AD HOC WAYFINDING AND BRANDING COMMITTEE AGENDA

Members: Doug Fehan, Sarvy Lipari, Jana Ecker, Nicholas Dupuis, Annie VanGelderen, Kevin Hart, Marianne Gamboa, Erika Bassett, Denise Trombly, Carrie Laird, Aaron Ford

Date and Time: Monday, September 12, 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 – August 15, 2022
5. BSD Logos and Colors Update
6. City Color Palette Recommendations
7. RFP – Wayfinding/Signage Program Update
8. Strategic Planning City Commission Workshops
9. Adjourn

Future Meeting Dates:

- Monday, October 3 at 1 p.m. (first Monday due to Sukkot)
- Monday, November 14 at 1 p.m.
- Monday, December 12 at 1 p.m.

Ad Hoc Wayfinding & Branding Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
August 15, 2022

Chairperson Fehan called the meeting to order at 1:04 p.m.

In Attendance: D. Fehan (Chairperson), C. Galli, E. Bassett, C. Laird, D. Trombly, A. Ford, S. Lipari, M. Gamboa, N. Dupuis

Absent: K. Hart, J. Ecker, A. VanGelderen

There was no public comment.

Approval of minutes was motioned by Lipari and seconded by Dupuis.

Yeas: Fehan, Laird, Galli, Bassett, Trombly, Ford, Lipari, Gamboa, Dupuis

Nays: None

BSD Logo options

- Bassett discussed BSD logo options and asked if the committee was okay with them implementing this logo.
- Gamboa discussed the history of the BSD and City, and explained that in the past the BSD wanted its own distinct branding.
- Dupuis asked about the navy color and Bassett explained it matches the website. She explained the cohesive City and BSD logos are similar to what other communities are doing, such as Royal Oak.
- Overall the committee liked the proposed BSD logos and agreed to move forward.

Color Palette Timeline

- Bassett advised that the BSD will finalize their colors soon.
- Gamboa explained that once the BSD's color palette is set, final City color recommendations will be brought back to the Wayfinding Committee.

RFP- Wayfinding/ Signage Program Updates Timeline

- Dupuis said the RFP will be posted by the next meeting.

Meeting adjourned at 1:20 p.m.

Main City Logo

Birmingham Font: Big Caslon Medium
A Walkable City Font: ITCAvantGardeStd-Md

1

2

Logo Variations

3

4

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8

Water Tower Logo:

BIRMINGHAM
A WALKABLE CITY

BIRMINGHAM

BSD Colors

Pantone 648
CMYK: 100-71-9-54
002857

Astral Teal
Pantone 5473
CMYK: 83-14- 23-50
156570

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

Pantone 032
CMYK: 0-90-60-0
ED2939

Light Grey
12% Screen of Black
CMYK: 0-0-0-12
#EFEFEF
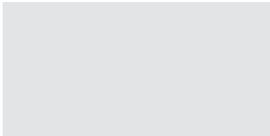
Medium Grey
50% Screen of Black
CMYK: 0-0-0-50
#8C9096

BIRMINGHAM

SHOPPING DISTRICT

BIRMINGHAM

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SHOPPING DISTRICT

BIRMINGHAM PRIMARY COLOR PALETTE

Black and White are also approved colors.

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

Dark Blue
Pantone 648
CMYK: 100-71-9-54
RGB: 0-40-87
HEX: 002857

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

Chambray
Pantone 4137
CMYK: 40-21-0-54
RGB: 66-92-115
HEX: 475D76

TIER 2 COLORS

Use for visual interest and design elements.

Red
Pantone 032
CMYK: 0-90-60-0
RGB: 237-41-57
HEX: ED2939

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
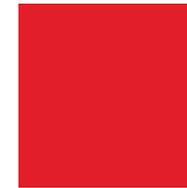
Red
Pantone 1788
CMYK: 4-100-95-1
RGB: 230-27-41
HEX: E61B29
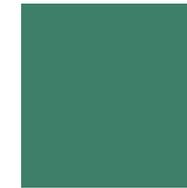
Green
Pantone 2419
CMYK: 77-31-65-13
RGB: 0-125-86
HEX: 007C58
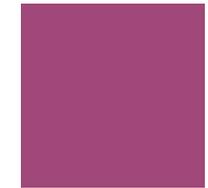
Purple
Pantone 682
CMYK: 39-85-28-4
RGB: 158-71-120
HEX: 9E4778

TIER 3 COLORS

Use for backgrounds or web rollovers.
Not to be used for type.

Wheat
Pantone 7506
CMYK: 7-12-38-0
RGB: 236-217-168
HEX: ECD9A8
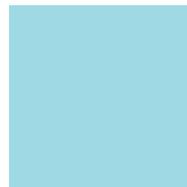
Sky Blue
Pantone 304
CMYK: 36-0-10-0
RGB: 145-237-242
HEX: 91EDF2

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
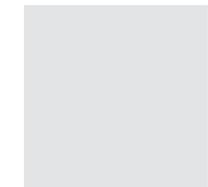
Light Grey
12% Screen Of Black
CMYK: 0-0-0-12
RGB: 224-225-221
HEX: EFEFEF

BIRMINGHAM

A WALKABLE CITY

Strategic Planning Workshop Series

Meet with City Commissioners and provide your input at the City's **Strategic Planning Community Participation Workshop** on September 14 at 6:00 p.m. Attendees will work with Commissioners in small break-out groups and have the opportunity to provide input throughout the duration of the workshop.

This **Community Participation Workshop** is part of a series of workshops offered during the city's strategic planning process, the first of which occurred on August 24. All workshops will take place in person at the Baldwin Public Library, located at 300 West Merrill Street, in the Rotary Room (lower level).

Following a comprehensive and equitable evaluation of the city and community, the resulting plan, expected to be completed this fall, will include strategic goals to direct the city's efforts and resources toward a clearly defined vision for its future.

Community Participation Workshop
Wednesday, September 14 at 6:00 p.m.
Members of the community are encouraged to share input with the City Commission throughout this entire workshop. Attendees will be in small break-out groups with City Commissioners. Commissioners hope to gain community input and feedback related to challenges, opportunities and achievable goals.

City Commission "Putting it Together" Meeting
Please note the new date and time
Tuesday, October 11 at 7:00 p.m.
The Mayor will call for a short public comment period at the end of this workshop to ensure the City Commission has as much time as possible throughout the workshop to learn, explore, discuss and hear community input as well.

To learn more about the strategic planning process and submit feedback online, visit https://engage.bhamgov.org/strategic-plan. We look forward to hearing from you!