

**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, 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

