Other than removing those bat-like seagulls, why change the current logo?

Numerous businesses and organizations are actively using a variation of our current logo as their own. We need to create something new that separates ourselves from these businesses and organizations. We need a design that doesn't stray too far from the past and allows to move forward with new branding and signage.

The current logo is not a sun, it's the Vetter windmill.
If that's the case why is it yellow?
Don't you think a sun and ocean better represent the beach culture of Hermosa than windmill?
Hmm, let's just call it a Sunmill, it can be both.

CITY OF HERMOSA BEACH

Logo Refresh

OPTION A

Logo Refresh

OPTION A

Key Changes

> The seagulls were removed allowing for the logo to fit into a conforming circle.

> Smaller rays were added and extended towards the center for balance + consistency.

Pros

> Familiarity, it's not much of a deviation from the current logo.

Cons

> It's not enough of a deviation from the current logo to be considered something new.

> Keeping the logo all yellow limits it's use to a darker background for maximum visibility.

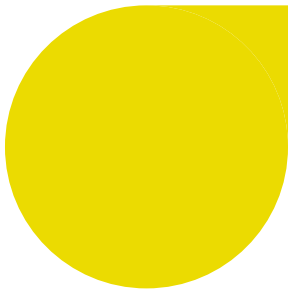
Color Palette

OPTION A

This palette consists of colors pulled directly from the official city seal and both the natural and implelmented environment of Hermosa.

YELLOW

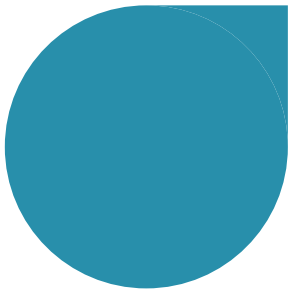
C - 000 | **M** - 000 | **Y** - 100 | **K** - 010



Sunsets, The City Seal, The Black Ball Flag, Bike Racks, and Barricades.

TEAL

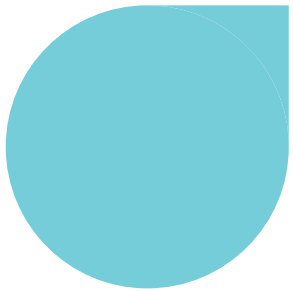
C - 080 | **M** - 030 | **Y** - 025 | **K** - 000



Ocean, The City Seal, Lifeguard Towers, Bike Racks, and Barricades

LIGHT BLUE

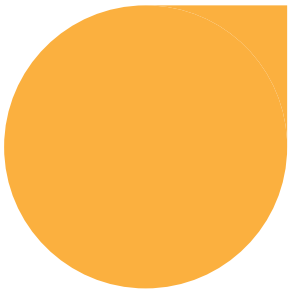
C - 050 | **M** - 000 | **Y** - 015 | **K** - 000



Ocean, Sky, The City Seal, Bike Racks, and Barricades.

ORANGE

C - 0000 | **M** - 035 | **Y** - 085 | **K** - 000



Sunsets, City Seal, Lifeguard Towers, Bike Racks, and Barricades.

Colorways

OPTION A

If **OPTION A** is chosen one of below colorways will be the primary city logo. The remaining colorways can be utilized as options within the city's new style guide.

B+W Type

OPTION A

HERMOSA BEACH

HERMOSA BEACH

HERMOSA
BEACH

HERMOSA
BEACH

HERMOSA BEACH

HERMOSA BEACH

Color and Type

OPTION A

HERMOSA BEACH

HERMOSA
BEACH

HERMOSA BEACH

Dept Variations

OPTION A

OPTION A - Parks and Recreation

CITY OF HERMOSA BEACH

Logo Refresh

OPTION B

Logo Refresh

OPTION B

Key Changes

> The seagulls were removed allowing for the logo to fit into a conforming circle.

> Smaller rays were added and extended towards the center for balance + consistency.

> Addition of 2-color ocean element

> Orange Hb for higher visibility

Pros

> It refelcts key elements of the current logo.

> The colors allow it to live with the city seal

> Provides opportunities to bring a range of color into a design system for branding and signage.

Cons

> It's enough of a deviation from the current logo to differentiate it as something new.

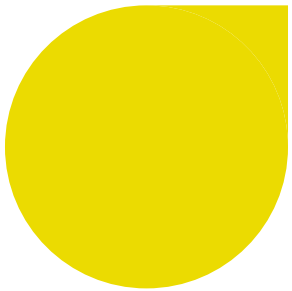
Color Palette

OPTION B

This palette consists of colors pulled directly from the official city seal and both the natural and implelmented environment of Hermosa.

YELLOW

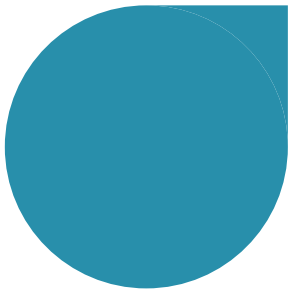
C - 000 | **M** - 000 | **Y** - 100 | **K** - 010



Sunsets, The City Seal, The Black Ball Flag, Bike Racks, and Barricades.

TEAL

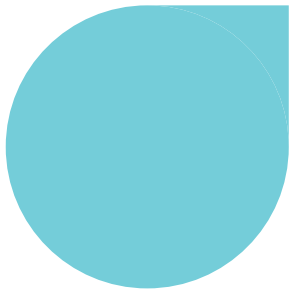
C - 080 | **M** - 030 | **Y** - 025 | **K** - 000



Ocean, The City Seal, Lifeguard Towers, Bike Racks, and Barricades

LIGHT BLUE

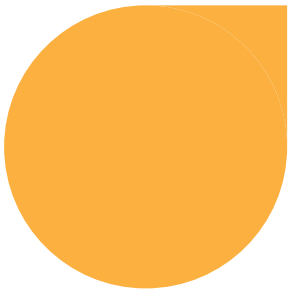
C - 050 | **M** - 000 | **Y** - 015 | **K** - 000



Ocean, Sky, The City Seal, Bike Racks, and Barricades.

ORANGE

C - 0000 | **M** - 035 | **Y** - 085 | **K** - 000



Sunsets, City Seal, Lifeguard Towers, Bike Racks, and Barricades.

Colorways

OPTION B

If **OPTION B** is chosen the 4-color logo will be the primary colorway. The remaining colorways can be utilized as options within the city's new style guide.

B+W Type

OPTION B

HERMOSA BEACH

HERMOSA BEACH

HERMOSA
BEACH

HERMOSA
BEACH

HERMOSA BEACH

HERMOSA BEACH

Color and Type

OPTION B

HERMOSA BEACH

HERMOSA
BEACH

HERMOSA BEACH

Dept Variations

OPTION B

OPTION B - Parks and Recreation