



AD HOC WAYFINDING AND BRANDING COMMITTEE AGENDA

Members: Doug Fehan, Sarvy Lipari, Jana Ecker, Nicholas Dupuis, Annie VanGelderens, Kevin Hart, Marianne Gamboa, Claire Galli, Erika Bassett, Denise Trombly, Carrie Laird
Date and Time: Monday, June 20, 2022 at 1:00 p.m.
Location: City Hall Second Floor Conference Room

AGENDA

1. Call to Order
2. Roll Call
3. Public Comment
4. Approval of Minutes – June 6, 2022
5. Ad Hoc Wayfinding and Branding Committee Meetings
 - Set Date and Time for Future Meetings
6. New Logo Implementation
 - Building Department and Engineering Department Vehicle Magnets
 - Park Signage – Top Panel
 - DPS Vehicle with New Logo
7. Color Palette and Font Recommendations
8. Adjourn

Ad Hoc Wayfinding & Branding Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
June 06, 2022

Chairperson Fehan called the meeting to order at 1:02 p.m.

In Attendance: D. Fehan (Chairperson), J. Ecker, M. Gamboa, N. Dupuis, A. VanGelderren, C. Galli, E. Bassett, R. Weingartz, L. Wood, S. Lipari, C. Laird, J. Lambert, D. Trombly

Absent: K. Hart

There was no public comment.

Approval of minutes was motioned by VanGelderren and seconded by Lipari. Committee agreed on clarification of limiting the colors of DPS uniforms.

Yeas: Fehan, Ecker, Lipari, Dupuis, VanGelderren, Wood, Galli, Bassett, Laird, Trombly, Weingartz, Lambert, Gamboa

Nays: None

Ad Hoc Committee Updates:

Wood brought up the name of Branding Committee and some members agreed, while some thought it might limit what the committee is doing all together. Discussions continued and Fehan suggested Wayfinding/Branding Committee. Ecker suggested Wayfinding and Branding Committee, and the committee agreed upon the name.

A BSD Marketing and Advertising Committee member was brought up at the BSD committee meeting. It was discussed that business owners would have a hard time attending a 1:00 pm meeting. Discussions continued about moving the meeting to the morning on another day possibly. Dupuis suggested every other Monday at 8:30 am on dates that do not conflict with commission meetings. Members agreed to discuss further at the next meeting.

New Logo Requests:

- Water Towers
 - The committee reviewed and approved the horizontal version of the new logo 4 (see attached logo versions) with larger text below.
- Consensus to committee: Fehan motioned for approval "We have a design brought forward by Denise with our new logo and design and I am asking for a motion to move forward with approval"
- Approval of logo was motioned by Lipari and seconded by VanGelderren.
- Yeas: Fehan, Ecker, Lipari, Dupuis, VanGelderren, Wood, Galli, Bassett, Laird, Trombly, Weingartz, Lambert, Gamboa
- Nays: None

- ParkMobile Stickers
 - Weingartz mentioned he is waiting to see an update sticker design from Parkmobile.
 - The committee agreed to logo 3 without “The Walkable City” below, pending review of the new sticker design.
- Human Resources
 - Lambert brought samples of different HR items for logo review.
 - Job Postings/Applications
 - Gamboa offered to give the code for the green to be used in all documents
 - Dupuis mentioned the logo should not be stretched, shrunk, or expanded on any of the documents.
 - Logo 6 without “The Walkable City” was chosen for these documents.
- Employee Handbook
 - The committee reviewed and approved logo 2.
- Non-Discrimination Plan
 - Lambert will work with the communications team.
- Updated Health Care Forms
 - Lambert will work with the communications team.
- Promotional Items
 - Various items were discussed, but Dupuis mentioned that we created this committee for larger logo implementation projects and smaller projects can be determined internally.
- Ecker mentioned that white, black, and green is basic use for all printing items, embroidery, and city usage.

Brand Book:

- Gamboa talked about the brand book and asked Denise if she would be willing to help develop recommendations for final color palettes and fonts.
- The brand book will have color palettes for the city, BSD, wayfinding, parking structures and parks.

Robert Gibbs

- Gibbs sent a letter with other city wayfinding examples and the committee acknowledged and appreciated those efforts.

Meeting adjourned at 2:04 p.m.

Main City Logo

Birmingham Font: Big Caslon Medium
A Walkable City Font: ITC AvantGardeStd-Md

1



2



Logo Variations

3



4



5



6



7

Water Tower Logo:



8



DRAFT

Current Vehicle Magnets



Vehicle Magnet layout1

Logo used: BIRMINGHAM horiz logo wtag larger vector Green.ai

Font: Avant Garde Gothic Medium



Vehicle Magnet layout2

Logo used: BIRMINGHAM horiz logo wtag larger vector White.ai

Font: Avant Garde Gothic Medium



Vehicle Magnet layout3

Logo used: BIRMINGHAM horiz logo wtag larger vector White.ai

Font: Roboto Condensed Bold

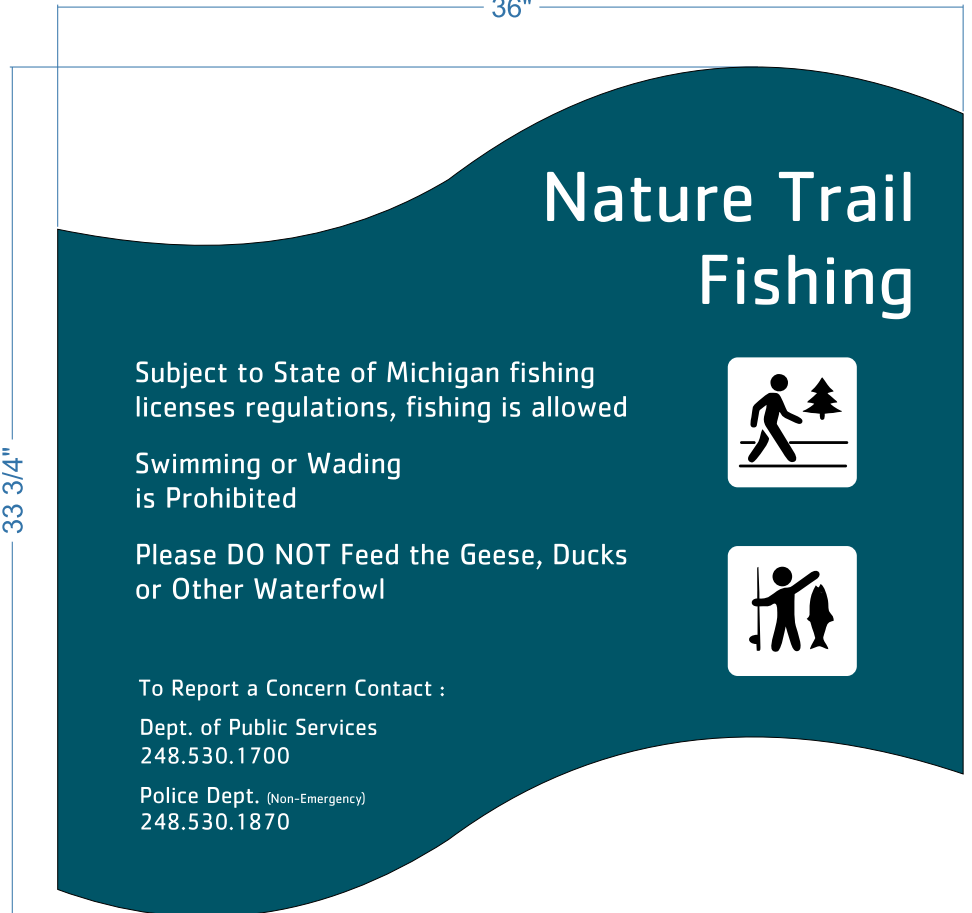


Existing Park Sign and Color Specs

Existing - NTS



33 3/4"



Large Sign - Panel Change

- New Custom Shaped Panel w/ Screen Printed Copy Installed To Existing Sign
- Existing Panel To Be Removed/Replaced

Concept Rendering Only, Actual Size & Specs TBD

Color Specs:

- | | | |
|----------|--|------------|
| A | | PMS 356 C |
| B | | PMS 3025 C |
| C | | PMS 221 C |
| D | | PMS 3425 C |

X

Signature for approval of artwork - Proceed to production as shown



4145 Market Place
Flint, Michigan 48507
810-487-0000
www.SignsByCrannie.com

Customer: City of Birmingham
Address: X

Salesperson: Dan Crannie
Date: 4-27-21
D-T: X
Scale: 1 1/2"=1'-0"

Filename: CB-LargeSign-QuartonLake Panel Change
Drawn By: James Naegle
Revision: JN 4-29-21

BIRMINGHAM layout for Park sign top panel 061322

(BIRMINGHAM horiz logo wtag larger vector White.ai)



CMYK: C81 M41 Y82 K38
PMS: 7483C

DPS Vehicle with New City Logo



Colors from City's Draft Style Guide

PRIMARY COLOR PALETTE



CMYK
C: 81 M: 41 Y: 82 K: 38

RGB
R: 42 G: 87 B: 58

HEX #2A573A

PMS: 7483C



CMYK
C: 86 M: 69 Y: 52 K: 49

RGB
R: 35 G: 52 B: 66

HEX #233442

PMS: 7546C



CMYK
C: 79 M: 58 Y: 38 K: 17

RGB
R: 66 G: 92 B: 115

HEX #425C73

PMS: 4137C



CMYK
C: 70 M: 35 Y: 22 K: 1

RGB
R: 84 G: 141 B: 170

HEX #548DAA

PMS: 2208C



CMYK
C: 53 M: 20 Y: 14 K: 0

RGB
R: 122 G: 173 B: 199

HEX #7AADC7

PMS: 7458C

Colors from City's Draft Style Guide

SECONDARY COLOR PALETTE



CMYK C: 0 M: 91 Y: 42 K: 0

RGB R: 239 G: 60 B: 104

HEX #EF3C68 PMS: 191C



CMYK C: 36 M: 0 Y: 10 K: 0

RGB R: 145 G: 237 B: 242

HEX #91EDF2 PMS: 304C



CMYK C: 28 M: 21 Y: 0 K: 15

RGB R: 158 G: 180 B: 197

HEX #9EB4C5 PMS: 536C



CMYK C: 93 M: 77 Y: 6 K: 1

RGB R: 42 G: 81 B: 154

HEX #2A519A PMS: 7685C



CMYK C: 22 M: 8 Y: 22 K: 0

RGB R: 199 G: 213 B: 198

HEX #C7D5C6 PMS: ?



CMYK C: 7 M: 12 Y: 38 K: 0

RGB R: 236 G: 217 B: 168

HEX #ECD9A8 PMS: 7506C



CMYK C: 22 M: 73 Y: 93 K: 10

RGB R: 181 G: 90 B: 48

HEX #B55A30 PMS: 7592C



CMYK C: 4 M: 100 Y: 95 K: 1

RGB R: 230 G: 27 B: 41

HEX #E61B29 PMS: 1788C



CMYK C: 39 M: 85 Y: 28 K: 4

RGB R: 158 G: 71 B: 120

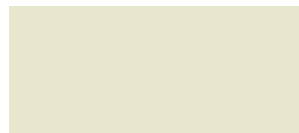
HEX #9E4778 PMS: 682C



CMYK C: 88 M: 27 Y: 80 K: 13

RGB R: 0 G: 125 B: 86

HEX #007D56 PMS: 2419C



CMYK C: 9 M: 5 Y: 21 K: 0

RGB R: 231 G: 230 B: 205

HEX #E9E7CD PMS: ?

Current Wayfinding Colors

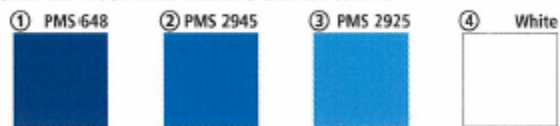
COLORS:



PEABODY STREET PARKING GARAGE COLORS:



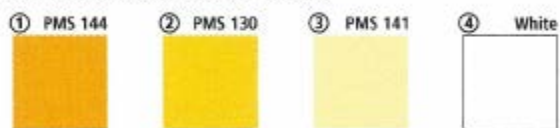
NORTH OLD WOODWARD PARKING GARAGE COLORS



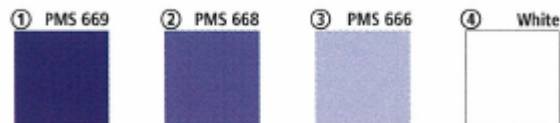
PIERCE STREET PARKING GARAGE COLORS



CHESTER STREET PARKING GARAGE COLORS



PARK STREET PARKING GARAGE COLORS



COLORS:



COLORS:



COLORS:



Current
BSD Colors

Blue Charcoal
Pantone 539
CMYK: 100-58-23-77
19212D



Astral Teal
Pantone 5473
CMYK: 83-14- 23-50
2F728C



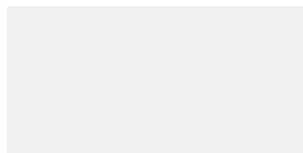
Aqua
Pantone 2460
CMYK: 58-7-29-2
61A6A0



Bright Red
Pantone Warm Red
CMYK: 0-86-80-0
FA444A



White Smoke
No Pantone number
CMYK: 0-0-0-6
#EFEFEF



Fonts from City's Draft Style Guide

PRIMARY TYPOGRAPHY

Avenir Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Use: headlines on website and in newsletters and other published materials

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Use: sub-headlines on website and in newsletters and other published materials

Tahoma Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Use: internal and external documents including public notices, agendas and minutes, memos, presentations, press releases, etc. Also for use in other materials when Avenir is not available.

Avenir LT Std 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Use: body copy on website and in newsletters and other published materials

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Use: sub-headlines on website and in newsletters and other published materials

Tahoma Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Use: internal and external documents including public notices, agendas and minutes, memos, presentations, press releases, etc. Also for use in other materials when Avenir is not available.

SECONDARY TYPOGRAPHY

Zelytta

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Use: as accent text on website and in newsletters and other published materials



Birmingham Font: Big Caslon Medium

A Walkable City Font: ITC Avant Garde Std-Md

FONTS

AVANT GARDE GOTHIC

Avant Garde Gothic Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''",.~/{}™¢•

Avant Garde Gothic Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''",.~/{}™¢•

Avant Garde Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''",.~/{}™¢•

Avant Garde Gothic Book Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''",.~/{}™¢•

Avant Garde Gothic Medium Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''",.~/{}™¢•

Avant Garde Gothic Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''",.~/{}™¢•

BIG CASLON or CASLON 540

Caslon 540 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''",.~/{}™¢•

Caslon 540 Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&()''",.~/{}™¢•*

BELL GOTHIC

Bell Gothic Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''",.~/{}™¢•

Bell Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''",.~/{}™¢•

Bell Gothic Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''",.~/{}™¢•

Proposed Fonts

BSD FONTS

ROBOTO CONDENSED

Roboto Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''',./{}™¢•

Roboto Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''',./{}™¢•

Roboto Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''',./{}™¢•

Roboto Condensed Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''',./{}™¢•

DM SERIF DISPLAY

DM Serif Display
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''',./{}™¢•

ALTERNATE FONTS

Avenir Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''',./{}™¢•

Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''',./{}™¢•

Ariel Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''',./{}™¢•

Ariel Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''',./{}™¢•

Georgia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''',./{}™¢•

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''',./{}™¢•

Interstate Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()''',./{}™¢•

Proposed color palette

PRIMARY COLOR PALETTE



Birmingham Green
Pantone 7483
CMYK: 81-41-82-38
RGB: 42-87-58
HEX: 2A573A



Blue Charcoal
Pantone 539
CMYK: 100-58-23-77
RGB: 0-42-66
HEX: 19212D



Astral Teal
Pantone 5473
CMYK: 83-14- 23-50
RGB: 21-101-112
HEX: 2F728C



Aqua
Pantone 2460
CMYK: 58-7-29-2
RGB: 97-166-160
HEX: 61A6A0

TIER 2 COLORS



Dark Pink
Pantone 191
CMYK: 0-91-42-0
RGB: 239-60-104
HEX: EF3C68



Cornflower Blue
Pantone 7685
CMYK: 93-77-6-1
RGB: 42-81-154
HEX: 2A519A



Terra Cotta
Pantone 7592
CMYK: 22-73-93-10
RGB: 181-90-48
HEX: B55A30



Red
Pantone 1788
CMYK: 4-100-95-1
RGB: 230-27-41
HEX: E61B29



Purple
Pantone 682
CMYK: 39-85-28-4
RGB: 158-71-120
HEX: 9E4778



Dark Teal
Pantone 3025
CMYK: 100-24-11-52
RGB: 0-81-114
HEX: 005172



Dark Red
Pantone 221
CMYK: 8-100-24-35
RGB: 145-0-120
HEX: 91004B

TIER 3 COLORS

To be used for backgrounds, rollovers
Not to be used for type



Wheat
Pantone 7506
CMYK: 7-12-38-0
RGB: 236-217-168
HEX: ECD9A8



Sky Blue
Pantone 304
CMYK: 36-0-10-0
RGB: 145-237-242
HEX: 91EDF2



Lilac
Pantone 536
CMYK: 28-21-0-15
RGB: 158-180-197
HEX: 9EB4C5



Light MINT Green
Pantone 559
CMYK: 23-1-18-3
RGB: 188-212-195
HEX: BCD4C3



Yellowish Grey
Pantone 5807
CMYK: 7-2-21-5
RGB: 231-230-205
HEX: E9E7CD