

City of Hermosa Beach Logo Refresh – Community Input on Options

Introduction


Following a branding and signage study session, a call for artists process, and announcement of four final design options, in August 2019 the Hermosa Beach City Council selected Daniel Inez as the winner of the logo refresh contest and provided direction to the designer and staff to make minor refinements to the logo. In January 2020, staff and the designer prepared two options based on previous Council direction and included some elements of the colorways, fonts, and potential variations that will be further developed in a style guide once Council selects one of the two options.

To facilitate community input in the process, staff posted the two options online and posted the materials on social media with the community having the opportunity to rate each of the designs and provide constructive feedback on the favorite options.

The materials from this entire process, including the rationale for why a change is needed can be found on the City's website at: <http://www.hermosabch.org/logorefresh>.


The community responded with their input with more than 1,000 taking the time to watch the Instagram Stories and dozens of 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.

E-Comments Submitted



Peter Michel at January 27, 2020 at 10:34pm PST Support

I like the new City Logo designs. I think both designs are nice and look good. The logos represent the City very well. I want to suggest Option B (the color logo) which has the ocean blue in it. Option B is my first choice for approval.



Claudia Berman at January 27, 2020 at 5:10pm PST

Option A

Instagram Post + Stories

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. In total more than 1,000 people viewed the stories and 169 rated Option A with an average answer of about 4 out of 10, and 440 people rated Option B with an average answer of 9 or 9.5 out of 10. The Instagram post reached a total of 3,400 people and generated 9 comments.

Instagram Post Comments

1. Love it!
2. Great job guys. The refresh looks amazing!
3. Kewl HB flag
4. Ver nice! Lively
5. Love it!
6. That's it! No need to ever change it
7. @wearem1sk "100"
8. Applause
9. Definitely this one

OPTION A

1,051

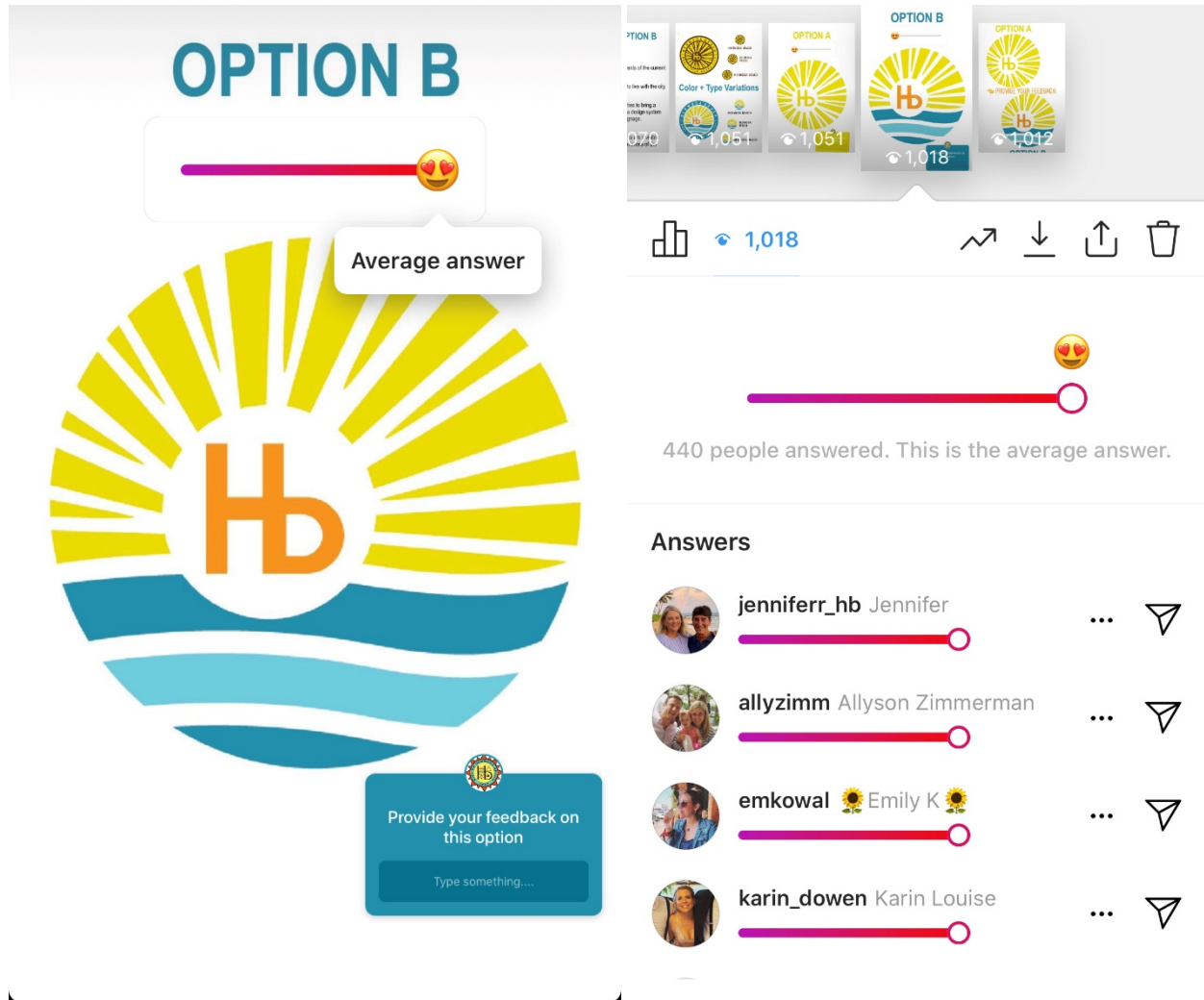
169 people answered. This is the average answer.

Answers

- emkowal Emily K
- laneylaine Laney LA, Inc.
- varnon75 Nick V
- schielzo Chris Schielzo®

Option A Comments

1. Nope too plain
2. No
3. I love our russet and gold colors. It's nostalgic and living here my entire life I prefer it
4. It looks like an eye ball with retina veins and liver damage
5. Very full
6. Boring
7. B is easier on the eyes, therefore easier to read
8. The orange and blue colorway is too similar to Manhattan Beach's new logo
9. Busy and plain
10. Neat
11. If it ain't broke...
12. This one is so plain
13. I like both, but love the traditional look of this one
14. Seriously? How is this a finalist. Mustard yellow boring logo. I hope you didn't pay for this
15. Dislike the monochromatic style
16. This one feels kind of plain and boring.



Option B Comments

1. Go with more color options to give a primary, secondary, and support color
2. B
3. Yes! Eye catching!
4. Loving this one!
5. It has to be this with the ocean represented
6. This one- but with an upper case "B". We say it, and spell Beach!
7. This logo represents the best out of the two! Waves and sun!
8. It's nice having more color
9. No
10. Love this version. It compliments the original but feels fresh and current
11. Yes!
12. The colors aren't bad but also reminds me that we're not the same little beach community
13. It's so perfect, it looks like it's already been the logo forever! Fits our beach city to a T.
14. Love it
15. Much more appealing to the eyes! Colorful and playful.
16. Love it! Maybe consider extending the top ocean bar across the circle so the sun sets behind it

17. I like both but this feels fresh
18. I def prefer this one, but wish the sun wasn't in front of the horizon. Doesn't make sense
19. It's still missing an icon that says Hermosa. You're missing the light in the center.
20. I love the colors and feels updated but still authentic.
21. I think Option B represents Hermosa Beach the best with the sea and the sun
22. Option b!!!!
23. I like the additional color, the gold is a great complement too
24. Let those heathens in Manhattan be monochromatic. This is Hermosa! We're colorful
25. The different colors stand out
26. THIS
27. B
28. The little sun rays make this really busy and are distracting. I think it should be simplified
29. Colors!!
30. I love the vintage feel of Option A, but I feel Option B reflects modern-day Hermosa better
31. Yeet
32. Love option B
33. B plz
34. Love this!
35. It's bright, airy and enjoyable. Like HB itself. This really shouldn't be a question.
36. Love it!
37. More colors are better. Ocean feature is very relevant to the city
38. Well balanced design. Light and cheery yet bold enough to get the point across
39. The color pop makes it more appealing... after all HB is all about the blue ocean
40. B all the way
41. I LOVE this one! I know it's not SUPER different from, but I love the ocean part!!
42. Definitely
43. I love the color!

Facebook Post + Stories

A link to the website was provided in a Facebook post that encouraged followers to review the materials either on the website or through the Facebook stories and provide their feedback. Just over 50 people viewed the entire story on Facebook, but there were no interactions or comments provided through the Stories. The post reached 2,100 people with 118 people clicking the link to the website and generating 16 comments.

Facebook Post Comments

1. Another one? So this is becoming a thing every year? Your excuse last year was that it had to match all of the stationary. Now your changing it again? How much is this costing the tax payers? Or are you having another fundraiser? VOTE THE KOOKS OUT!!!
2. In person, B looks too "busy" when it is done in all one color. It only reads as sun and ocean when done in color. This limits its uses. If we can't keep the old logo with the seagulls, I think A is the most flexible and simple yet clear.
3. I'm not a resident but I love option B. The city seal is outdated and the new logo better represents the vibrant community you are!
4. Love the history of the current logo. New logos feel like there isn't any substance ☹️
5. I understand why The City needs the logo to have official and consistent font and colors. Those could be design tweaks.
I don't think The City has done a good job explaining why we need to eliminate the seagulls and substantially change the current iconic logo that we've had for the last 52 years.

I understand that it could be easier to have it all fit in a "conforming circle" for Instagram or patches or whatever, but I don't think that's a good enough reason to change it. If there's a better reason, I'd like to hear it.

I also think the final choice between the current logo and the 2 new proposed choices should ultimately be decided by the residents, not the City Council. It would be easy enough to do an online survey.

I'll say again to The City what I said last year... Imagine if you (and maybe your parents too) grew up in Hermosa with the iconic 1968 logo that you loved and symbolized your home town. Then a new City Council with people who didn't grow up here, came in and decided to change your hometown logo. Imagine the uproar if a new Dodger owner bought the team and changed that iconic LA logo.

One last thing...kudos for the selection of Daniel Inez as the artist. Couldn't have made a better choice. If the logo changes, it will be some consolation that it was his design.

6. Danny Inez is a wonderful Hermosa beach artist. His design is great!!
7. Really odd to me that the city would change the logo when so many people love the regular logo. Most cities would kill to have a logo that people love so much.
8. looks great
9. How about not change it.
10. Why does this feel like Brexit -no one actually wants it but the process has been started so we've gotta finish it? 'A' is closest to the current one, so its the lesser of 2 evils.
11. Since there are 2 options, can you put both options in the picture on the post? Most people don't click to read more. thx!
12. Option A please!
13. Both scream shades of pea soup! 🥵🥵🥵🥵🥵🥵
14. B. but I love the current one
15. At first I thought it said H D, then Hb, ... of the 2... I guess B
16. Why is it changing? Seriously, there are bigger issues that need attention
17. option B:)