



WAYFINDING AND GATEWAY SIGNAGE 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, Ryan Weingartz
Date and Time: Monday, June 6, 2022 at 1:00 p.m.
Location: City Hall Second Floor Conference Room

AGENDA

Info Only: Gibbs Business Wayfinding Signage Recommendation

1. Call to Order
2. Roll Call
3. Public Comment
4. Approval of Minutes – May 23, 2022
5. Ad Hoc Committee
 - New Name for Committee
 - BSD Marketing and Advertising Committee member
6. New Logo Requests
 - Water Towers
 - ParkMobile Stickers
 - Human Resources
 - Promotional Materials/Products
7. Brand Book / New Logo Style Guide
8. Adjourn

Wayfinding & Gateway Signage Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
May 23, 2022

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

In Attendance: Fehan (Chairperson), Ecker, Lipari, Dupuis, VanGelderren, Hart, Galli, Bassett, Laird, Trombly

Absent: Gamboa, Weingartz

There was no public comment.

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

Yeas: Fehan, Ecker, Lipari, Dupuis, VanGelderren, Hart, Galli, Bassett, Laird, Trombly

Nays: None

Ad Hoc Committee Updates:

The committee did not have many options for a new name and agreed to continue discussions at a future meeting.

Trombly will be joining the committee as the city's design professional.

Style Guide:

The new logo is in the process of being slowly rolled out throughout the city. Ecker updated the committee on all items that have been implemented at present. Trombly was present at the meeting to help with design input and she will assist with creating the brand book/new logo style guide. Ms. Ecker will continue to reach out to McCann regarding any efforts completed previously for the brand book. There has been no response to date.

New Logo Requests:

- City Stationary
 - The committee reviewed and approved the horizontal version of the new logo for envelopes to fit mailing requirements.
- DPS Uniforms
 - Laird showed the committee examples of uniforms.
 - The committee agreed on logo version #4 (see attached) with DPS verbiage for all clothing items.
 - Green or white embroidery logo for all items
 - The committee determined DPS uniforms will be offered in five colors.
- DPS Vehicles
 - Laird discussed changing all vehicle logos at one time. New vehicles will have the new logo directly applied and current vehicles will get a decal with a background to cover old logo decal.

- All vehicles will have the same logo unless sizing does not work for individual door locations. The committee agreed on logo #6 with DPS verbiage for vehicles.
- Park Signs
 - Ecker discussed the background of the current park signs
 - Laird expressed that DPS has set aside a budget amount for updating the top panel of each park sign
 - The committee agreed to replacing the top panel of each park sign, and logo #1 is to be used in place of the former logo
 - Decals with logo #1 will be applied to the skate park signs over the former logo.
- Public Notice Signs
 - Dupuis presented examples of signs with a color coded scheme for each sign
 - The committee agreed to an updated design using logo option #4 with the proposed color scheme.
- Water Tower
 - Fehan discussed the dimensions of the water tower and asked Trombly to bring examples of logo options for use on the tower to the next meeting.
- Parking Meter Signage
 - Postponed to next meeting when the parking manager can attend.

Ecker sought recommendations for next priorities for logo updates. The committee agreed to address next:

- Style Guide
- Code enforcement vehicles
- HR giveaway items (such as bags, pens, water bottles etc.)

Meeting adjourned at 2:16 p.m.

Main City Logo

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

1



2



Logo Variations

3



4

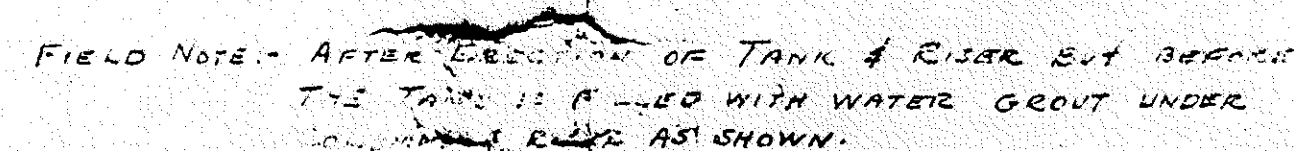


5



6





WELDING - AS NOTED ON DRAWINGS, 100% PENETRATION WELDS REQUIRED ON ALL CYLINDER JOINTS, COLUMN GIRTH JOINTS, BOTTOM JOINTS, BOTTOM TO SHELL GIRTH JOINTS, SHELL VERTICAL JOINTS, & #5 Rds TOGETHER

INSPECTION - FIELD ONLY C.T.P.

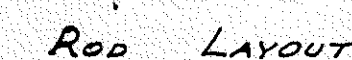
SPECIFICATIONS - CUSTOMERS & A.K.W.A.

ERECTION - C.B. & I. Co.

PATENT No - 1, 844, 854

CATHODIC PROTECTION - FURNISHED & INSTALLED BY C.B.&I.CO.

PAINTING - SHOP : ALL STEEL TO BE PICKLED & PAINTED WITH STD PICKLING RED LEAD / GRAPHITE
FIELD: PATCH WAT INSIDE & OUTSIDE.
ONE COAT STD. RED LEAD ON INSIDE TANK & RISER AND OUTSIDE OF ACCESS TUBE
TWO COATS ALUMINUM PAINT ON OUTSIDE & ON INSIDE
OF ACCESS JOURNAL & INSIDE OF ACCESS TUBE. SPECTRA 211A4.
TINT 10% COAT ALUMINUM WITH 20% PRUSSIAN BLUE PER GAL ALUM.

[illegible]



Existing Graphics have logo
in two places facing Woodward
and no logo on back.



THIS CAR

PAY BY APP PARKING

THIS CAR



**Download:
PARKMOBILE APP**

or Call 800-280-4146



Parkmobile
PARKING MADE SIMPLE



City of Birmingham
A World of Community

Pay by App Parking



**Download:
Parkmobile App**

or Call 800-280-4146





MEMORANDUM

Human Resources

DATE: June 2, 2022
TO: Wayfinding Committee
FROM: Joseph Lambert, HR Director
SUBJECT: Human Resources Logo Applications

To better articulate and explain where HR currently stands with regard to the new logo rollout, below are a set of materials frequently used for varying purposes.

Office Items

- Memoranda with black and white logo.



MEMORANDUM

Human Resources Department

DATE: June 1, 2022
TO: City Staff
FROM: Joseph Lambert, HR Manager
CC: Thomas Markus, City Manager
SUBJECT: Memorandum Template

- Job postings have been updated to the new logo, but some formatting adjustments may be beneficial.

*The City of Birmingham is an Equal Opportunity
Employer seeking qualified applicants, without regard to
race or other protected status.*



PARKING SYSTEM MANAGER

The City of Birmingham, an equal opportunity employer, is seeking qualified applicants, without regard to race or other protected status, for the position of Parking System Manager.



- Job applications can be updated with the logo in black and white.

EMPLOYMENT APPLICATION

An Equal Opportunity Employer

POSITION APPLIED FOR:

APPLICATION DATE:

MINIMUM SALARY ACCEPTABLE:

DATE AVAILABLE FOR WORK:



Human Resources Department

Post Office Box 3001
151 Martin Street
Birmingham MI 48012
Phone: 248.530.1810
Email: hr@bhamgov.org
Fax: 248.530.1110
www.bhamgov.org/hr

- The new logo is a natural fit on the Employee Handbook



Employee Handbook

REGULAR FULL-TIME EMPLOYEES

Promotional Items (Will be Provided Next Week)

- Cloth messenger bag
- Stainless steel water bottle
- Branded earbuds
- Mugs?
- Hot drink tumbler cups
- Notepad with pen

Office Items We Could Expand To

- Files
- Notepads
- USB stick for new hires
- USB stick for new residents
- Mousepads
- Vaccine card holders

Promotional Items We Could Expand To

- Outdoor wireless speakers
- T-Shirts
- Ball caps
- Desk caddies
- Charger stations

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PARKING SYSTEM MANAGER

The City of Birmingham, an equal opportunity employer, is seeking qualified applicants, without regard to race or other protected status, for the position of Parking System Manager.

Under the general direction of the City Manager, the Parking System Manager oversees the City's five (5) municipal parking structures, three (3) surface lots, and numerous metered parking spaces. Work is performed under general direction according to City policies and ordinances. Duties are carried out with considerable independence and latitude with the City Manager being consulted when necessary. Performs related duties as assigned.

Responsibilities include

- Analyzing and implementing policies, programs, and procedures.
- Serving as a liaison to the Birmingham Parking Advisory Committee.
- Responding to and resolving public inquiries and complaints.
- Acting as representative for the City and City parking system.
- Leading staff on assigned parking functions, services, and activities.
- Monitoring the maintenance and repair of all parking facilities.
- Supervising staff, contractors, and the installation of new equipment as needed.
- Coordinating with Police department for special events and enforcement issues.
- Coordinating with Finance department to establish and maintain accurate accounting records.
- **Prepares department operating and capital budgets.**
- **Develops capital improvement projects as it relates to parking facilities and equipment.**
- **Advises City Commission and City Staff on parking related items.**

Minimum Qualifications:

- Bachelor's Degree in Business or Public Administration, or a closely related field.
- 3-5 years of progressively responsible office experience involving substantial public contact. Work in a supervisory capacity in a municipal setting preferred.
- Excellent written and oral communication skills and well developed PC skills are required.
- Proof of COVID-19 vaccination required upon hire.

Salary and Benefits

- Salary range of \$84,810—108,586, depending on qualifications.
- Benefits include Paid Time Off, medical, dental, vision, 401A, Retirement Health Savings, 457, Life Ins, FSA, Short/Long-Term Disability, Tuition Reimbursement.



The City of Birmingham, MI

The City of Birmingham, MI has a population of approximately 20,000 residents. Named one of the country's "Top 20 Walkable Communities," Birmingham covers 4.73 miles located 20 miles north of Detroit in Oakland County, Michigan. Throughout its history, Birmingham has enjoyed a high level of citizen involvement, which has contributed to the high quality of life in the community. It is a relatively affluent community with a small-town atmosphere and a vital downtown business and shopping district. With diverse cultural and recreational amenities, this indeed is a place to "live, shop, and play."

More Information:
www.bhamgov.org

TO APPLY: SUBMIT COMPLETED CITY OF BIRMINGHAM EMPLOYMENT APPLICATION Online at www.bhamgov.org/jobs

FIRST APPLICANT REVIEW TO OCCUR ON OR AFTER **FRIDAY, JULY 1, 2022**



Employee Handbook

REGULAR FULL-TIME EMPLOYEES

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TITLE VI

NON-DISCRIMINATION PLAN

Joseph A. Valentine
City Manager
151 Martin Street
Birmingham, MI 48009
Phone: 248-530-1808
Fax: 248-530-1110
Website: www.bhamgov.org

Title VI Coordinator:
Benjamin I. Myers
151 Martin Street
Birmingham, MI 48009
Phone: 248-530-1811
Fax: 248-530-1110
Email: bmyers@bhamgov.org



HEALTHCARE STATUS CHANGE FORM

(Return completed form to HR Office)

Employee Information

Last Name _____ First _____ Social Security # _____

Section I General

A) Name Change to:

Last, First, Initial _____ Effective Date _____

B) Address Change to:

Address _____ City _____ State _____ Zip Code _____

Effective Date _____

C) Marital Status Change to:

☐ Married: Date _____ ☐ Divorced: Date _____ ☐ Legally Separated: Date _____

D) Change in Employment:

☐ Retirement: Date _____ ☐ Termination: Date _____ ☐ Dept. Change: _____ to _____

Section II Dependent Status Change

Please check the appropriate boxes and complete corresponding dependent information. Incomplete information will delay approval.

Dependent Information:

☐ Add ☐ Delete

☐ Add ☐ Delete

☐ Add ☐ Delete

Name _____

Social Security Number _____

Date of Birth _____

Male/Female _____

Reason (see below) * _____

Effective Date _____

*Please insert the corresponding number as it applies to this change: (1) Marriage; (2) Divorce; (3) Employment;

(4) Continue Education; (5) Death; (6) Cancellation of employer provided insurance plan; (7) Other (Please explain)

A) Requested change applies to: ☐ Medical ☐ Vision ☐ Prescription ☐ Dental

B) Is there any other Group Insurance in force? ☐ Yes ☐ No

If YES, please provide name of other insurance carrier _____

Section III Eligible for Medicare

My dependent, _____ is eligible for Medicare Plans A and B, prior to the attainment of age 65.

Medicare coverage is effective as of (Month, Day, Year) _____

Authorization

I understand that I am authorizing the City of Birmingham to revise my Group coverage record(s) in accordance with the Healthcare Status Change Form designation. Further, the effective date of the request(s) will be determined by my eligibility and underwriting guidelines of the plan.

Signature of Employee _____ Date _____

-----For Plan Manager Use Only-----

For Retirement and Dependent Additions:

Medical & Vision: Group/Client _____ Division _____ Div. Name _____

Prescription: Group/Client _____ Division _____ Div. Name _____

Dental: Group/Client _____ Division _____ Div. Name _____

Effective Date _____ Employer Signature _____ Date _____

VISION Group Insurance Claim/Reimbursement Form

Automated Benefit Services, Inc. / P.O. Box 37506 / Oak Park, Michigan

48237 Customer Service: 800-645-9978 / Fax: 586-693-4321



PART 1: To Be Completed By ENROLLEE									
Patient's Full Name (first, middle initial, last)			Patient Birthdate (MM/DD/YY) / /		Relationship To Enrollee <input type="checkbox"/> Self <input type="checkbox"/> Spouse <input type="checkbox"/> Child <input type="checkbox"/> Other			Sex <input type="checkbox"/> M <input type="checkbox"/> F	
Enrollee's Full Name (first, middle initial, last)			Enrollee Birthdate (MM/DD/YY) / /		Enrollee Identification Number From ID Card				
Enrollee Mailing Address (street or post office box, city, state, zip)					THIS SECTION MUST BE COMPLETED WITH EACH CLAIM SUBMISSION ONLY IF THE CLAIM IS FOR A DEPENDENT CHILD AGE 19 OR OVER: Is the patient a full-time student? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes, please give name and address of school:				
Email Address:									
Employer (name and address)			Group Number BIRM		Department (optional)				
Is patient covered by another vision plan? <input type="checkbox"/> Yes <input type="checkbox"/> No		Name and Address of Other Carrier		Other Carrier Policy Number		Name and Address of Other Employer			
Other Enrollee Name			Enrollee Identification Number From ID Card		Date of Birth (MM/DD/YY) / /		Relationship to Patient		
<i>I have reviewed the following treatment plan, and I authorize release of any information relating to this claim. I understand that I am responsible for all cost of treatment. I certify these statements to be true and complete to the best of my knowledge.</i>					Check One Box Only <input type="checkbox"/> Please Send Payment To Me - OR - <input type="checkbox"/> Please Pay Provider Below				
X _____ Signature (patient or parent, if minor) Date					X _____ Signature (insured person) Date				
PART 2: To Be Completed By ATTENDING VISION PROVIDER (if no itemized receipt is provided)									
Vision Care Provider (name and address)				Is treatment result of occupational illness or injury? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes, provide description and dates: Is treatment result of auto accident? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes, provide description and dates:					
Specialty		Phone Number		Other Accident? <input type="checkbox"/> Yes <input type="checkbox"/> No					
Email		Fax Number		This is a (please check one) <input type="checkbox"/> Pretreatment Estimate <input type="checkbox"/> Statement of Actual Services					
Federal Tax ID Number <input type="checkbox"/> SSN <input type="checkbox"/> TIN				National Provider Identifier (NPI)		Is this for a procedure? <input type="checkbox"/> Yes <input type="checkbox"/> No			
License Number		Date of Service		Exam		Materials			
Examination and Treatment Record (please include date of service, description of services, procedure code and fee)									
SERVICE	CPT CODE	FEE	LENSES	CPT CODE	FEE	OPTIONS	CPT CODE	FEE	
Exam	_____	\$ _____	Single	_____	\$ _____	Anti-Reflective	_____	\$ _____	
Lens Fitting	_____	\$ _____	Bifocal	_____	\$ _____	Scratch Resist	_____	\$ _____	
Refraction	_____	\$ _____	Trifocal	_____	\$ _____	Tint	_____	\$ _____	
Other	_____	\$ _____	Progressive	_____	\$ _____	Hi-Index	_____	\$ _____	
Frames	_____	\$ _____	Lenticular	_____	\$ _____	Edge Polish	_____	\$ _____	
<u>Police & Fire Only</u>			Contacts	_____	\$ _____	Other	_____	\$ _____	
LASIK/PRK - left eye	_____	\$ _____	Other	_____	\$ _____	Discounts	_____		
LASIK/PRK - right eye	_____	\$ _____							
Diagnosis/Remarks								Total \$	
CERTIFICATION: I hereby certify that the services listed above have been performed on the dates indicated and that the fees submitted are the fees I have charged and intend to collect for those purposes.					Address Where Treatment Was Performed				
X _____ Signature (provider) Date									

STYLE GUIDE



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The City of Birmingham is located approximately halfway between the City of Detroit and the City of Pontiac, in Oakland County. Easily accessible to all major freeways and the airport, Birmingham is also bordered by Bloomfield Hills, Bloomfield Township, Beverly Hills, Royal Oak and Troy. Birmingham is vibrant and prosperous, with a population of approximately 21,000. Covering only 4.73 square miles, our community is able to maintain the feel of a small town, while experiencing the benefits and amenities of an affluent urban area.

Nestled amid some of the nation's most affluent suburbs, Downtown Birmingham is a center for business, social and cultural activities. The City has a lively, pedestrian-friendly downtown offering one of the Midwest's premiere shopping districts. Comprised of more than 300 retailers, the City offers a wonderfully diverse assortment of restaurants, clothing and gift shops, salons, spas, antiques and art galleries. Movie theatres and a centrally located park complete the city center.

Whether you want to stroll the streets with your family and grab an ice cream, or check out the latest in designer fashion and enjoy some of Metro's Detroit's finest dining, Birmingham offers it all. Our city is truly a place to "live, shop, and play". Birmingham appreciates art and culture in its many forms. Visitors can spend a summer evening listening to a concert in the park, attend one of our many festivals, take a Sunday morning stroll at the Farmers Market, browse galleries or take in the latest movies at one of our two theatres.

Birmingham's recreational amenities are plentiful, with 26 parks offering passive and active recreational opportunities. Tennis courts, two municipal golf courses, baseball diamonds, soccer pitches, playground equipment and picnic areas await visitors. A wooded trail system, urban bike paths and the Rouge River all wind their way through the heart of the City.



Before publishing a communication from the City of Birmingham, please review the following checklist:

- 1 Does your message address who, what, where, when, why and how?
- 2 Is there unnecessary information that can be removed?
- 3 Is the language understandable with a professional tone?
- 4 Is the message engaging and useful?
- 5 Is there a call to action or link for more information?
- 6 Have the links, emails, phone numbers, etc. been tested? Has your document been reviewed by the Communications Team? Remember, we're here to help!

Proper logo usage is important for consistency of brand. Please use the following guidelines when using the City of Birmingham logo:

- 1 Use the full color logo whenever possible.
- 2 Maintain the minimum clear space around the logo.
- 3 Use the appropriate file type and resolution for your project.
- 4 Maintain proper logo proportions - do not stretch, distort or modify the logo in any way.
- 5 Maintain the logo design - do not edit the logo in any way with additional words, marks, etc.

FOR PRINT

EPS, AI or high resolution JPG or PDF files (minimum of 300 dpi) in CMYK format should be used for print production. Use of the full color logo is encouraged - please try to avoid using dark backgrounds which require a different logo version.

FOR WEB

PNG or JPG files (minimum of 72 dpi, maximum 96 dpi) in RGB format should be used for web. Use of the full color logo is encouraged - please try to avoid using dark backgrounds which require a different logo version.

Full color version (preferred):



Reverse version to use when printing on a dark background:



CLEAR SPACE

Maintain a minimum clear space around the logo. The space should remain free of text and other images.



EXAMPLES OF IMPROPER LOGO USE

Remember to always maintain proper logo proportions - do not stretch, distort or modify the logo in any way. See examples below for improper logo use.



Example of text placed too close to the logo

Example of text placed too close to the logo

Example of text placed too close to the logo

Example of text placed too close to the logo

Example of text placed too close to the logo

Example of text placed too close to the logo

Example of text placed too close to the logo



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

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

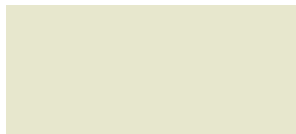
HEX #9E4778 PMS: 682C



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: ?

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

ACCESS TEMPLATES FOR THE FOLLOWING ITEMS AT S:\Communications Team\Style Guide\Communications Templates

MEETINGS

Public Notices
Agenda
Minutes

STAFF REPORTS

Staff Memo
PowerPoint Presentation

COMMUNICATIONS

Press Releases
Constant Contact Message
Email Signature

WEBSITE

Webpage Enotify Message
Website Calendar Event Description

TBD

TBD

TBD

TBD

Date: 26 May 2022
To: Nick Dupuis, Planning Director, Birmingham
From: Bob Gibbs
Subject: Wayfinding Signage

I'm resending my 2020 recommendation for the city and/or PSD to consider installing business wayfinding signage in and around the downtown area. Since the COVID pandemic, I've met numerous first-time Birmingham visitors asking for directions to the library, parking, parks, restaurants, etc. A similar signage network was proposed in 1996 as part of the *2016 Downtown Master Plan* (Appendix Page 66)

Also, I'd be delighted to meet with you and any boards to discuss way finding systems' best practices. Apologies if the city is currently planning a wayfinding system.

The image contains three separate diagrams of street signs, each with a list of labels and leader lines pointing to specific features.

- Directional Sign:**
 - Labels: "Pavement upper shape", "Lead marker attached to pole", "Directional sign face", "Color in white painted upper", "Directional sign face", "Letter in pole".
 - Sign details: A circular sign with a black arrow pointing left, surrounded by the words "BIRMINGHAM" and "ALABAMA". Below it is a rectangular sign with the text "King Road".
- Street Sign:**
 - Labels: "Lead marker", "Directional", "Aluminum sign face", "Henrietta", "Directional sign face", "Letter in pole".
 - Sign details: A rectangular sign with the text "Henrietta". Below it is a circular sign with a black arrow pointing left, surrounded by the words "BIRMINGHAM" and "ALABAMA".
- You Are Here Map Front View:**
 - Labels: "Island", "Car markers", "Painted upper shape", "The are here map", "Lead painted in match 1/4" #100", "Greenstone", "Arch base".
 - Sign details: A large, ornate, rectangular sign with a map of Birmingham, Alabama, in the center. The sign is mounted on a stone base. Above the sign is a circular sign with a black arrow pointing left, surrounded by the words "BIRMINGHAM" and "ALABAMA".



240 Martin Street Birmingham, Michigan 48009
649 Fifth Avenue Naples Suite 200 Florida 34102
248 642-4800

01 December 2020

Ingrid Tighe
Executive Director
Birmingham Shopping District
151 Martin Street
Birmingham, Michigan 48009

Dear Ingrid:

Thank you for all you and the city have been doing to enhance the downtown during these challenging times. Since the pandemic's outbreak, I have met many first-time visitors to downtown Birmingham who have asked for suggestions for dining, shopping or other places of interest. As you may know, many families are taking daytrips to explore new destinations in face of the COVID restrictions.

I thought the PSD would be interested in these examples of wayfinding and business locator signage recently installed by downtowns throughout their shopping districts.



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

As you may know, the Birmingham 2016 plan also recommended a wayfinding system in 1996. Please excuse my recommendation if the city is already implementing a signage network.

Sincerely,
GIBBS PLANNING GROUP, INC.

Robert J. Gibbs, FASLA, AICP
President
rgibbs@gibbsplanning.com