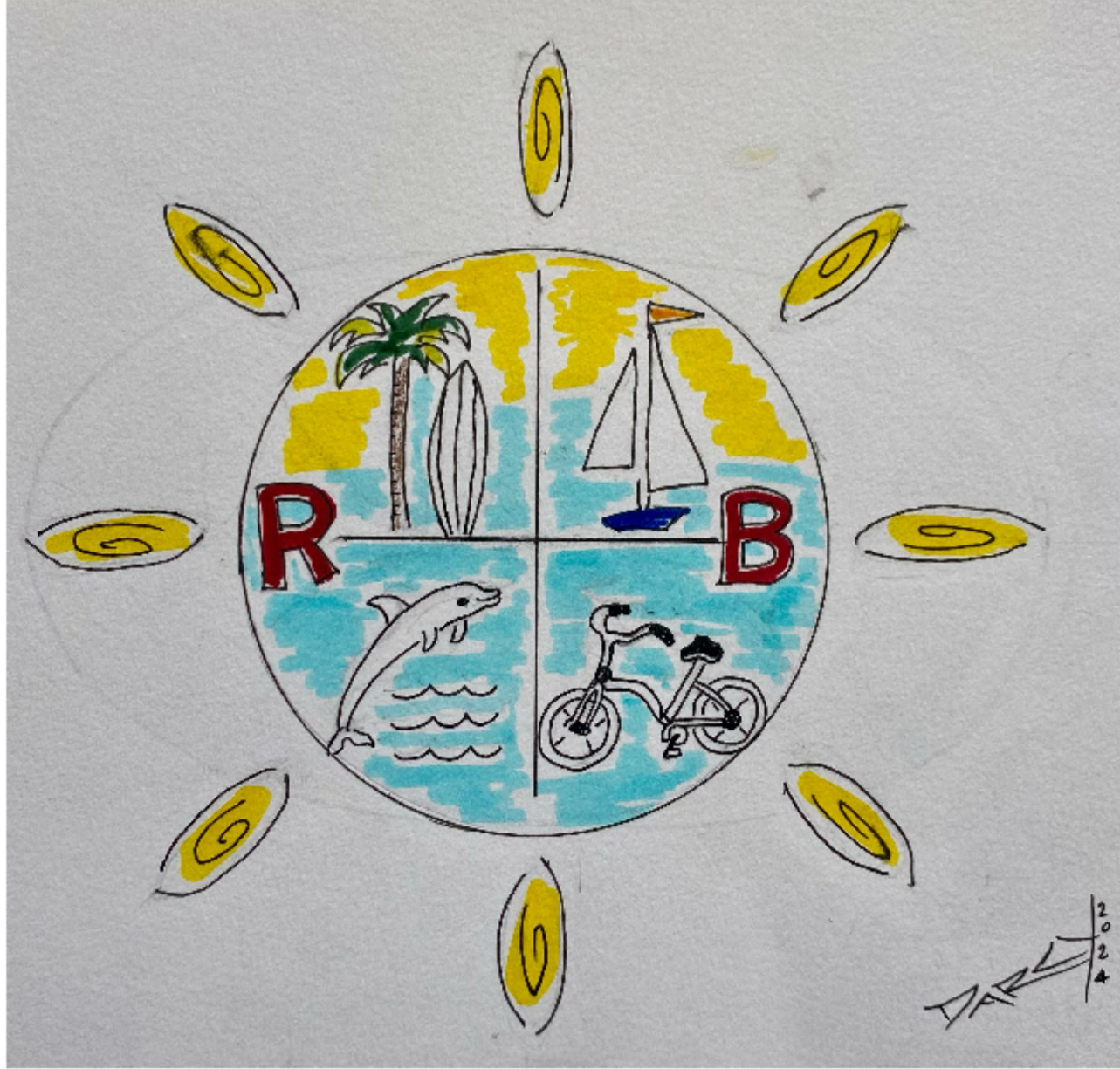
**ROCHELLE PUCCIA**  
GRAPHIC DESIGNER  
GR.PUCCIA@VERIZON.NET  
RPDESIGNLA.COM  
310.415.0790









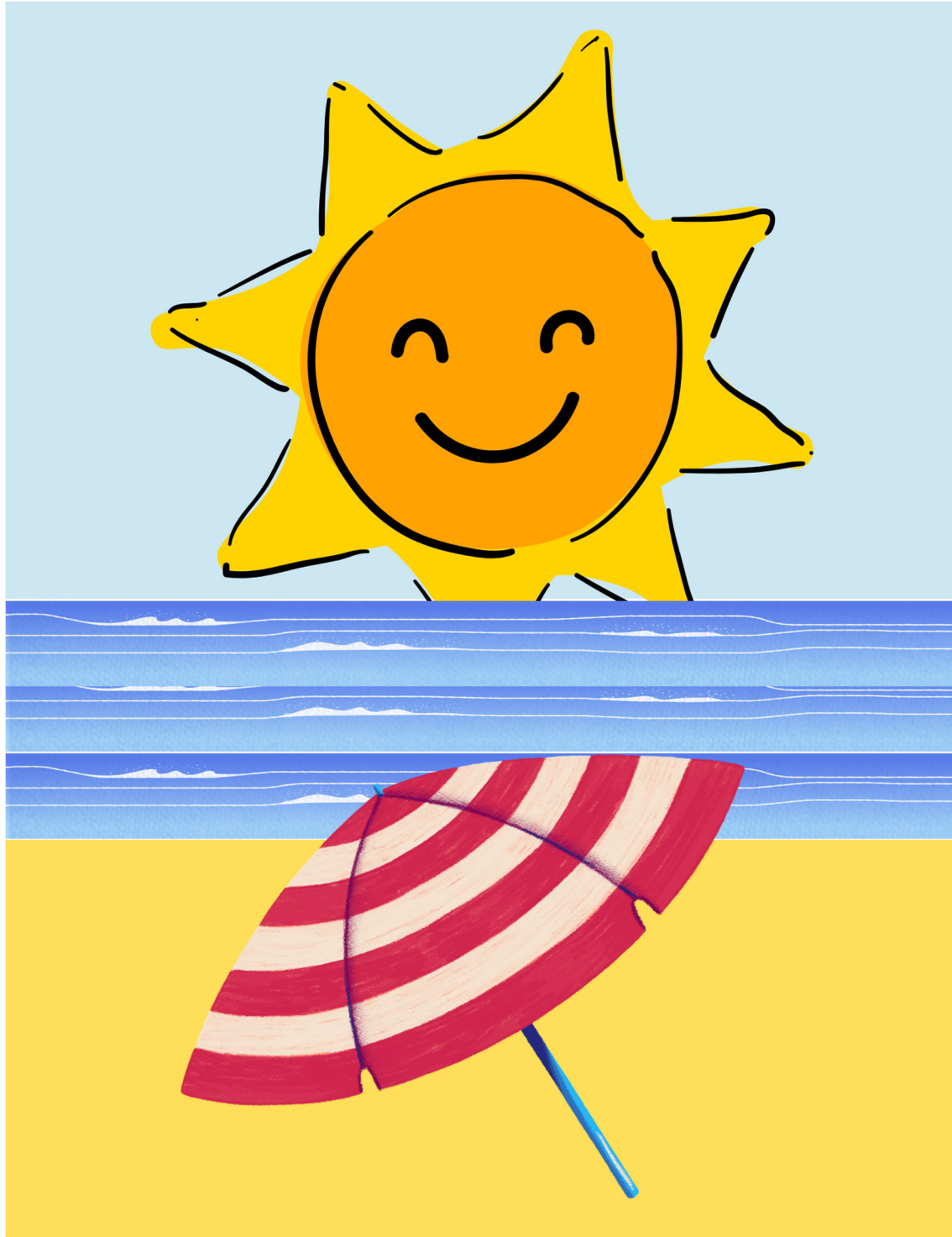








City of Redondo Beach - Logo









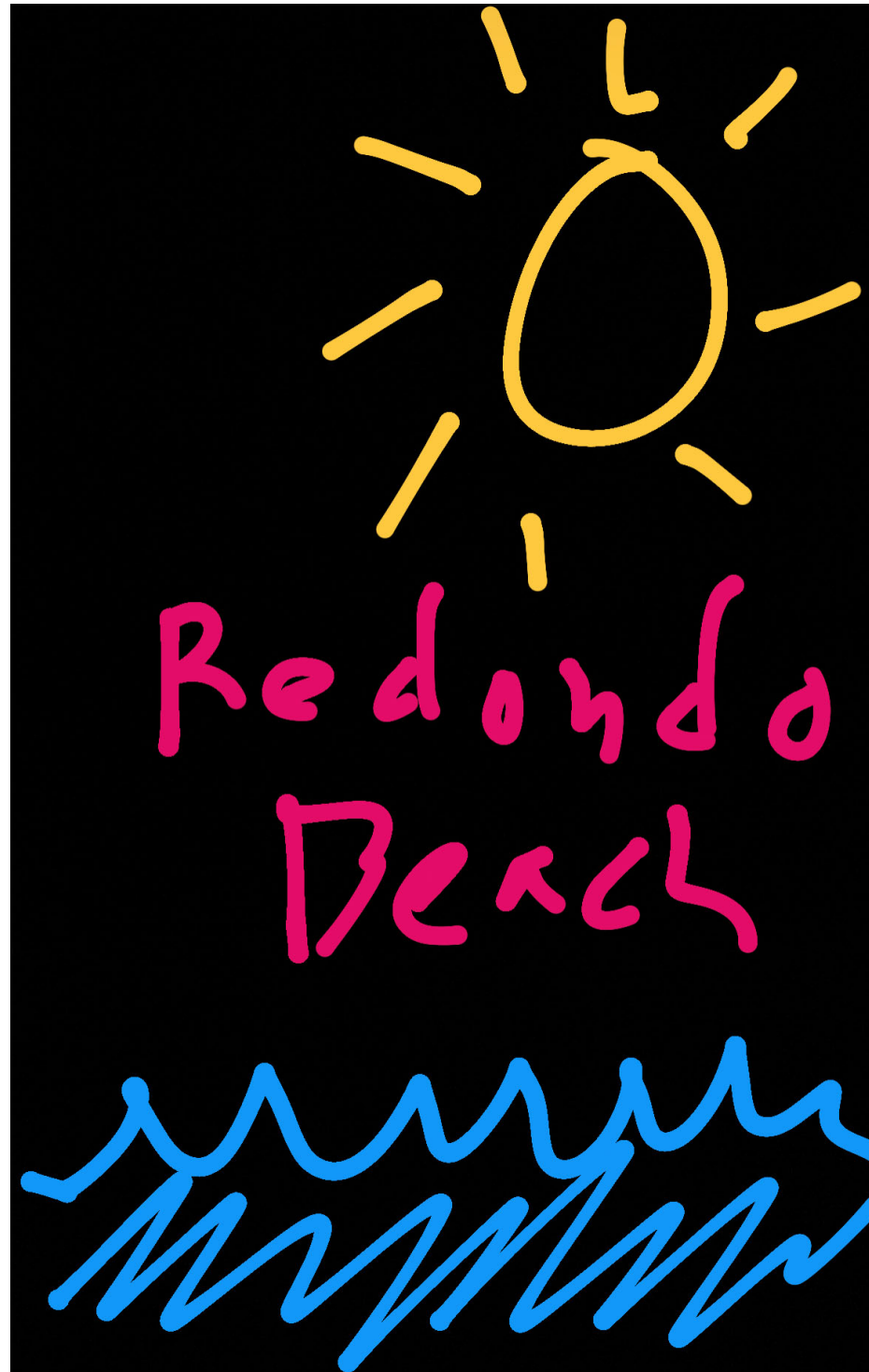










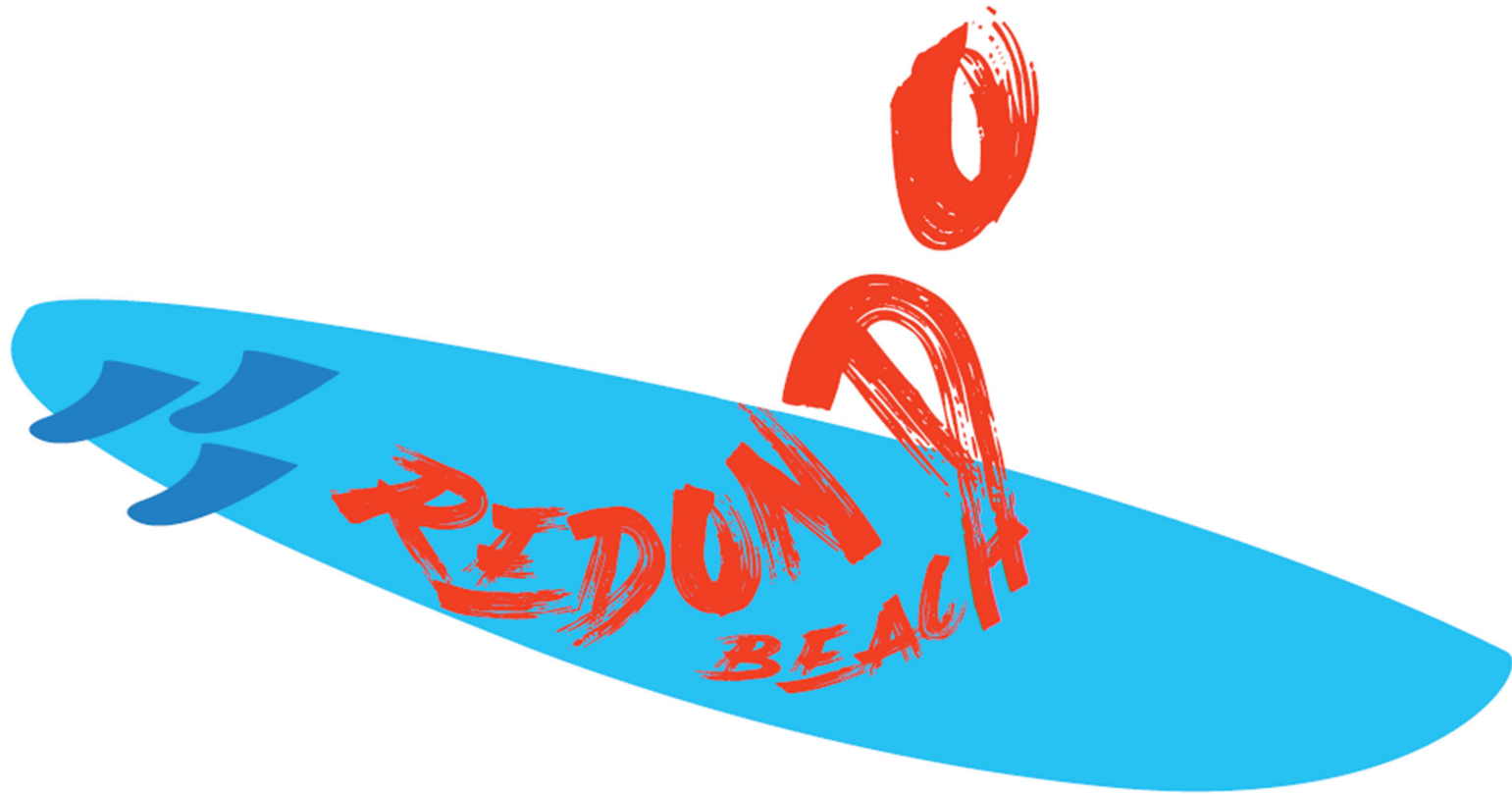






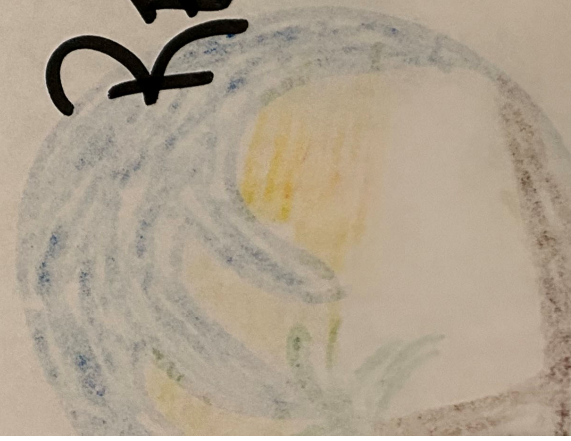








REDONDO BEACH







**REDONDO  
BEACH**



**REDONDO BEACH**







### New Proposed Logo: Alt Sail

#### Benefits:

- This concept will not be confused with a shark fin at all.
- I have gotten a more positive response to the double sail vs the curved single sail.

#### Negatives:

- This sail doesn't feel familiar to the current logo.
- It's more complex and won't work as well for masking photos in marketing material.
- It's not as easily adaptable to be cut out of metal or made into a stencil.

*\*This is the fan favorite of the mass public.*



### Original Proposed Logo

#### Benefits:

- This concept ties into the current logo
- Feels sleek, modern, simplistic, more scalable.
- Works well for cutting out of metal or making a stencil and masking images.

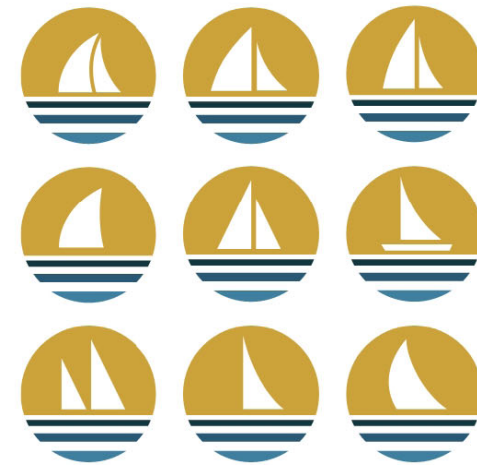
#### Negatives:

- Some people see a shark fin.
- Some people say it's too simple.

*\*This is the fan favorite of the design community.*

## My Explorations

Shark Fin / Sail

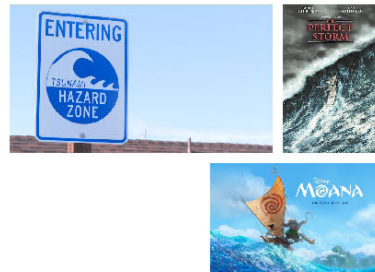


Adding additional elements

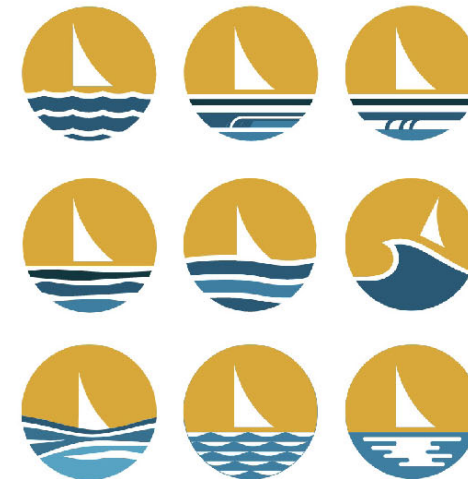


None of these work at small scale.

Waves



Waves don't convey the same peaceful feeling as the horizon line and swell lines. We also want to be cautious it doesn't look like a tsunami warning sign.

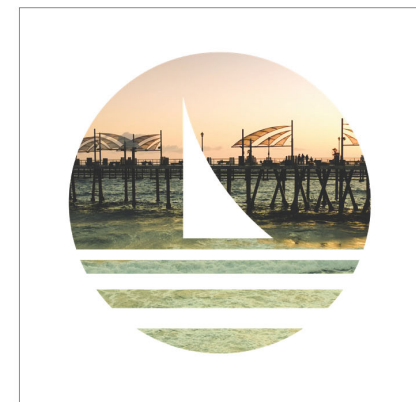
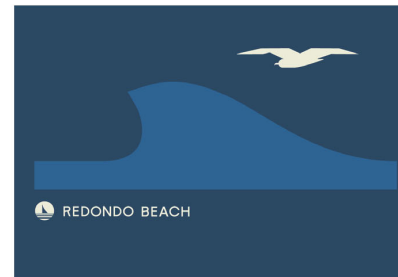


## What people are looking for:

After hearing all the feedback we have gathered it sounds like some people are looking for more, and want more out of the logo. The problem with that is, that is not the job of the logo. The logos only job is to identify the city. When a logo is too complex it's unable to do it's job.

People are looking for the logo to tell them a story. We can easily tell that story through the brand, through creative collateral, and through marketing campaigns, but not just through the logo.

Here are some examples of original logo and the double sail being utilized to tell more of a story of Redondo Beach.



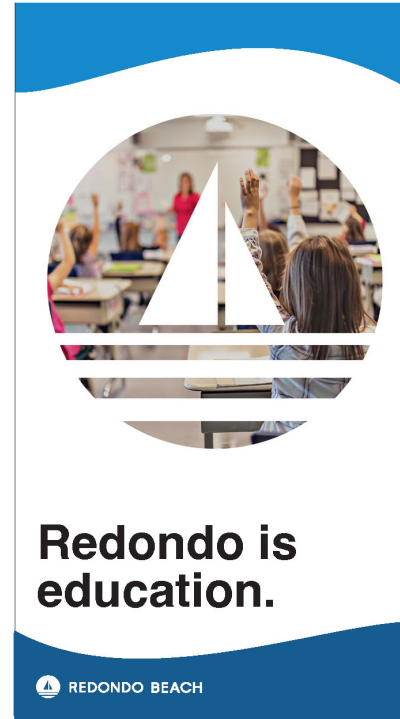
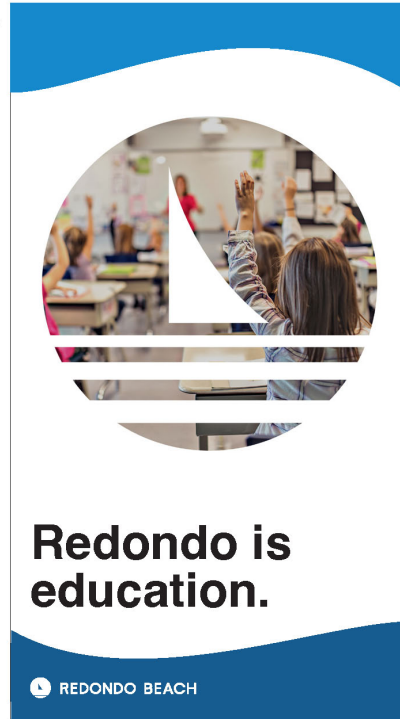
### Comparisons: Original Proposed & Alt Sail

While the new logo is definitely the fan favorite to the general public, a few things to be aware of are:

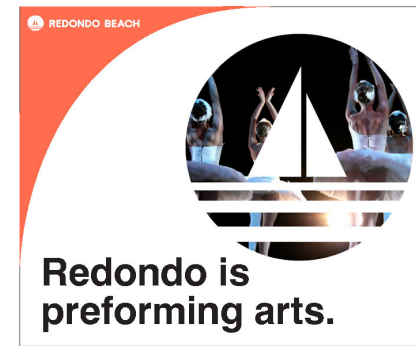
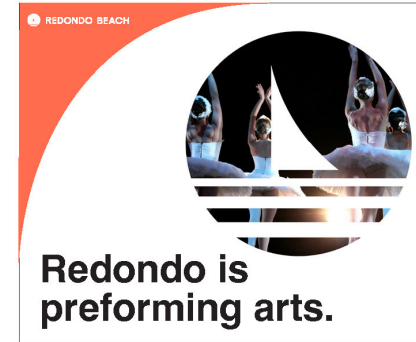
A. I would love to create a “Redondo Is...” Campaign one day and showcase different images of RB masked within the logo. This is where we can showcase the culture, diversity, and all things that make Redondo such a wonderful place. While it’s doable with both logos, the original provides better space for the images to be showcased.

B. I imagine one day the logo being cut into the metal railings on the pier. Again, both could work, but the original would be less complex.

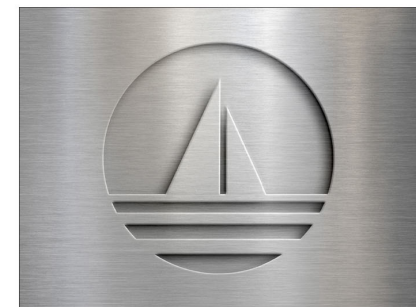
A.



*These are rough mocks of the potential campaign and done roughly for the sake of this entry.*

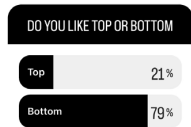


B.



*These are just mock ups. Ideally the cut outs would be fully cut away to show the ocean / pier through the cut outs.*

### Comparisons: Original Proposed & Alt Sail



Results from my Instagram story poll.

Redondo  
Beach  
*Move To Sea*

Redondo Beach



*Move To Sea*







# REDONDO BEACH



Get the f\_ck out of here with this sh\_t. You have the crappy logo you deserve already.

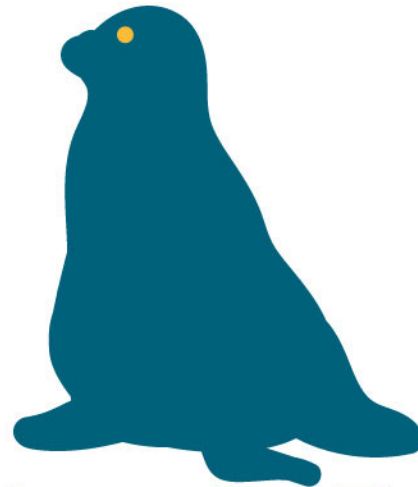
The average home price of Redondo Beach is \$1,395,641.

<https://www.zillow.com/home-values/33612/redondo-beach-ca/>

The average salary of Redondo Beach is \$123,874.

<https://datausa.io/profile/geo/redondo-beach-ca/>

You should expect to pay professional to do professional work. Quit grifting.



**Redondo Beach**  
**More To Sea<sup>SM</sup>**

**Redondo Beach.**  
**More To Sea**<sup>SM</sup>











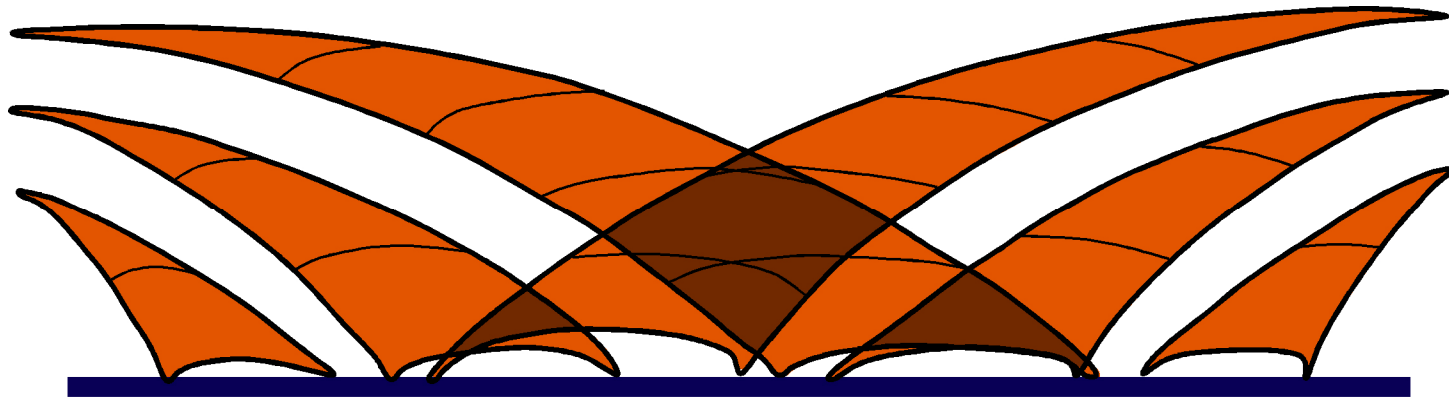
Redondo  
Beach **More To Sea™**



**R.B.**  
**REDONDO BEACH**







# Redondo Beach



# Redondo Beach

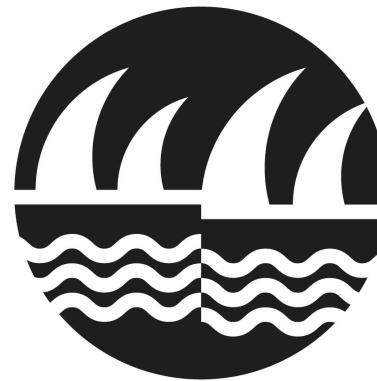
## Redondo Beach - Logo Contest

color version



**REDONDO  
BEACH**

black-white version



**REDONDO  
BEACH**

colors: #FDBD3B , #1998E6, font: Noto Sans Black, inspiration: sailboats, Redondo Pier architectural elements, coast



