



AD HOC WAYFINDING AND BRANDING COMMITTEE AGENDA

Members: Doug Fehan, Cristina Sheppard-Decius, Sarvy Lipari, Jana Ecker, Nicholas Dupuis, Annie VanGelderren, Kevin Hart, Marianne Gamboa, Erika Bassett, Denise Trombly, Carrie Laird, Aaron Ford
Date and Time: Wednesday, December 21, 2022 at 1:00 p.m.
Location: City Hall Second Floor Conference Room

AGENDA

1. Call to Order
2. Roll Call
3. Approval of Minutes – November 14, 2022
4. Public Comment
 - Bob Gibbs Memo
5. Library Logo
6. Wayfinding/Signage Program Interviews
 - [KMA Design](#)
 - [Corbin Design](#)
7. Information Only
 - Ethics Ordinance, the Open Meetings Act and Roberts Rules of Order Video:
https://www.bhamgov.org/video_presentation_by_board_of_ethics/index.php
8. Adjourn

Future Meeting Dates:

Monday, January 9 at 1 p.m.
Monday, February 13 at 1 p.m.
Monday, March 13 at 1 p.m.
Monday, April 17 at 1 p.m.
Monday, May 8 at 1 p.m.
Monday, June 12 at 1 p.m.

Monday, July 10 at 1 p.m.
Monday, August 14 at 1 p.m.
Monday, September 11 at 1 p.m.
Monday, October 9 at 1 p.m.
Monday, November 13 at 1 p.m.
Monday, December 11 at 1 p.m.

Ad Hoc Wayfinding & Branding Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
November 14, 2022

Chairperson D. Fehan called the meeting to order at 1:03 p.m.

In Attendance: D. Fehan (Chairperson), E. Bassett, C. Laird, D. Trombly, A. Ford, M. Gamboa, N. Dupuis, J. Ecker, A. VanGelderren

Absent: K. Hart, S. Lipari

Guests: R. Craft, J. Miller

There was no public comment.

Approval of minutes was motioned by A. VanGelderren and seconded by N. Dupuis.

Yeas: D. Fehan, C. Laird, J. Ecker, E. Bassett, D. Trombly, A. Ford, M. Gamboa

Nays: None

Baldwin Public Library Logo

- R. Craft and J. Miller presented a recommended new Baldwin Public Library logo for Committee review. J. Miller reported that the Library Board and staff completed an extensive design and public engagement process to arrive at the presented final logo recommendation. Several members of the Committee requested that the Baldwin Public Library present an alternate version to include the "BALDWIN" logo text in the City's Big Caslon font, for review at the next Committee meeting.

Parking Kiosk Faceplate and Wrap Design

- A. Ford presented design options for the new parking equipment kiosk faceplate and side wrap. The new kiosks will be installed in Birmingham's municipal structures, starting in December 2022, pending final branding. M. Gamboa asked if the verbiage "structure" or "garage" should be used for the kiosk signage. The Committee agreed on "garage." After discussing design options, the Committee selected the following:
 - Faceplate: Page 4 design with edits to include removal of the words "WELCOME TO" at the top and replacing the light green color with the grey color in the City's new color palette.
 - Side wrap: Page 5 design with edits to include slightly reducing the size of the graphic and centering it within the space.

Water Tower Update

- M. Gamboa reported that the painting and new logo application on the City's two water towers is expected to begin in March/April 2023 and be completed by June 2023.

Wayfinding RFP

- N. Dupuis reported that he is pleased with the proposals received. Dupuis to send a score sheet to Committee members for their independent review of the proposals, the week of

November 14. All score sheets should be individually and independently completed and returned to N. Dupuis' attention for tallying the week of December 2. The goal is to invite the top 2-3 companies to present to the Committee at the December 12, 2022 meeting.

Gateway Signage

D. Fehan suggested scheduling a walk-through with K. Hart to begin preliminary design ideas for the City's gateway signage. N. Dupuis and J. Ecker requested this project be paused until the Wayfinding RFP selection process is complete.

Set 2023 Meeting Dates

The Committee agreed to meet the second Monday of each month in 2023, adjusting the schedule for any potential holiday conflicts.

Meeting adjourned at 2:03 p.m.

DRAFT

Memorandum

Date: 10 November 2022
To: Nick Dupuis
From: Bob Gibbs
Subject: Downtown Wayfinding

Message

Nick, I would like to present my supplemental City Wide Plan research on Birmingham's wayfinding improvements at the next available Birmingham Shopping Board and Way Finding and Gateway Committee meetings.

Below wayfinding examples for the committee's reference.



Wayfinding signage above left -right: Naples, FL; Allegan, MI; Harbor Springs, MI



MEMORANDUM

BALDWIN PUBLIC LIBRARY

DATE: December 6, 2022

TO: Marianne Gamboa, Wayfinding & Gateway Signage Committee

FROM: Rebekah Craft, Library Director

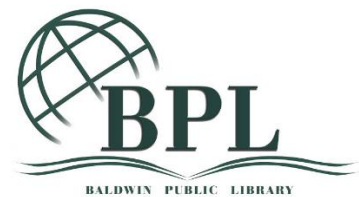
SUBJECT: Proposed Logo Redesign for Baldwin Public Library

INTRODUCTION:

At the last Wayfinding & Gateway Signage Committee meeting, the Committee expressed their desire to see an alternative font selection for the newly proposed BPL logo design and the addition of "Birmingham, Michigan" to the library logo. This memo shows two logo options and states the library board's preference.

BACKGROUND:

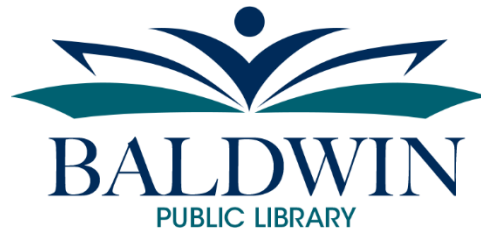
The Library's current logo is shown to the right. This logo appears often as green on a white background, black on a white background, or white on a colored/black background. When the logo is shown smaller than 2" wide, the fine lines of the book pages become difficult to render. This makes it difficult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



Taking public feedback into account, Baldwin's graphic designer developed the following new logo design and variations.



Members of the Wayfinding & Gateway Signage Committee requested that the library provide the committee with a logo version that better matches the fonts in the city's logo. This requested version is shown below.



The new version of the logo version of the logo was shown to the library board at the November 21 meeting and the board unanimously expressed their preference for the original logo design shown at the bottom of the previous page. The fonts are easier to read, "PUBLIC LIBRARY" is still prominently part of the library's name, and it better matches existing signage that uses sans serif fonts in capital letters inside the library.

One member of the committee expressed disappointment that the logo did not reference Birmingham, Michigan. The library serves the communities of Birmingham, Beverly Hills, Bingham Farms, and the City of Bloomfield Hills. Because of the number of communities that contribute to our tax funding, we feel that we need to include either no communities or all of the communities that fund the library. Adding more text to our logo would eliminate the simplicity of it and make it more difficult to read. In many of the uses of our logo, we will also be including our mission statement, address, and communities served.

- Library cards – includes address of library
- Letterhead, envelopes, and business cards – includes address of library and communities served
- Front door window sign – includes address, hours of library
- Book drop signage (whenever the book drop needs to be replaced) – includes library name only
- T-shirts – includes library name only
- Posters – includes library website
- Newsletters and brochures – includes library address, website, and communities served
- Retractable sign and/or tablecloth for outreach events - includes library address, website, and communities served
- Website – includes library address and communities served