

**CARISSA CATALINA**

**CatalinaGraphics@gmail.com**

**310-714-2521**

**947 8TH ST HERMOSA BEACH**

**Born & raised in south bay & local community designer.**

**CURRENT LOGO**



**NEW LOGO SIMPLE**



**NEW LOGO**



**LOGO** This is a blend of the current sun ray logo, the iconic surfer statue and hermosa pier.

**1ST SAMPLE LOGO**



**2ND SAMPLE LOGOS**

1



2



3











# LOGO REPRESENTATION


Please reference Strategic Plan: Hermosa Beach Vision 2031

- 

Iconic Hb symbol / principle 1 & 5
- 


Iconic Hermosa Beach Pier
- 


Outdoor healthy living and activities / easy beach access / sports competitions / principle 1 & 3
- 


Surf City History and Icon Statues / principle 1 & 3
- 

Yellow circle - Yearly sunshine and good weather / Commitment to environmental sustainability & carbon neutrality / principle 6

**1907** A remembrance of January 14, 1907, the day the City received its Charter of Incorporation from the State of California and to the memory of its early city fathers.

- 

Warm weather / yearly sunshine / energy / hope & happiness / community passion
- 

Ocean front / clean / friendship / loyalty / preservation
- 

Depth / expertise / stability / surf culture
- 

Sustainable / healthy / ambition / environment / stability / growth

## OTHER SAMPLE LOGOS

