



CITY OF BEVERLY HILLS

**STAFF REPORT**

**Meeting Date:** September 4, 2007  
**To:** Honorable Mayor & City Council  
**From:** Robin Chancellor, Director of Communications  
**Subject:** City Branding Program Business Card and Stationery Refinements  
**Attachments:** None

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**DISCUSSION**

As a follow up to the July 24<sup>th</sup> study session when the City's new branding program was presented to the City Council, M&C Saatchi returned to the August 7<sup>th</sup> meeting with various options for embossed treatments of the redesigned City shield logo on business cards and stationery. The direction given to M&C Saatchi at the August 7<sup>th</sup> meeting was to further refine the embossment options presented with a gold embellished version of the logo. The Council also requested that the watermark of the official City seal on the stationery be repositioned so that the entire image is visible.

Branding Program Ad Hoc Committee members, Vice Mayor Brucker and Councilmember Briskman have since met and reviewed the artwork created by M&C Saatchi which includes gold embossment of the logo and repositioning of the City seal watermark on the stationery. The Committee is in support of the proposed logo refinement.

M&C Saatchi will be in attendance at the September 4<sup>th</sup> study session to present the gold embellished treatment being proposed.

**CONCLUSION**

Staff is seeking City Council approval of the gold embossed treatment of the logo on business cards and stationery and repositioning of the watermark City seal on the stationery as presented by M&C Saatchi. Once approved the gold embellished version of the logo will be used on City business cards and stationery for all elected and appointed City officials. This would include the City Council, City Treasurer, Commissioners, City Manager, City Attorney and City Clerk. The color version of the logo as originally presented will be used on business cards and stationery for City staff.

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Upon City Council approval of the gold embossed version and City seal watermark placement, M&C Saatchi will move forward with preparing the final elements of the branding program which will include a style and brand guide and merchandise concepts.

Staff will subsequently begin putting the branding program into effect throughout the organization, which will include introducing the logo on such items as City letterhead, business cards, brochures, flyers, signage, website and marketing materials.

Robin Chancellor  
Approved By

