



## **CITY OF BEVERLY HILLS STAFF REPORT**

**Meeting Date:** December 2, 2008  
**To:** Honorable Mayor & City Council  
**From:** Robin Chancellor, Director of Communications  
**Subject:** Branding Program Roll Out Update  
**Attachments:** None

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### **INTRODUCTION**

With the recent re-branding of the City with the use of the new shield logo, efforts have been underway for the past several months to implement the program. This report provides an update on the status of the Citywide branding roll out.

### **DISCUSSION**

As the Council is aware, a comprehensive branding program was developed to define the Beverly Hills brand and strengthen the ability to market the City with consistent and strategic messaging. The City's Strategic Communications Plan calls for a branding program for this specific purpose.

Elements of the re-branding include an updated, modernized Beverly Hills Shield logo and new fonts that complement the new logo design. As a first step to implement the program, City items to receive the new logo and, when appropriate, new fonts were identified. At the same time, items deemed not appropriate to be changed out with the new branded look were determined. Of key importance in establishing the public's familiarity with the Beverly Hills brand is that it be used consistently and widely. With the exception of regulatory items related to enforcement or administering of City codes and regulations, all City items with high internal and external visibility have been earmarked to receive the new logo and correlating fonts. What follows is a list of those items and roll out status:

#### **ITEMS 100% COMPLETE:**

- Business cards for elected and appointed City officials
- Letterhead for elected and appointed City officials
- Letterhead for City departments
- Street signs
- Recreation staff uniforms
- City templates, non-regulatory forms, documents, marketing materials

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- Miscellaneous Items (entry mats for City facilities, tablecloths, canopies)

Additionally, the following items are in various stages of progress and it is anticipated all items will be completed by March 2009:

- City vehicles--90% complete
- Business cards for City staff --70% complete
- Emblems for City uniforms (Public Works, Park Maintenance and Parking Attendant Personnel)-- 25% complete
- City parking structure and way finding signage—15% complete

It should be noted that Police, Fire, Park Ranger, Parking Enforcement and Building and Safety Code Enforcement uniform emblems (typically the City seal) and badges will remain as is since this personnel have enforcement or regulatory responsibilities.

### **FISCAL IMPACT**

Costs to update the above listed items with the new branding elements have been budgeted from the 2007/08 and 2008/09 fiscal year budgets.

### **RECOMMENDATION**

There are no recommendations as this is a status report.

Robin Chancellor *RC*  
Approved By