

Ad Hoc Wayfinding & Branding Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
August 15, 2022

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

In Attendance: D. Fehan (Chairperson), C. Galli, E. Bassett, C. Laird, D. Trombly, A. Ford, S. Lipari, M. Gamboa, N. Dupuis

Absent: K. Hart, J. Ecker, A. VanGelderren

There was no public comment.

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

Yeas: Fehan, Laird, Galli, Bassett, Trombly, Ford, Lipari, Gamboa, Dupuis

Nays: None

BSD Logo options

- Bassett discussed BSD logo options and asked if the committee was okay with them implementing this logo.
- Gamboa discussed the history of the BSD and City, and explained that in the past the BSD wanted its own distinct branding.
- Dupuis asked about the navy color and Bassett explained it matches the website. She explained the cohesive City and BSD logos are similar to what other communities are doing, such as Royal Oak.
- Overall the committee liked the proposed BSD logos and agreed to move forward.

Color Palette Timeline

- Bassett advised that the BSD will finalize their colors soon.
- Gamboa explained that once the BSD's color palette is set, final City color recommendations will be brought back to the Wayfinding Committee.

RFP- Wayfinding/ Signage Program Updates Timeline

- Dupuis said the RFP will be posted by the next meeting.

Meeting adjourned at 1:20 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

