



AD HOC WAYFINDING AND BRANDING COMMITTEE AGENDA

Members: Doug Fehan, Sarvy Lipari, Jana Ecker, Nicholas Dupuis, Annie VanGelderren, Kevin Hart, Marianne Gamboa, Claire Galli, Erika Bassett, Denise Trombly, Carrie Laird, Aaron Ford
Date and Time: Monday, August 15, 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 – July 11, 2022
5. BSD Logo Options
6. Color Palette Timeline
7. RFP – Wayfinding/Signage Program Updates Timeline
8. Adjourn

Future Meeting Dates:

- Monday, September 12 at 1 p.m.
- 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
July 11, 2022

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

In Attendance: D. Fehan (Chairperson), J. Ecker, , A. VanGelderren, C. Galli, E. Bassett, C. Laird, D. Trombly, A. Ford, S. Lipari, L. Blizinski

Absent: K. Hart, M. Gamboa, N. Dupuis

There was no public comment.

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

Yeas: Fehan, Ecker, Dupuis, VanGelderren, Laird, Galli, Bassett, Trombly, Ford, Blizinski

Nays: None

Ad Hoc Wayfinding and Branding Committee Meetings

- Committee agreed with the proposed schedule

New Logo Implementation

- Laird advised that most DPS vehicles have been updated with new logo
- Trombly discussed sizing of the magnets for other department vehicles and gave examples
- Committee felt that having specific names on the magnets instead of departments would be fine as long as the sizing of the name does not go past "Birmingham"

Font Recommendations

- Bassett discussed fonts and how they were to be implemented per the example done by Trombly
- Trombly discussed licensing for the Jelytta font
- Bassett proposed to remove the Interstate font and wait for the wayfinding RFP to see their recommendation

Color Palette Timeline

- Bassett advised that the BSD will finalize their colors soon. Once the BSD's color palette is set, Bassett and Gamboa will finalize city color recommendations and both will be brought back to this meeting for discussions.

Via Wayfinding Sign Purchase

- Dupuis got approval for more Via Wayfinding Signs.

RFP- Wayfinding/Signage Program Updates Timeline

- Dupuis was absent. An update regarding the RFP will be provided at the next meeting.

Meeting adjourned at 1:29 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

Version 1
PMS 539
Blue Charcoal



Version 2
PMS 648



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

Version 3A
PMS 539
Blue Charcoal
Warm Red tagline



Version 4A
PMS 648 Alt. Blue
Warm Red tagline



Version 5A
PMS 539
Warm Red tagline
Aqua



Version 3B
PMS 539
Blue Charcoal
Red 032 tagline



Version 4B
PMS 648 Alt. Blue
Red 032 tagline



Version 5B
PMS 539
Warm Red tagline
Astral Teal

