



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** July 16, 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

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### 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  
Approved By

# **Attachment 1**

## City Shield



City templates

Business cards

Letterhead

Invitations

Quarterly Report

PowerPoint presentations

Website/Bevy

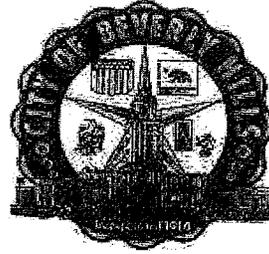
City merchandise

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 90210-4617

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

**Attachment 2**