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, October 3, 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 – September 12, 2022
5. ParkMobile Stickers
6. Parking Kiosk Wraps
7. Baldwin Public Library Logo
8. Gateway Signage
9. Water Tower Update
10. RFP – Wayfinding/Signage Program Update
11. Adjourn

Future Meeting Dates:

- 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
September 12, 2022

Chairperson Fehan called the meeting to order at 1:05 p.m.

In Attendance: D. Fehan (Chairperson), E. Bassett, L. Wood, D. Trombly, A. Ford, S. Lipari, M. Gamboa, N. Dupuis, J. Ecker, A. VanGelderen

Absent: K. Hart, C. Laird

There was no public comment.

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

Yeas: Fehan, Bassett, Wood, Trombly, Ford, Lipari, Gamboa, Dupuis, Ecker, VanGelderen

Nays: None

BSD Logo options

- Bassett reported that the BSD Board approved the proposed logo and color palette at the September 1, 2022 Board meeting.
- Ecker added that the new BSD logo will be implemented late-fall with the completion of the South Old Woodward reconstruction project.

City Color Palette Recommendations

- Gamboa presented the proposed City color palette with the recommendation to replace "Yellowish Gray" with "Medium Gray."
- The Committee agreed that the proposed color palette includes a wide variety of colors for use in seasonal communications, parking structures, etc. Ford advised that the colors included in the palette could be used for designating parking structure floors.
- Motion by VanGelderen, seconded by Wood to approve the proposed color palette with Gamboa's recommended change. VOTE: Yeas: Fehan, Bassett, Wood, Trombly, Ford, Lipari, Gamboa, Dupuis, Ecker, VanGelderen. Nays: None

RFP - Wayfinding/ Signage Program Updates Timeline

- Dupuis advised the RFP would be posted on September 12, 2022 and will include the newly approved color palette.
- Ecker advised that the RFP deadline should be at least 30 days and the goal is to have it wrapped up before the end of December.

Strategic Planning City Commission Workshops

- Ecker briefed the Committee on the strategic planning process and invited members to attend the upcoming workshop on September 14. She advised that the in-person only workshop will include breakout sessions with Commissioners and City staff members to facilitate discussions and answer questions from the community.
- Gamboa added that refreshments will be served during the workshop for all attendees.

Other Business

- Ford reported that as part of the current parking system upgrades, the City has the opportunity to add branding to new hardware. Ford will provide mock ups at the October 3, 2022 Committee meeting.
- With the South Old Woodward Phase 3 project nearing completion, Fehan requested adding gateway signage for that area to the upcoming October 3, 2022 Committee meeting agenda.
- Gamboa described the new City Guide and advised the project will continue to move forward with the approval of the City color palette.
- Ecker asked Gamboa if the City Style Guide would continue to move forward with the approval of the City color palette. Gamboa advised that the Communications team will continue finalizing the City Style Guide and distribute it to department heads when complete.
- Fehan asked about the timeline for the water tower project. Gamboa advised that Engineering is working on the project and that she would request an update.

Meeting adjourned at 1:26 p.m.

Existing ParkMobile Stickers

ParkMobile ®

♿

Accessible Parking Only

Use the ParkMobile app or
scan QR code to pay online

zone #
23456

space #
56

No Smartphone?
800-280-4146

BIRMINGHAM

ParkMobile ®

Contactless Parking

Use the ParkMobile app or scan QR code to pay online

No Smartphone? 800-280-4146

BIRMINGHAM

zone #
23456

space #
78

Magenta line is die cut

THIS CAR

THIS CAR

(P) **ParkMobile**®

Use the ParkMobile app or scan the
QR code for contactless parking.

ParkMobile.io

zone# **23456**

No Smartphone? Call 800-280-4146

Potential Parking Kiosks, pending Advisory Parking Committee and City Commission approval.

MEMORANDUM
BALDWIN PUBLIC LIBRARY

DATE: September 28, 2022

TO: Marianne Gamboa, Wayfinding & Gateway Signage Committee

FROM: Rebekah Craft, Library Director

**SUBJECT:** Proposed Logo Redesign for Baldwin Public Library

INTRODUCTION:
Baldwin's logo was last updated in 2011. The logo features an open book, a globe (representing the internet), and the letters BPL. Because the City of Birmingham has just adopted a new logo, the Library wanted to update its logo to be more complementary with the City's logo. After soliciting guidance from the Library Board and presenting seven potential logos, we compiled community feedback from a public survey. The Library Board voted unanimously to conditionally approve the logo at their meeting Board on September 19. I would like the Wayfinding & Signage Committee to review the logo, provide input, and vote on whether or not to approve this proposed logo.

BACKGROUND:
The Library's current logo is shown below. This logo appears often as green on a white background, black on a white background, or white on a colored/black background. When the logo is shown smaller than 2" wide, the fine lines of the book pages become difficult to render. This makes it difficult to print the logo on smaller items like business cards or fliers and difficult to screen print on clothing or tote bags.
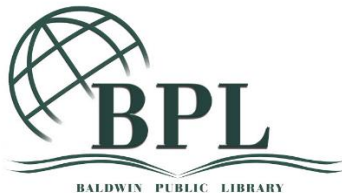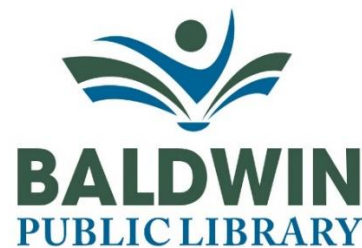

At their July 18 meeting, the Library Board directed Baldwin's graphic designer to create a logo using Birmingham Green and the two fonts used in Birmingham's new logo. At the August 15 meeting, the Library Board reviewed 7 potential logo options from designer Michelle Hollo. The Board took an informal survey and 3 board members were in favor of design 1 while 3 were in favor of design 3. The Library Board directed staff to survey staff and the public on favorite logo designs.
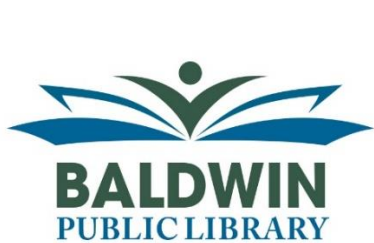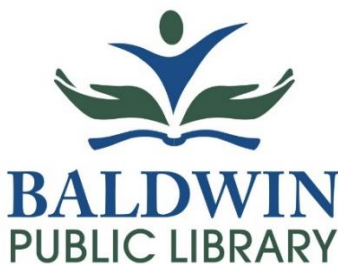
Logo Design 1   Logo Design 2   Logo Design 3

An online survey was made available to members of the public and library. 130 respondents provided feedback on the online survey. Additionally, we asked members of the public to share logo feedback on several posters placed throughout the library. Respondents were very passionate about the logo designs and what they represent. Most responded favorably to at least one logo, but a handful of respondents disliked all three logos. Overall, logo 1 was the clear favorite of the three designs in both the online survey and the in person poster survey.

Taking public feedback into account, the graphic designer made the following updates to logo design 1:

Respondents felt that the Birmingham green color was too dark
Birmingham green was removed from the logo and changed to Dark Blue and Astral Teal, both from Birmingham's primary color palette.

Respondents did not like the mixture of serif and sans serif fonts in the text.
The serif font, Big Caslon Medium, was removed from the logo, and ITCAvantGardeStd-Md, a serif font, was used for all of the logo text. This serif font is easier to read and more modern to reflect a library of the 21st century.

The two colors for the logo are not accessible for those with visual impairments, mainly because they use the color green and because the two shades are too close in hue.
The new logo uses higher contrast colors, which are fully accessible.

The proposed logo, a selection of applied uses, and its variations are shown below and in the attachment to this memo.
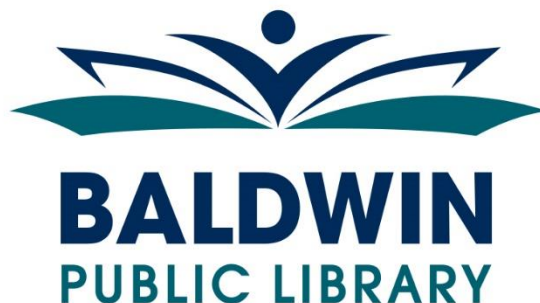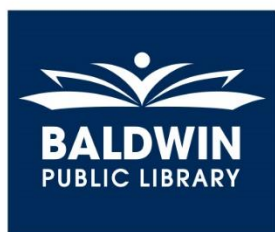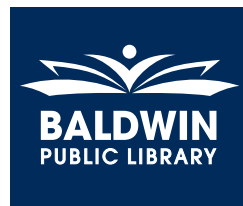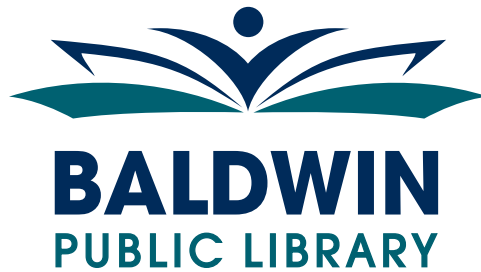
We will be using the new logo on the following types of materials, many of which are printed on demand:

- Library cards
- Letterhead, envelopes, and business cards
- Front door window sign
- Book drop signage (whenever the book drop needs to be replaced)
- T-shirts
- Posters
- Newsletters and brochures
- Retractable sign and/or tablecloth for outreach events
- Website

LOGO 1

2 COLORS
CHOSEN FROM BIRMINGHAM LOGO PRIMARY COLOR PALETTE
FONT: ITC AVANT GARDE BOLD & ITC AVANT GARDE CUSTOM

BALDWIN
PUBLIC LIBRARY

BALDWIN
PUBLIC LIBRARY

BALDWIN
PUBLIC LIBRARY

LOGO 1

2 Color: Examples in Use