



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: July 2, 2013
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs
Subject: Request by Councilmember Krasne to Revisit Use of the Beverly Hills Shield and Seal Logos

Attachments:

1. Applications Using City Shield and City Seal
2. Visual Display of Business Card Formats

INTRODUCTION

Councilmember Krasne has requested that the City Council revisit the topic of the City 'shield' versus the City 'seal' regarding business cards and stationary for the City Council and other applications.

DISCUSSION

A City-wide rebranding initiative was launched in 2007. This program was developed to define the Beverly Hills brand and strengthen the ability to market the City with consistent design elements and messaging.

Elements of this branding initiative incorporated a newly-designed City 'shield' logo for City Councilmember business cards and letterhead, as well as certain other City documents. Attachment 1 provides a visual presentation of the current usages of both the City 'seal' and City 'shield.'

It should be noted that individual Councilmembers do have the option of selecting either the shield or seal for their business cards and stationery, as portrayed on Attachment 2.

FISCAL IMPACT

Minimal costs would be incurred if the City Council – or individual Councilmembers – returned to the format incorporating the City 'seal' on business cards and stationery. The financial impact of converting all documents to incorporate the City seal has not been determined.

RECOMMENDATION

None.

Cheryl Friedling *CF*
Approved By

Attachment 1

City Shield



City templates

Business cards

Letterhead

Invitations

Quarterly Report

PowerPoint presentations

Website/Bevy

City merchandise

Trolley

Marketing materials:

- ❖ Flyers
- ❖ Ads
- ❖ Brochures
- ❖ Promotional Items
- ❖ Banners

City Seal



Stop work orders

Parking citations

Public records request

Business tax forms

Police reports

Certificates of occupancy

Document certification stamp

Gold seal for proclamations and certificates

Permits:

- ❖ Building permit
- ❖ Electrical permit
- ❖ Solicitations permit
- ❖ Film & Special Events permit
- ❖ Parade/Assembly permit
- ❖ Garage sale permit

Attachment 1

Attachment 2



Councilmember

City Council
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA 90210

t(310)285-1013
f(310)275-8159
@beverlyhills.org



COUNCILMEMBER

CITY COUNCIL
CITY OF BEVERLY HILLS
455 NORTH REXFORD DRIVE
BEVERLY HILLS CA 90210-4817

(310) 285-1013
FAX: (310) 275-8159
@beverlyhills.org

Attachment 2