

Relevant Logos/Graphics

When looking at the City brand, it is important to consider the graphics of other local organizations such as the Chamber of Commerce, the School District, or local businesses. The seal, and logo in particular has been modified or used many times by other local groups as their logo, for artwork, or for merchandise such as hats or t-shirts. *The intent of presenting these images is not to call out any artist or group as these images demonstrate the amount of civic pride found in Hermosa Beach. It is however meant to highlight the need for the City to create a distinguishable graphic identity and adopt a policy that is clear about the appropriate use/modification of such graphics.*

It is also important to review the logos and identity of other communities (particularly coastal California cities) to ensure our brand is unique and differentiated from others. This is also an opportunity to look at examples from other communities that have updated their logos or brand to create coordinated sub-brands for departments, neighborhoods, or marketing purposes.

Local Organizations and Agencies

 <p>CHAMBER OF COMMERCE & VISITORS BUREAU HERMOSA BEACH</p>	 <p>Hermosa Beach</p>	 <p>HERMOSA BEACH EDUCATION FOUNDATION</p>
	 <p>Historical Society</p>	

Local Artwork, Products, and Group Logos

		
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Logos/Style brand from other nearby and coastal communities





Coordinated Brands for Cities, Parks, Organizations





