Introduction

In June 2018, the City released a call for artists and the contest was open for submissions for approximately six weeks in which a total of 48 entries were received. Staff convened a group of stakeholders in January to assist in reviewing the entries. In March 2019, the group of stakeholders reconvened to review the revised entries and recommended to staff three artists (four entries) to be considered by the community and City Council as finalists for the logo entry contest.

To facilitate community input in the process, staff posted the initial materials from each finalist online and created a survey for the community to rate each of the finalist designs and provide constructive feedback on the favorite options. The materials and online survey can be found on the City's website at: http://www.hermosabch.org/logorefresh.

A single image version of each of the four initial options are provided below.


The community responded with their input with more than 400 participants taking the time to complete the online survey and more than 300 feedback-focused comments provided on the City's Instagram and Facebook posts regarding the topic. A summary of the online survey and social media feedback are provided below.
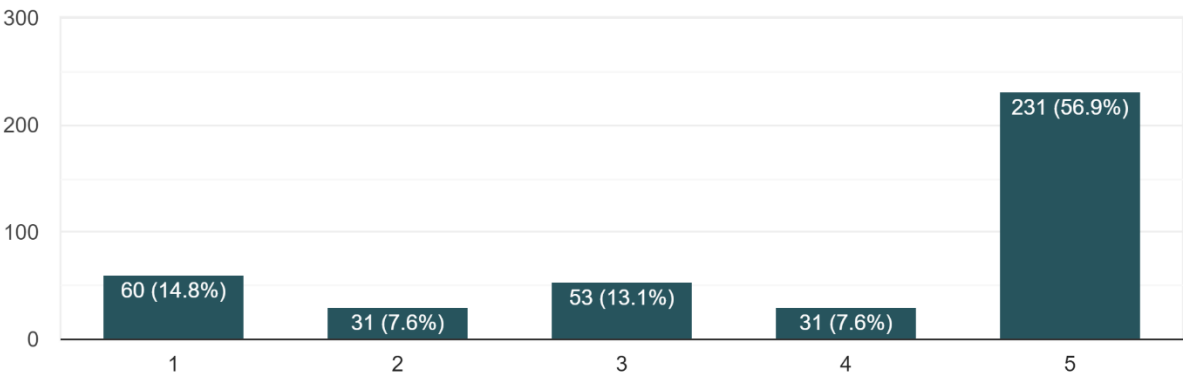
Online Survey Results

Option 1 - Please Rate

406 responses

	Value
1	157 (38.7%)
2	93 (22.9%)
3	81 (20%)
4	43 (10.6%)
5	32 (7.9%)
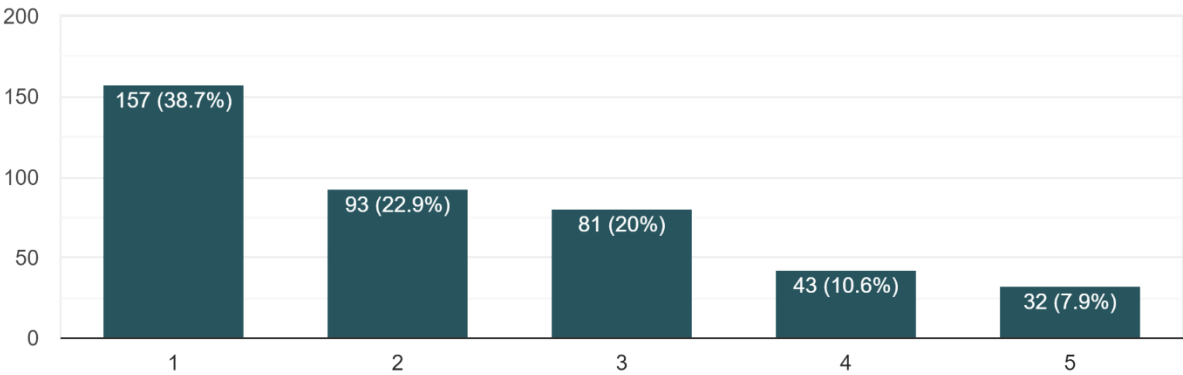
Option 2 - Please Rate

406 responses

	Value
1	60 (14.8%)
2	31 (7.6%)
3	53 (13.1%)
4	31 (7.6%)
5	231 (56.9%)

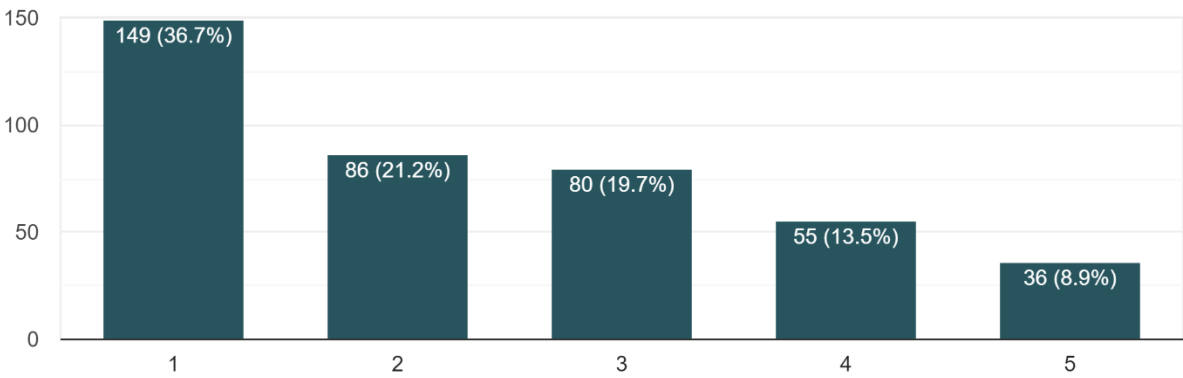## Option 3 - Please Rate

406 responses
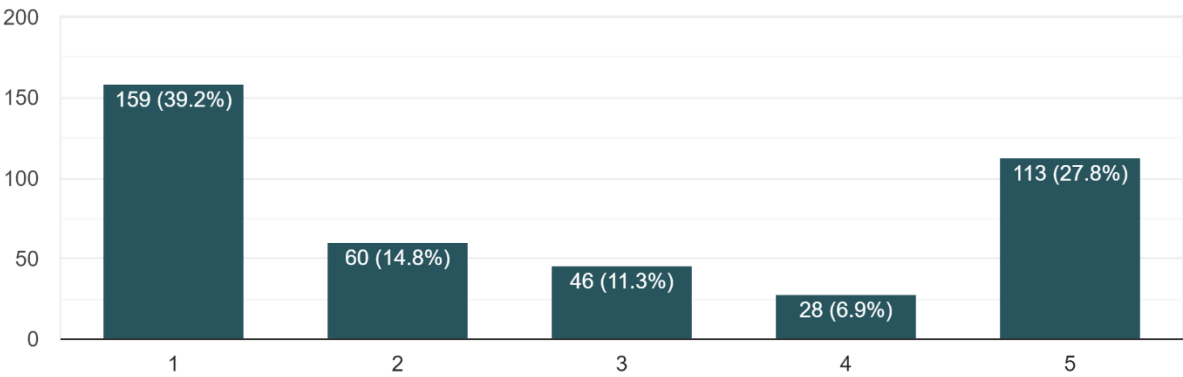
Option 4 - Please Rate

406 responses

Open-ended comments on the survey

This design meets all the criteria. I love the simplicity and the color is perfect ✋👏🙏😄♡

I love 4! I like three but seems a little busy! I don't like 1 or 2

Option 3 is too busy. Option 2 is the best overall.

Option 1 is my favorite. Simplified color scheme will carry across many different uses well and age well. It doesn't indicate any one activity or characteristic of the city, like surfing for example. As a non-surfer I would find option 3 to be exclusive in a way. Do t love the green in option 4. Seems off for our town. Option 2 is nice, but I don't see that yellow color translating well in many use cases. Any way you slice it they would all be a major upgrade. Thx!

I strongly encourage the committee to keep the original logo seen here: https://easyreadernews.com/city-opens-call-for-artists-to-design-new-hermosa-beach-logo/. But if this is not an option, I'd go with #2 as I think it is important that it be driven by a respected local artist, and be a reminiscent of the original logo that is beloved.

It's slightly disappointing that there are no bold entries, rather all four entries opt to play it safe by using the existing "HB" device as their centerpiece (although maybe that was in the brief to include it?). So it's really an iteration of the existing logo than a bold new design, which I feel is a bit disappointing when we are a city looking to the future. Of the four options 2 seems most attractive with a good color palette. 4 comes in a close second for similar reasons. I like the logic and backstory of option 3, and it seems this designer has done the most research and related parts of the city into their design, however the surfer silhouette looks "a bit 1990s". And why choose a set of little houses over something more iconic than the pier? Lastly option 1 comes across as a lazy rework of the existing logo. Whereas these logos will be used on websites and paperwork and so on a plain/white background like we're being asked to judge them on, why are we not being shown mockups of directional and gateway signage where the new logos have the potential to look markedly different from sitting on a plain white background. This should've been included; its omission may well end up affecting the outcome of the process by the best option for print/web being chosen which then does not look good "out in the field".

#3 but without the red points. Red doesn't look good on it.

Option 1 wouldn't be bad if the birds were smaller. That is why option 2 is my top choice. Option 3 is too busy.

I feel like the surfer and the wave just make this the obvious choice. All of them are nice, but this one stands way above! Much more identifiable and just says Hermosa Beach!

Option 2 implementing the sun & sea is my reason for choosing this as the winner. Great work by all.

Option #3 is way too busyl Simplest is best - why I prefer Option #1.

Option two is a clear standout with a keen nod to our past, respect for our present, and shows a responsibility to honor this with an eye on the future.

Option 3 is most representative of Hermosa over the years.

While I love the surfer I feel like it is a bit busy for a logo. I think option 2 can be utilized across more mediums and can be easily recognized. Great submissions!

Option 2 is my favorite. Is it possible to change the shade of yellow? It seems too gold.

Number 3 is the most professional and I cans it implemented though the city.

Sun, surf and the strand, got Hermosa written all over it

I like option 3 the best because it has the surfer. How ever I am jot a big fan of the buildings.

My favorite option encorporates the color palette of the current logo. I think it's timeless and can be used to refresh lots of signage around the city.

Option 2 not only has the best presentation and proposal, but it is the only one that is said to be designed by an actual local. As a local it is important to me that someone of my ilk is participating in the refreshing of our city. Furthermore, I want to inquire about having one of the decommissioned signs. I will take a street sign or a gateway entry sign. Whichever is easiest and available. Thank you for your time.

Like the simplicity of option 2.

I love 2 and 3, but 3 may be too busy for small signage. I love the updated colors of #2.

#2 has best feel of HB

My favorite is option 3 but it could lose the dinosaur spikes and maybe replace the buildings with the pier.

I really like option 2 because of the colors. It looks very retro. Would look great on a t-shirt!

#2 is my favorite. Would prefer just one shade of blue for the waves.

All of the final options are nice but Option 4 is my favorite. The design is distinctive without being busy. The theme is representative of the city, the color contrast is striking, and the design is graphically simple enough that it will look good in both large & small sizes. The graphic has nice movement and feels balanced. Well done!

Option 1 is lacking any image of the Ocean, so it comes in 2nd for me. Option 3 is far too busy. There is just too much going on for it to work. Option 4 is very blah / bland and is not exciting. The colors seem dated. Option 2 is fun and fresh! I really love Option 1 too. Just wish it had the ocean included

Review Manhattan beach's new logo. I love that new one and I love our old logo. These new ones are a miss. Try to match Manhattan beach with our feel.

Love the simplicity of 1, however wish it had a simple wave in there too to signify the ocean.. I like 2 because it has the waves, but it is busy and too detailed. The Hb gets lost because it gets so small. And too many rays. 3 is just way too much going on. 4 looks like the obama campaign graphic. I'd get rid of the green part and simply the rays.

I love options 4 because it exemplifies our wonderful town in a simple way. The others to me are a little too busy.

Option #3 is very busy and too detailed. I prefer 2 and 4 that are more interpretative of the great aspects of the city- sun and ocean.

I think number 2 shows the roots of Hermosa Beach.

For #3 a few constructive comments: I worry it may be too busy especially if this will be on street signs and small print logos. Also we don't have those big buildings by our beach why put them in the logo for our city. And finally the focus should be our city not the surfing. The simplicity of the others sets them apart. Especially #4 that incorporates the hill and the sea.

Double entry forgot to write something here: Concern over #3 in small logo form it is hard to capture that detail and it will likely look messy. Keep it simple

These feel like minor refreshes to the current logo, and feel a bit campy. Hermosa has changed so much in recent years. All of these feel very 2002, none of these feel like 2019 and beyond... I like the HB but, the color scheme and sunburst is very generic and clip-arty

option 3 has it all

Great classic feel

I believe the simplicity of option 2 is what made me rate it much higher than the others. Option 2 is reminiscent of the beach and sun, which are the two most important features of our city. I also just love the bright color scheme of the yellow and blues in option 2.

Option one with the seagulls does not incorporate water, which is essential to HB identity; option two- my choice- highlights sun and water and is very simple and clear... it immediately projects the city's identity; option three is too busy, and while surfing is a popular activity for many, only a fraction of the city probably surfs, which means the seal would highlight an activity exclusive to just a minority of the population; option four displays water and land... but the green becomes the central focus point due to its strong color, and I would think water should be the main thing.

Option 3 is the most sophisticated design and is the best representation of all that Hermosa Beach has to offer

Option 2 has the most simple and concise design. The colors are also great. It captures the essence of what makes Hermosa Beach special.

great job !

#3 is waytoo busy and dated

Option 2 seems like a natural fit. Option 4 is good, and 1 is good but a bit too 'busy'. Option 3 tries to cram too much into the logo and I don't think would be a good fit for the city.

Clean, simple and contemporary. Works nicely for all uses. Hb in circle could be used separately as needed. Other designs look out of date, too complicated and busy.

A good logo should be simple, and able to be quickly and easily identifiable and reproducible by people of all ages, including children. Option 1 does this well! It's characteristically Hermosa, with symbols, colors, and styles already recognized and symbolic of our community, with a simple color palette. It would look good as a small icon in a digital setting, and is also simple enough to be worked into city infrastructure,

such as inlaid into a brick pattern in major intersections or sidewalks! Option 3 is much to detailed and intricate to make a good logo for Hermosa Beach.

2 and 4 seem the most usable without being too busy and also look pleasing. They are really pleasant to look at :)

#2 is perfect. The last thing you need in a logo is clutter or details that are too small. This one will look great on future city signage.

Option 3

#2 it's a simple design, not easily graffitied like 1/3 and if you change colors on #4 the grass won't work. Hb is beautiful because of its simplicity, Sun and Surf

Perfect capture of how I feel when I think of Hermosa.

2

Love the one that incorporates the surfer, it speaks to what Hermosa Beach is all about.

#2 it's unique and original but still stuck to our old original roots. Not too much detail. Easy to be tattooed on all of us locals. Made by locals for locals. LOCALS ONLY SPLIT KOOKS !!!!

I would suggest the City Council engage a professional graphic design firm to devote proper resources towards developing a graphic identity. While these options are "fine," they do little to distinguish Hermosa Beach - options 2 and 3 in particular are too busy and would not reproduce well in different formats. For all options, the suggested typography leaves much to be desired, as the wordforms are poorly constructed and awkwardly stretched and squished to fit. Significant work would need to be done to enable any of these logos to be widely and properly implemented.

Option 2 - Very pleasing & simple design. Love it!

Option 1: is good but does not include any elements of water which are important coming from a beach town Option 2: A great mix of old and new. Very simplistic and clean pays homage to prior art but definitely fresh. LOVE THIS Option 3: Looks too much like the Old Pier Surf logo. It's very busy and for no reason none of the buildings in the background resemble any notable structures in the town. They missed the mark on the silhouette of the surfer, It should have resemble something closer to the Tim Kelly statue. But all in all, this is the worst choice out of all of them. Option 4: Similar to option two. Contains elements that represent green or grassy hills? Not sure where the rolling green hills of Hermosa are. I think this would be the third best option

Option 2 is clearly the best choice. Simple yet colorful and very local.

I like them all, but I would like #3 much more without the red tips

Option 2 went through an incredible amount of thought process to respect the current logo, seal, color and font. It's a beautiful new design with timeless style and an updated freshness. It takes care not to completely change the look of the previous logo.

Options 3 and 4 are way off the mark. They do not look like hermosa. Option 1 looks like the old logo rearranged. What's the point? Option 2 is better being a little updated but I still prefer the original logo.

I like that it's simple but reflects the city, also love the intersection designs

Option four has the classic all inclusive ingredients plus it brings in the green. The surfer represents such a small minority if the community.

#2 is the best thought out of the options and hits "refresh" while still maintaining the "old school/tradition" the true locals want to keep. Much (positive) has been posted/said about the design used in the downtown crosswalk and #2 seems to be the closest to that design as well. #3 is WAY too busy and appears to be at least somewhat "politically motivated/inspired" with all of the references to the Strategic Plan. That makes this option extremely ugly, both aesthetically and conceptually-the artist for #3 has also changed the rays to represent the "12 sunny months" while taking away the representation of the original sunburst/Vetter windmill-this option is definitely not "refresh" and should have never even been considered as a finalist. I really like how the artist for option 2 submitted a variety of implementation ideas and not just merchandise. This artist also kept the logo consistent throughout the implementation ideas where the other artists

submitted variations of their own logo...if the "refresh" is being done to "standardize" the logo, it needs to be consistent throughout the implementation and not have new variations of a new logo.

I love this image of the land meeting the sea with the sunset. I like that Hb is in blue like the ocean.

I like the simplicity of option 2; I like the surfer in option 3, but it's overall just too busy.

Simple is best. Too much going on in Option 3. Option 1 good, but I think we need water. 2 & 4 very good, but I think the Yellow (Option 2) works best.

I really like the balance depicted in #4 - the graphics, our heritage vs. future, beaches and green space.

It's an updated version of our current logo, but not too far of a departure

1,2,4 are boring

Option 2 is perfect!!!! Clean, bright, and feels like home. It can be small or large and doesn't loose any detail.

Option 2 is my choice of the four designs that we were directed to consider. It is a more modern look, much less "busy" than the other three. I think it will also translate into BW applications well.

Option 1 is great--the cleaner, simpler, the better. Nice basic look. Good design.

my understanding is the logo on the street signs has been the official logo for over 50 years so I'm wondering why we need to change it and spend the money.

My favorite is Option #3 but I would prefer the pier in the background (as shown on pdf document) instead of buildings.

love number 2

I just really love options 1 and 4!!!!

Option #3 better maintains the history of HB

Enjoy option 4 the best. You have green belt and ocean. Like potential for 3. Big buildings make no sense.

Surfer is too big. Take out buildings and put pier. Shrink surfer. That could be ideal logo for the city.

Option 3 - Hermosa Beach is about a lot more than just surfing. I prefer the options that focus on the ocean and sunshine.

Showing a surfer truly reflects Hermosa Beach

Love the surfer, wish the pier was included, space challenge

#2 is best option; more retro and on trend and less busy and beach cliche.

Option 2 is clean and bright. Represents the beach but simple enough to look so awesome on a towel, hat, shirt, website, etc. It is perfect!!!

option 1

Social Media Feedback

The options were provided on Facebook and Instagram including a polling option within the Instagram Stories function. Below are screenshots of the results from the Instagram Stories.
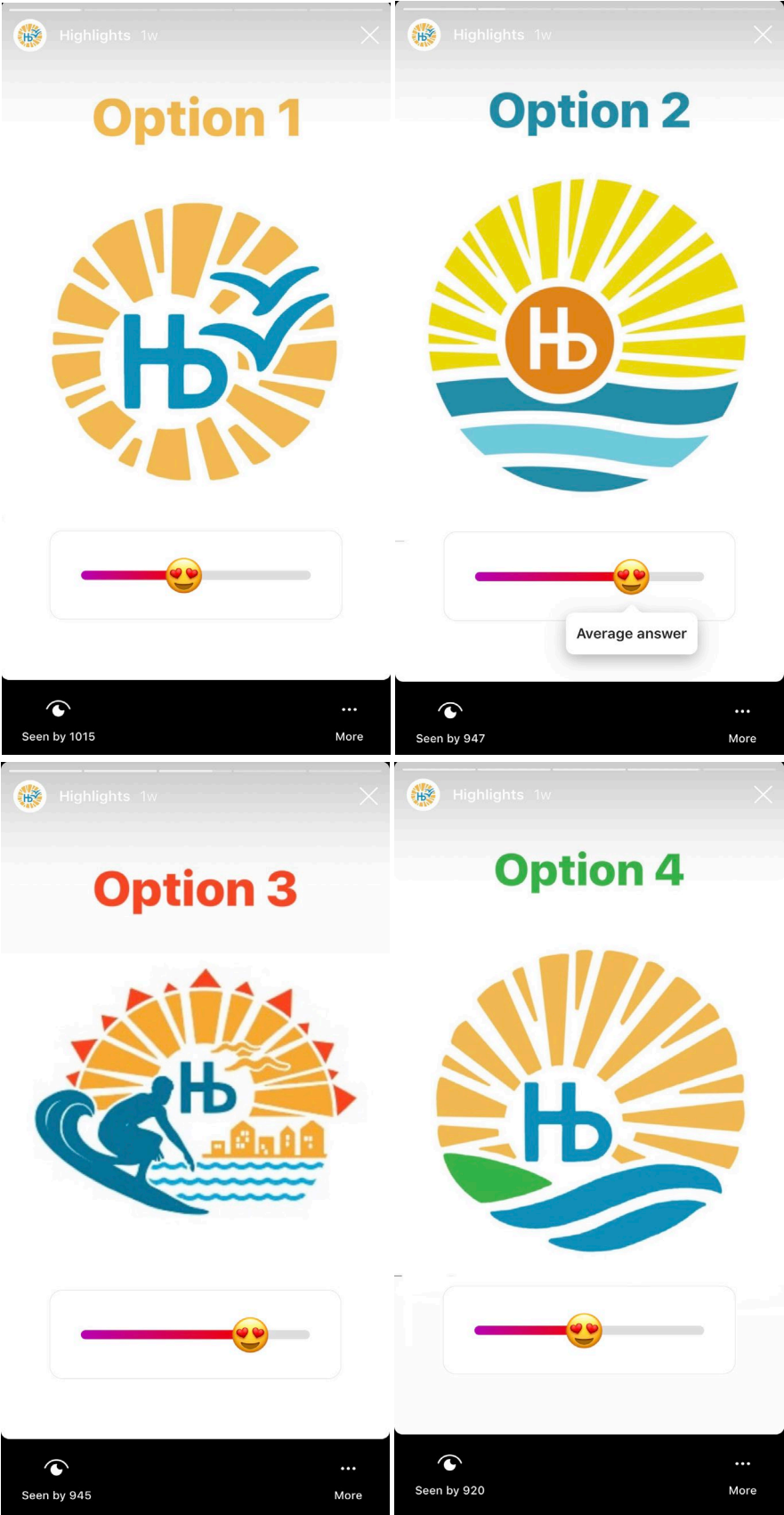
Comments that simply provided their picks have been summarized in the table below and those comments that include more specific feedback are in a separate table also below.

Option 1	Option 2	Option 3	Option 4
36	135	179	47

I love 2 and 3, but i think 2 would be easier to replicate on signage no matter how small as 3 is pretty busy
2 or 3. Hermosa is more than surfing and we've mad great efforts protecting our green parks
option 3 is the most visually interesting and the surfer of course reminds us of the statue on Pier Plaza. The little red triangles are a nice touch and relate to the city seal. the other 3 options dont have elements that are uniquely tied to the city so i dont think i woul warrant a change
They're all nice, but i love option 2
i like 2. would be great to see us improve/standardize aesthetics around town....
I vote 2. There are far too many elements in 3 for it to be an easy to digest logo
the colors are too muddy. can we choose pure colors? that said, i prefer logo 3
i lke what we currently have as it is iconic hermosa! if changing, I'd go with 2!
option 3 is way too busy. vote option 2
2 or 4--ocean and sun! 1 only shows sun with no ocean. 3 is really busy, not everybody surfs, and not sure what the houses are doing there
#1 option 3, #2 option 3, #3 option 4 (but what is the green patch supposed to represent?), #4 option 1 (ranked last because there's no beach in it)
Option 3 by far...
vote for 1. number 2 secondd, but don't love that yellow color
the yellow rays of 2 with the rest of 3. if only as is...then 3
3 looks great
option 2. definitely not 3
at a glance they all look like a flower except for 3 which looks ultra freaking awesome
option 2 implementation of the sun and the sea
option 2 if i have to
3 or 4, but the orginial is still great
love 2 and like 4! definitely think 3 is too busy

#2 is my fave
1 or 3 but not crazy about gender specific surfer (sorry guys). I'd prefer something more vintage looking, like, the current one.
no. 2 or 4
2 it is!
3 or 4
#2 followed by #3
i'm liking option 2
love love #2
i vote for 2! scale it up just a bit (like #1) and it will be rad! who is the designer?
take the buildings out of 3 and change color of birds
They're all beautiful! but i'd say #2
3, three, 2 plus 1+=3
3 is my favorite! the second choice would be 2
Option 3 and take out the birds and borrow the color scheme of option 2
2 sun and ocean
In order: 3, 4, 1, 2
#4 looks great. Very simple and enjoyable, jusst like life in Hermosa is meant to be
option 1 with the birds from option 3
3 is my first choice. 4 is my second. After all. The people make the difference!
#4 simple and clean! City and red in 3 is too much
#3 for sure
3 is the most fitting
3 is legit
3 is real hb vibes
choose 3!
love them all but i think 3
3 is my fave but i don't like the buildings. they seem like taller buildings than we have in hermosa
3 for sure
wow these are amazing! i would have to pick 2 or 3
3 minus the buildings
4 but with the surfer from 3 instead of the grass
1 or 2, the houses aren't close enough in 3

1,2,4. no way to 3, too busy
I like them all but like 3 because it shows more about what the city is known for
3 but minus the buildings
4 looks great
option 2 for sure
they are all so good! my top 3 are #1, #2, #3! that might not have helped a lot though. lol
option 2 or 4. i love 3 but a bit busy. 1 looks like the vintage logo
i like 3 best but they are all nice
suggestions-capitalize the B. If you don't spell it out an go with #3; non-locals might confuse with Huntington Beach aka Surf City
3 is way too busy. 2 or 4
1. it's simple and clean
option 3 indeed
option 2, but with the larger font used in option 1. OR option 1 with 3 colors and nix the seagulls. Or just change the color of the seagulls
option 3 tim kelly statue
1 or 4...4 has the waves
variation of 3 or 4
blue seagulls on 3 and no red
1 classy. only 2 colors is the best
3 or 4. love the surfer, but also love blue and green
3 minus the red triangles on top though, would be much nicer
Def #2 most original! 3 is good but that statue is new. so #2!
Option 2 or 4 as like the ocean in it. 3 too busy
2 like the colors
option 3
3. way less generic, has the strand houses, solid choice.
#3 no red