

Ad Hoc Wayfinding & Branding Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
June 06, 2022

Chairperson Fehan called the meeting to order at 1:02 p.m.

In Attendance: D. Fehan (Chairperson), J. Ecker, M. Gamboa, N. Dupuis, A. VanGeldereren, C. Galli, E. Bassett, R. Weingartz, L. Wood, S. Lipari, C. Laird, J. Lambert, D. Trombly

Absent: K. Hart

There was no public comment.

Approval of minutes was motioned by VanGeldereren and seconded by Lipari. Committee agreed on clarification of limiting the colors of DPS uniforms.

Yeas: Fehan, Ecker, Lipari, Dupuis, VanGeldereren, Wood, Galli, Bassett, Laird, Trombly, Weingartz, Lambert, Gamboa

Nays: None

Ad Hoc Committee Updates:

Wood brought up the name of Branding Committee and some members agreed, while some thought it might limit what the committee is doing all together. Discussions continued and Fehan suggested Wayfinding/Branding Committee. Ecker suggested Wayfinding and Branding Committee, and the committee agreed upon the name.

A BSD Marketing and Advertising Committee member was brought up at the BSD committee meeting. It was discussed that business owners would have a hard time attending a 1:00 pm meeting. Discussions continued about moving the meeting to the morning on another day possibly. Dupuis suggested every other Monday at 8:30 am on dates that do not conflict with commission meetings. Members agreed to discuss further at the next meeting.

New Logo Requests:

- Water Towers
 - The committee reviewed and approved the horizontal version of the new logo 4 (see attached logo versions) with larger text below.
- Consensus to committee: Fehan motioned for approval "We have a design brought forward by Denise with our new logo and design and I am asking for a motion to move forward with approval"
- Approval of logo was motioned by Lipari and seconded by VanGeldereren.
- Yeas: Fehan, Ecker, Lipari, Dupuis, VanGeldereren, Wood, Galli, Bassett, Laird, Trombly, Weingartz, Lambert, Gamboa
- Nays: None

- ParkMobile Stickers
 - Weingartz mentioned he is waiting to see an update sticker design from Parkmobile.
 - The committee agreed to logo 3 without “The Walkable City” below, pending review of the new sticker design.
- Human Resources
 - Lambert brought samples of different HR items for logo review.
 - Job Postings/Applications
 - Gamboa offered to give the code for the green to be used in all documents
 - Dupuis mentioned the logo should not be stretched, shrunk, or expanded on any of the documents.
 - Logo 6 without “The Walkable City” was chosen for these documents.
- Employee Handbook
 - The committee reviewed and approved logo 2.
- Non-Discrimination Plan
 - Lambert will work with the communications team.
- Updated Health Care Forms
 - Lambert will work with the communications team.
- Promotional Items
 - Various items were discussed, but Dupuis mentioned that we created this committee for larger logo implementation projects and smaller projects can be determined internally.
- Ecker mentioned that white, black, and green is basic use for all printing items, embroidery, and city usage.

Brand Book:

- Gamboa talked about the brand book and asked Denise if she would be willing to help develop recommendations for final color palettes and fonts.
- The brand book will have color palettes for the city, BSD, wayfinding, parking structures and parks.

Robert Gibbs

- Gibbs sent a letter with other city wayfinding examples and the committee acknowledged and appreciated those efforts.

Meeting adjourned at 2:04 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

