

**Ad Hoc Wayfinding & Branding Committee Meeting Minutes**  
**151 Martin Street, Conference Rooms 202 & 203**  
**June 20, 2022**

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

**In Attendance:** D. Fehan (Chairperson), J. Ecker, N. Dupuis, A. VanGeldereren, C. Galli, E. Bassett, L. Wood, D. Trombly

**Absent:** K. Hart, S. Lipari, M. Gamboa, C. Laird

There was no public comment.

Approval of minutes was motioned by Dupuis and seconded by Wood.

Yeas: Fehan, Ecker, Dupuis, VanGeldereren, Wood, Galli, Bassett, Trombly,

Nays: None

**Ad Hoc Wayfinding and Branding Committee Meetings**

- Ecker discussed date and time for future meetings
- Fehan talked about scheduling future meeting and then waiting to get Gamboa's feedback
- The committee discussed July 11<sup>th</sup> for next meeting and keeping meetings on the 2<sup>nd</sup> Monday of the month at 1 p.m.

**New Logo Implementation**

- The committee reviewed a picture of a DPS Vehicle with the new logo and were very pleased with how it looked.
- Ecker then discussed department magnets for vehicles. The committee agreed department vehicle magnets should utilize the Avant Garde logo font to identify the department below the logo. Trombly was asked to create examples for the next meeting after listening to feedback about removing "A Walkable City", and creating a wider version to maximize the space using Layout 1 in all caps.
- Committee was very pleased with the examples of the new park signs with the new logo and agreed to move forward with those.

**Color Palette and Font Recommendations**

- The committee reviewed the current and proposed city and BSD color palettes for the style guide.
- The BSD purple and BSD event logo colors were not yet in the style guide. Trombly explained she took some colors from the current BSD colors and added them to the proposed color palette for more overlap between BSD and City.
- The BSD may revamp their logo, but keep the current colors in the style guide. Rollout of a new logo or branding could happen this fall.
- The color "Bright Red" from the BSD color palette was discussed to bring over to the city color palette, but we will wait until the BSD finalizes their print colors.

- Ecker asked if white and black need to be added to the palette, but Trombly agreed we can just put an asterisk at the bottom mentioning those were approved colors.
- Fehan mentioned waiting for BSD to sort out their colors before we delete or add any
- Wayfinding colors were mentioned, but the committee decided to wait for the RFP to happen because others might be brought up during that process.
- Wood discussed limited color options for DPS worker shirts.
- Trombly brought examples of different fonts for discussions and the committee agreed to take out all the condensed fonts and put in Tahoma Bold and Regular Tahoma.
- Bell Gothic Bold is currently used for park signs
- Jelytta is used for city website accent fonts
- Dupuis asked Trombly to condense all the fonts to a few pages and give descriptions of what they are to be used for specifically.

Meeting adjourned at 2:23 p.m.

## Main City Logo

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

1



2



## Logo Variations

3



4



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6



7

Water Tower Logo:



8

