

City of Arts & Innovation

City Council Memorandum

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TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: DECEMBER 17, 2019**
FROM: COUNCILWOMAN PLASCENCIA **WARDS: ALL**

**SUBJECT: GUIDELINES FOR OFFICIAL CITY OF RIVERSIDE CITY COUNCIL
COLLATERAL AND DETERMINE THE INSIGNIAS THAT SHOULD AND
SHOULD NOT APPEAR ON THE COLLATERAL**

ISSUE:

Discuss the guidelines for official City of Riverside City Council collateral, such as business cards, letterhead, memos, etc. and determine the insignia that should and should not appear on the collateral.

RECOMMENDATION:

That the City Council discuss the guidelines for official City of Riverside City Council collateral and determine the insignias that should and should not appear on the collateral.

LEGISLATIVE BACKGROUND:

Riverside Municipal Code Section 1.04.030 Custody and Use of Official Seal and Other City Insignia states, "a. With the exception of use of City insignia for purposes directly connected with the official business of the City of Riverside, it shall be unlawful for any person to use or allow to be used any reproduction or facsimile of the City Insignia, including any design so closely resembling the City Insignia as to be apt to deceive without first having obtained the permission of the City Council therefor."

BACKGROUND:

The City of Riverside Brand Manual (Manual) establishes the guidelines and parameters needed to maintain the brand and image of the City of Riverside. It includes information on how to protect the brand of the City of Riverside and introduces approved City symbols, marks, and messages. It is important to protect design standards in order to build a stronger, more recognizable brand.

On May 5, 2015, the City Council Approved and authorized use of the City Council emblem and directed staff to create collateral material template for City Council use that include the City Council emblem.

DISCUSSION:

The City Council will openly discuss the guidelines for official City of Riverside City Council collateral and determine what insignias should and should not appear on the collateral.

City Council Collateral includes, but is not limited to, business cards, letterhead, emails, memos, envelopes, and newsletters. When considering the design of City Council collateral, it is important to remember that the collateral represents the City of Riverside City Council and it is important to show respect and concern with how it is used and displayed. It is important to ask the following questions when determining what should and should not appear on City Council collateral in representation of the City of Riverside:

- Are there any significant budget implications by changing branding standards?
- Will any branding changes represent the City as a whole and be applied consistently to all collateral?
- Will branding deviations cause a lack of continuity amongst the City Departments or City Council?

FISCAL IMPACT:

There is no anticipated fiscal impact associated with the recommended actions in this report.

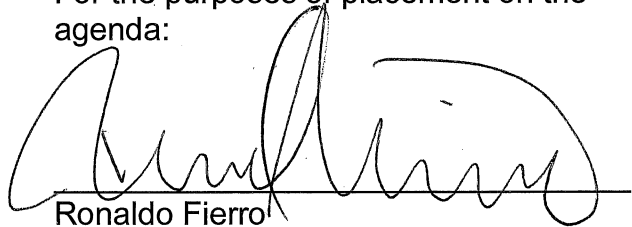
Approved as to form: Gary G. Geuss, City Attorney

Submitted by:

For the purposes of placement on the agenda:



Gaby Plascencia
Councilwoman, Ward 5



Ronaldo Fierro
Councilmember, Ward 3

Attachment: City of Riverside Brand Manual