

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, VanGeldereren, Hart, Galli, Bassett, Laird, Trombly

Absent: Gamboa, Weingartz

There was no public comment.

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

Yeas: Fehan, Ecker, Lipari, Dupuis, VanGeldereren, 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 limited 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

