

Logo Comments Compilation, Updated January 20, 2017

From TOM BUTT E-FORUM				
1.	I like no. 6, and please do away with the phrase "City of Pride and Purpose".	6		
2.	I don't count, but I like Option 6 best. Bay and Bridge very recognizable. My 2 cents	6		
3.	I like # 6.... It stands out to me....	6		
4.	My favorite logos: #4, 7 and 8.	4	7	8
5.	Our family's favorites are #4 and #7. They're clean, attractive, and showcase what we love most about the city.	4	7	
6.	I vote for #5. Definitely most attractive to me. Most peaceful and expansive. Apparently, we're not showing the town -- maybe it's not so attractive. Richmond is the place, not the bridge, so those are out. Also not the WWII ships or the views across the bay. #5 seems more like a place in Richmond, though I confess I haven't seen it.	5		
7.	Thanks for sending along. I will review and comment in detail after I read the report, etc. The logos are all very visually complicated images that will be difficult to reproduce and be very expensive to print for letterhead, cards, etc. I am attaching the idea we developed as a placeholder for the 2001 Richmond Gateway project. It's a three color image that built upon the existing logo with the swoop/bird/wave thing, showing shoreline and water and a nod to the Homefront with the star and red, white and blue colors. The proposed tag line or strapline is okay. We were trying to highlight the people and neighborhoods.			
8.	I like #'s 6 & 7 best. They show a beautiful skyline, a sunset, the bridge, and much water	6	7	
9.	None of those logos turn my propeller! Have Jan Brown of Spokewise (Don Hardison's daughter) take a look at it . She did the original RMA/ROV logo which is better than the current logo. There has to be a better combination of all the illustrations waiting for discovery!			
10.	What about a logo that includes our beautiful City Hall, Plaza and fountain?	3	14	
11.	I prefer number 3, but I also like number 14.			

12.	I prefer logo #5, the oval, but with the lettering from #4.	5		
13.	<p>Here are some thoughts. I love WW2 history and it's one of my favorite things about Richmond, but I wouldn't put the Red Oak on our logo. I would like to see more continuation of WW2 history in the public design/arts that people see when roaming the streets like Macdonald Ave, pointing to Red Oak and other historic features. I think the consensus is correct that the shoreline should be the focus. #6 is the most striking image to me. The oval frame like in #1 and the frame shape of #2 seem hokey. #4's frame shape is good. My ideal would be a combination of #4 and 6, with the art of 6 but the font (or something like the font) of #4. Between showing the Golden Gate and Richmond Bridge, GG is more compelling.</p> <p>The beautiful, serene estuarial river with flat grasses around in #4 and #5 does not seem believable to people with already ingrained notions of Richmond-- isn't it polluted there?? But the tone of sunset is something all Californians can identify with, we can argue that the views from here are beautiful, the shoreline is good and people can believe that. A river isn't shoreline so the message gets interrupted.</p>	6		
14.	<p>Holy crap that's a lotta concepts crammed into half a sentence!</p> <p>[...], is a diverse community with a steel resolve so great ideas are fulfilled on the home front of the next greatest generation.</p>			
15.	I like 9	9		
16.	Thanks for circulating Tom and also thanks for pushing to make this branding effort happen. My personal opinion - I like very much the "strap line" - it makes crucial points about a bright future and what will lead the way. As far as the logo, however, I feel none of them give the sense of a smart, compassionate future. Hate to be critical but they all seem variations on corny and retro which seems to contradict the forward looking motto. I actually think several of the earlier studies were going in a better direction when they rely less on overly specific images. Also like the inclusion of the strap line.			
17.	<p>I think its a great idea to re-brand Richmond and I like "Bayfront. Homefront. Outfront."</p> <p>I'm not crazy about any of the graphics but would suggest one showing that we are on the SF Bay, probably the one with the GG Bridge in the background and bird in foreground. This emphasizes how close in we are for commuters and also some of our scenic wonder (I live in Marina Bay). Although the shipyard is an important part of our history I don't think that we should emphasize the past but rather our future. I would vote for the one showing the Bay Bridge but the large brown mass (Treasure Island?) creates an unappealing suggestion.</p>			
18.	In terms of the strapline, I always thought something like:			

	<p>The New East Bay Starts Here.</p> <p>Or something like that would be more active and attractive. Something that has a story to it that you want to read. It calls for discovery. The other one just feels descriptive. And Home Front and Out Front are pretty ambiguous even as descriptors.</p>			
19.	<p>Great logos are simple, versatile and memorable. They succinctly and viscerally communicate the essence/ core emotional value of who/what the logo represents. They easily reproduce well even in a one-color copy machine.</p> <p>A simple google search will come up with the same tips. http://justcreative.com/2009/07/27/what-makes-a-good-logo/</p> <p>Most of what you present are too detailed. The illustrated ones are too elaborate. If you want boats or poppies in a waterway, go for more metaphorical style. (See https://www.google.com/search?q=metaphoric+logo+style&tbm=isch&tbo=u&source=univ&sa=X&ved=0ahUKEwid2JKSxsDRAhWlqIQKHea7BtsQsAQIlw&biw=1280&bih=657 for metaphorical logo examples. They are cleaner, simpler, more easily reproduced be it on paper, on the web, on teeshirts, mugs, etc...</p> <p>Of your simpler cleaner options... 8, 11 and 12 look like clipart. (amateur) The typeface in 9 is harsh and difficult to read.</p> <p>So, of the bunch, I'd go for Option 10. It's clean. The script is friendly, contemporary and contrasts well with the san serif humanistic typeface used for CALIFORNIA. But it is stark. I'd play around with and simplify some of the other elements in other options...and perhaps add to the bird...</p> <p>I'd have done better for much less money. LOL</p>			
20.	<p>In order of preference:</p> <p>#13 #6 #5 #7</p>	13	6	5
21.	<p>I reluctantly vote for #1 because it reflects the beauty of Richmond. We have some of the best bay views in the bay area and not many people living outside of Richmond know that. Richmond also has the bay trail and Pt. Molate that provide visitors with the natural beauty of Richmond. The pictures of the ships just reinforce the image of Richmond as a dirty, industrial town and the graphic "Richmond" is uninspired and boring.</p> <p>That said, I think that all of the Northstar examples are hackneyed at best. All of them are boring and uninspired. None of them</p>	1		

	reflect the vibrancy of Richmond's diverse population of artists, musicians, activists, innovators, etc. I have seen a million pictures of boats and bay vistas. Couldn't Northstar come up with something innovative? Something that reflects Richmond as leading the way in new green technology and real diversity would, in my mind, better reflect the best of the city.			
22.	To be honest I don't like any of the proposed logos but I think the ones with the ship have the most promise. I would ask the designer to simplify the ship so it's a stronger image and find some other typeface — maybe something that suggests the shipyard era. The logos using the bridge might also work if the bridge is simplified; as they are now, you will undoubtedly get a lot of snickers about the island that looks like a pile of something unsavory. The rest of the logos look like stock images and represent nothing very specific about our city. And most of the typefaces are hard to read. I'm very disappointed with what your design vendor came up with. The logos look very unprofessional to me.			
23.	To be honest, all of the logos leave me cold. They are too complex and say NOTHING. How about this one. Other than the distraction of the whirly crane it is clean, neat and says lots about Richmond.			
24.	I like the option #6 logo...	6		
25.	I really like logo #6. It shows the iconic Golden Gate we get to view from Richmond, a view that resonates with potential visitors.	6		
26.	Number 6	6		
27.	<p>I vote for the contents of #6 but think you can do better on the shape of the border. The 8-sided frame looks dated and not aesthetically clean.</p> <p>All the images featured in #6 match better the view seen by folks on the trail in Marina Bay, which is the most popular portion of the Bay Trail traveled in Richmond. (It would be interesting to perform a head count.) The drawing takes creative liberty by compressing all images together, but when people walk the Marina perimeter and look out over the bay they see and remember all these images:</p> <ol style="list-style-type: none"> 1. SF & Marin landmass 2. Brooks Island 3. Golden Gate Bridge 4. Sunset and other cloud action moving in 5. Tidal shorebirds <p>All these items do not look crowded even with the wording included within the border. If you square the corners, #6 could be made into a postcard that we can mail. I have a lot of postcards from Hawaii in similar style, with or without a border.</p> <p>Unique as they may be, the images of Red Rock, the San Rafael Bridge, and the Red Oak are not as popular and not as visible to foot travelers in Richmond.</p>	6		
28.		2		

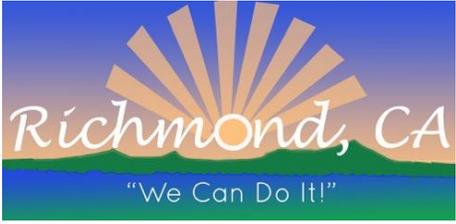
	<p>(1) The strapline is great!</p> <p>(2) I'd like to see a graphic that can ONLY be Richmond - not some letters or a generic scene that could be practically anywhere. I vote for either: (a) something related to Rosie the Riveter or (b) draft graphic #2.</p>			
29.	I like #3 the best. I like the shape and daylight color as opposed to a romanticized sunset. I like the bridge and the suggestion of a connection to "the city" and the ship in the background suggesting commerce.	3		
30.	My favorites of the logos proposed are #6 and #7. Richmond is prominent, nice font, good color contrast, peaceful scenes.	6	7	
31.	I like number 7 logo because the composition is beautiful and subject matter points to peace. Richmond is rich because of its shoreline.	7		
32.	I like the tag line, but the consensus in my household is that all the logos stink. Why not have a logo design competition? Open it up to a really broad audience. When New Zealand considered redesigning their flag , they got a ton of good ideas this way.			
33.	<p>My reactions to the logo proposals:</p> <p>1 - My overall fav, including the somewhat quirky, scripty font, which is decidedly "out front." The graphic is splendid and employs a beautifully balanced composition to allude to Richmond's best features, both natural and human-made. It helps that the font is presented in blue, not black -- more unifying and less in your face.</p> <p>2 - More conservative and not so pleasing to me. The art seems less graceful in its dog-tag frame with the boxy Cal Band font. I really don't like the name California presented as an abbreviation.</p> <p>3 - This would do. Nice font and one that, I suspect, would be attractive to more people than the font in #1 -- although I personally like that first eclectic font. Is that a plover sitting on the type?</p> <p>4 - A pretty graphic that doesn't communicate much specific to Richmond. Seems more appropriate for Vallejo's waterfront. There's that chunky Cal Band font again.</p> <p>5 - Pretty graphic with pretty font, but you could swap the type for the name of any one of a number of bay cities with no love lost.</p> <p>6 - Nice, very nice, though the colors strike me as sort of retro. Which is not necessarily a bad thing, except where's the "out front" part? Also, I really can't stand seeing the bottom of the R bumping up against the frame -- it looks like a mistake.</p>			

	<p>7 - Alright, but doesn't say a lot about Richmond, specifically. The bird partially out of the frame suggests an unboundedness that appeals to me. Something about this font feels queer -- I mean odd, not gay. I didn't put a straightedge to it to doublecheck, but I think the type is bent away from the curve of the oval frame above it. Creeps me out.</p> <p>8 - Very little here with just one bird pooping on turn-of-the-(19th) century, bandstand type and a ribbon for no good reason.</p> <p>9 - Worse, although the Cunard shipping line font is at least interesting. Couldn't understand what the C and a little piece of a meant till I got right on top of it.</p> <p>10 - Looks like the logo for a waterfront timeshare property. Nothing to offend or interest anyone here.</p> <p>11 - This fussy Victorian logo font would do well on the packaging of quality chocolates. I think those are swifts, not gulls.</p> <p>12 - And this manly font would look fine on a beer bottle. Is that one bird at the end of the type falling out if the sky after being shot?</p> <p>13 - Well-rendered graphic, but it's all past, no future. This should be on the stationary for the Red Oak. Pretty good accompanying font.</p> <p>14 - Same here, except the font seems weak and overly sensitive.</p> <p>15 - Perfect for a sports team. Doesn't represent MY Richmond.</p> <p>In summary: #1, #3, #6 -- in that order. I think. Actually, from a distance, I may like #6 best, but ONLY after someone adjusts the type position. That no-leading look went out 20 years ago.</p> <p>I want my Richmond T-shirt to look classy.</p>			
34.	<p>I prefer images 2 and 5 We want to emphasize the bay and shoreline. No one outside of Richmond will know what the boat images are and it makes us look too industrial, an image we want to modernize.</p>	2	5	
35.	<p>The phrase chosen is very good. I prefer Logo No. 1 followed by 2 and 3. The Red Oak Victory logos too narrow and, thus, inappropriate.</p>	1	2	3

36.	<p>Thank you for asking for input from Richmond residents - very kind of you. I prefer logo #6 because of the landscape, water and wildlife represented - key attributes of Richmond. My eye was immediately drawn to #6 because of the orange, sunset color - giving it a calm brightness that made me look at it before the others. However, for me - the winning feature of #6 is having the bridge in the background - pinpointing a geographic sense of where Richmond is located in the world, and connecting Richmond to the greater Bay Area. My vote is for #6!</p> <p>The only other logo that competed was #7, which is very similar to #6, but lacks the beautiful bridge in the background - giving #7 a more generic placement in the world - it could be any lovely place. Admittedly, I much prefer the oval shape of #7, as opposed to the octagon shape of #6, but the content of #6 won me over... still voting for #6!</p> <p>But, whichever one wins is okay. All of the logos have integrity, simplicity, and a powerful message. Congratulations on fantastic results!</p>	6	7	
37.	<p>I like # 6 because: 1) it shows Richmond as part of the bay area 2) It indicates the natural seashore beauty but in context with bridges/bay area 3) the angular outline hints at the industrial-ness and not just a sentimental oval shape 4) sun rising= optimism and change 6) good colors</p> <p>DEFInitely don't do the big ship ones. Way too one dimensional</p>	6		
38.	<p>I see we no longer are the three "C" community having banished corruption from the perception equation. Chevron isn't leaving so it appears crime will be the next "C" to defuse. Public education is another huge negative over which I'm not sure we have much control. Otherwise it's clear we have not effectively marketed our 32 miles of shoreline. I believe marketing the shoreline is the plow blade to turn over a new leaf for Richmond. When I mention the shoreline and the bay trail to people from other communities they are stunned by the information. Crime is not the key, witness the boom in Oakland despite it being considered the areas most dangerous city. As a minor point a new logo prominently featuring the water is a positive idea.</p>			
39.	<p>I like number 6, as it highlights the "industrial" aspect of the city and also the natural beauty. If the flying bird from #7 could be used instead of the feeding one, it would be more energetic.</p> <p>2 and 3 are ok- but seem to focus too much on point Richmond - the nice thing about #6 is that we might be looking at the bridge from the annex or the north Richmond direction!</p> <p>4 and 5 don't have enough commerce, and 13-15 are just not relevant to most residents- though I understand the love that some folks will show these ones.</p> <p>8-12 are too much like sport logos.</p>	6	2	3
40.	<p>They did a great job! I like Nos. 1, 2, 3 in that order - wonderful!</p>	1	2	3

41.	I like # 6 best, since it shows the bridge and a bird.	6		
42.	I prefer #7. It does not make us be the little sisters hanging onto SF for our credibility. The flying bird shows our independence and ability to soar.	7		
43.	<p>Not sure how much of a voice I can add as an outsider, but somehow this issue triggered me and I wanted to share this TED talk with you: “Why city flags may be the worst-designed thing you've never noticed Roman Mars” The SF city flag is heavily scrutinised in that video...I realise that a logo isn't the same as a flag, but perhaps the whole marketing initiative will lead to a flag at some point and then it will probably build on the logo.</p> <p>Personally, I find 8 and 9 horribly looking, in 9 you can't even read the CA clearly. 10 looks like the Hollister, CA logo because of the bird. 11-15 are also bad.</p> <p>I think that 2 is the best. It is straightforward, the bridge, shoreline and water looks nice. It could be both dusk or dawn and in pretty much any time now or in the future. (It doesn't have too many colours, which will make it easier for printing.)</p> <p>Good luck with it. Curious to hear how others will respond.</p>	2		
44.	Feedback on logo choices. I like #6 , incorporating the bridge, the shoreline with bird, the setting western sun, the colors, the font, only suggestion is an elliptical shape for the outside border.	6		
45.	<p>I have just reread what I've written.... I'll ask you to remember you did ask for feedback...I have been too blunt as usual , but I've spent enough time and thought on this and am not patient enough to go back and reword it. Please read it with that in mind and if you'd like to use any of what I've put forth I'm sure you can phrase it better.</p> <p>As you know my profession for over 20 years was working in prepress and printing. There are, in my opinion some serious flaws in what has been presented from a graphics as well as printing point of view. The biggest problems I see with most of the choices they have presented is that reduced to the size that they will most often be printed or seen the fine line details and elements will be unrecognizable i.e.: the rigging and the name, Red Oak, East Brother etc. I think that most of the typeface choices hark back to 40's & 50's Industrial America and the shoreline and the 21st C. is what we should be promoting most. Here are my thoughts on the best choices.</p> <p>#8 I like this the best, including the type but the white lines in the type will not read reduced to size. They should either outline the font in black and fill the type with a tint of same, or outline in black and make the space between the white lines a solid or a tint. I would also be concerned that the legs, beak and California type might not read well at a reduced size. I think they could solve those problems easily, but they should be discussed.</p>			

	<p>#3 I find the shape overly complicated an oval would suffice. It's too busy I would eliminate the bird and as mentioned at the most commonly used size the Lighthouse won't be recognizable. The font they keep using they clearly favor, but I think it's pretty bad, it looks like candy bar font...think Mars Bar. The only fonts they have presented that I like are #8 with corrections mentioned above, and #13 if it's on a slight curve.</p> <p>#6 It's too busy eliminate the bird and the sun, simplify the shape to an oval. Maybe make it all in blues, not the brown & blue. Again the Mars Bar font. Perhaps the graphic could combine some of the qualities and color of the sunset effect in #7.</p> <p>Additional comments</p> <p>The Brand Platform is terribly written. I read it three times and didn't understand it. Also what does "Out Front" mean?</p> <p>Page 7 of the document shows some simple branding, the top 2 have wavy blue lines under Richmond If they were numbered consecutively left to right #2 & #3 are pleasing.</p> <p>#2 I like the font but it does not say California anywhere and there is a tint? of something ? showing to the right of the birds breast...either make it clear or eliminate it. And change the bird to the egret shown in # 3.</p> <p>#3 The shipping crane shape should be eliminated entirely it's very awkward looking, or redrawn so it reads better. I don't think you can have the bird and the crane elements it's too busy with both. The words "The City of" should either be eliminated or that font must change, it looks like a complete afterthought. The Richmond Ca font could also use some improvement but at least it isn't as bad a choice as most of the others they have selected/created.</p> <p>What's that saying "Be careful what you ask for"? Best of luck !</p>			
46.	<p>Either one of them would be fine but I think the second one is more contemporary. And I don't think we need to have a tagline...we are what we ARE = Richmond, CA!!!!...with all of its lovely views - from many vantage points!!</p> <p>Please don't spend any more money on this! This is a good effort and there is no point in Monday Morning Quarterbacking it! Either one of these is a vast improvement on what we have! And Number two especially will translate very well to all the places that our logo is used, from letterhead and envelopes to car and truck doors.As for my bonfides, I retired from Kaiser Permanente's marketing communications department and I had a big hand in working with advertising agencies and graphic designers in coming up with the then new logo - which is still in use after all these years. I also worked with Jan Brown in coming up with the logo for the Rosie the Riveter Festival. All of this is to say that I know what I am talking about and I care about Richmond...so go with what you already have as there is no need to spend more money. PS: Have the designers make a presentation of what the logos will look like on letterhead, envelopes, business cards, City truck and cars, and anywhere the logo might be used. That shouldn't cost anything as it should have been part of the "look" presentation in the first place.</p>			
47.	Some of the designs seem too cluttered, but the image of including a sailboat or sailboats, on the bay, came to mind.			

	People don't know Richmond has a lot of sailboats and the best sailing on the bay, including sailboat races. Best views are from Nicholl Knob or other hills further on above the park, or from Ferry Point. "Richmond on the Bay" perhaps. Maybe include a kayaker also.			
48.	Thanks so much for your postings of logos. No, I don't think you should spend further amounts of \$ on graphic artists. The choices you provided were varied and imaginative. I would pick #6 and I did, in fact, vote earlier. Certainly not something to go into the financial hole with. Thank you again. My compliments to the artist(s) involved. 6	6		
49.	In my opinion, #6 and the one below it are both nice logos. Thanks for all the great work you do for Richmond :-)	6		
50.	Back to the drawing board! BTW, we already have a strapline, see attached. 			
51.	I don't recall whether I voted or not, but was my favorite. Uniquely shaped, cool calming colors and a leaguer to look at. I hope you don't throw it all away just because there was no one clear winner. If this appeared to be most liked, and I am biased, maybe we should go with it. It's tremendously better than that ambiguous thing we have now. And, it's classier. It's almost something Danville or Kensington would image themselves with. Sorry if that sounds badly, but we could use anything to be an image booster in this Bay Area. Sorry, the first one, the top one. And it should be a "pleasure" to look at. (Rats my typing)			
52.	I think all of them are very dated and depressing. Please consider something fresher and more positive.			
53.	I really like the version by North Star, why was it not included in your first email with the selection of logo options? Thanks for your efforts regarding this marketing effort. A lot of people underestimate the value of a well designed logo and other marketing devices. Richmond is truly a feisty town, and I really enjoy living here.	6		
54.	I'd choose number 6 but within an oval.	6		
55.	I like the second, it conveys fresh & bright and highlights our shoreline The top one conveys almost the opposite it doesn't look like a sunrise it looks like a sunset and so conveys the solemn end of something not a vibrant beginning. 			

56.	I agree with the #6 choice. I would also suggest we adopt the tag line, " RICHMOND of the BAY " as opposed to Pride and Purpose.	6		
57.	I still feel #6 is by far the best choice. Congratulations!	6		
58.	I think the new color versions are definitely better, black only should be out of the question it's dated and looks cheap. Because 4cp digital printing is the most common type of printing now and going forward, one and two color presses are almost extinct. Four color is not appreciably more expensive than one or two color printing and more effective. If the designer specs PMS color, just make sure they show you the 4cp interpretation of that color. I say this because certain PMS colors do not translate to 4cp well.			
59.	I vote for # 11 and 12. The clunky ammunition ships are the worst, and the bridges have little or nothing to do with the City.	11	12	
60.	Those all deserve to be rejected. No imagination there.			
61.	My vote is for #2			
62.	Tom, you're right. These [First North Star submittal] are not iconic. The "R" letterform in Concept #5 shows a faint glimmer of promise, but needs a lot of refinement. The letterform needs to be a lot more prominent. No bridge. Nothing abstract. Perhaps focus on no more than two subtle elements, one patriotic, such as a star for "home front", one bay front, shoreline shape of the "R". As design elements the circle and scenic background are horrible. Think ICONIC, but without weird abstractions and distractions of scenery! Good design is about more than esthetics. It's just good business. Take a look at Vanderbyl's presentation and work and case study of Marina Bay. Falls into the theory of "if it's not broken, don't fix it." Besides, it doesn't cost anything to meet with top designers, like Michael Vanderbyl. Don't rush into poor choices for the sake of something new. Design is tougher than most people think, and it requires either a lot of skill and a little luck! Look at it this way, if you needed to enlist an architect, you wouldn't ask the community to choose a design would you? In building a skyscraper or a brand identity, you need good structure to build on.			
63.	I think North Star needs a new graphic artist/team. Even the newer suggestions have a tired quality to them, but they are certainly an improvement over the first set and some at least speaks to actual elements in our landscape. I would ask for another set.			
64.	Tom--here's my two cents: the Academy of Art person was right--all of the second batch are quite busy. In addition, all but one of the fonts are overworked (as is the font in the current logo). B&W simplicity is nice, but as you say, it doesn't say much about Richmond. The favorite #6 suffers from both--busy-ness (especially that elongated hexagon with everything inside) and a too fancy font. And why do we want to look away from Richmond? If we must, the much simplified version that the city did is better  but please change the font from that standard italic and get rid of the wavy lines below. Perhaps something like this, with the Font from #14 which I see as about the only one clean enough to look good. It needs to be completely straightened out, which I didn't do here.			



I still prefer the idea of looking toward Richmond, and to do that would do something like #7, with the view overlooking Brooks Island, without the marsh grass in front, sort of like this but with fewer lines in the water and sky and with a stylized view of whatever the city looks like from that angle. The font is what's in batch 2



I'd also recommend selecting this font as what the city uses, as Berkeley does, but would like to know the font name and see the text before saying that for sure.

I also like the strapline--even tho out front has a urban dictionary meaning we aren't necessarily going for. On the other hand, even tho City of Pride and Purpose is a little old fashioned and almost Raider-ish, it has a certain underlying truth.

Thanks for the opportunity to comment. For sure, there's nothing easy about this.

PS the stylish bridge on the right of #3 in the first batch is not too bad, as long as the RICH is not highlighted--that's way too ironic. Might look a little too much like telephone poles, but I like the simple monoline type and having the strapline there, if folks can agree on that.

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65.	My vote goes to the first picture in Logo 2. The font for Richmond makes the R interesting and the bridge is definitely unique to Richmond. Actually if that font could be transferred to the second shaped logo 2 i think font, bridge, and sign shape would represent Richmond even better than the oval. Richmond city library system has chosen an interesting R for the new logo on the library cards.	2		
66.	I kind of like 1f, if there was some color. 6a (the one with the color) is also ok - but neither one blows me away, and you're right about the others. Sorry we're all such tough cookies. I guess Richmondites are like Jews - you put ten in a room and you get 20 opinions.	6		
67.	Have you considered asking talented Richmond resident graphic designers Bette Tarr and Jan Brown to submit logo designs?			
68.	#4 or #6 which market our water access.	4	6	

69.	I agree that the second group is better but I really think we want something entirely hipper, like Oakland's logo. I mean, I dunno what a tree really has to do w oakland, but that logo is tight and people want to wear it AND get tattoos of it. You know? Of this group, #8 is the only one that inspires me at all, and that's because it's mostly font/letters. These all feel like something you could put together with clip art and fonts from VistaPrint. Get the students designing something. Students from JFK and Richmond High. I'm dead serious. Get taggers making the logo. Richmond is a city. Just give it a try. Richmond is scrappy, a survivor, artsy, diverse. And we want to keep it that way. We're the city where a gay police chief held a Black Lives Matter rally. That's my Richmond. None of these logos say that to me.			
70.	<p>"Maybe Richmond doesn't really need a branding and marketing campaign – for better or worse, we are what we are, take it or leave it."</p> <p>"branding" was burning an initial or "logo" into the flesh of a human slave or animal as proof of ownership long before it became a perverse term used for selling crap* in a marketplace.. and marketing describes the overall process. the fact that fifteen cents was spent on this useless garbage is bad enough. * quality stuff does not need any hype...only crap needs to be hustled.</p>			
71.	sorry for voting late--that's the one I liked best too-- but shouldn't the tagline I meant I liked the bottom one, which you said is from an actual photo. I think the blue and black against white background is crisp and effective!			
72.	yes, I agree none of those below say anything useful. I was looking at the 31 page powerpoint describing the process you provided a link to. Page 7 had some earlier studies that were more abstract but had images and color. I thought the middle one in the left column had promise. The crane image with the pointy bits feels awkward but maybe could be massaged. And I would eliminate "City of" and "California" - just have Richmond. Instead put the strap line along the bottom. Also, the type face on the logo just above that one seems friendlier. Hopefully that's more useful input?			
73.	<p>Yawn--these all look like beer labels or sports logos, pretty stale.....#2 for its vintage appeal and un-poofy lettering; I would go modern retro/make colors pop, not so drab, less forceful.</p> <p>BTW: tagline sounds like Nazi commands and all I can think of is Sgt. Schultz "I know NOTHING!!!". Here's mine:</p> <p>Richmond, CA 'Homefront of the Bay'</p> <p>Richmond, CA</p> <p>@ the top of the bay</p> <p>████████████████████</p>			
74.	I am sorry you folks felt you had to expend \$100K on this effort. Those options in Logo #1 are more acceptable than Logo #2 in my opinion. Why not have a contest whereby Richmond kids to the elderly could submit Logos with a small monetary reward. I bet you would receive a range of very interesting options. The survey effort is puzzling. We all know the problems Richmond has--			

	previous surveys have told us. The focus is to determine what to do about those problems and our City's reputation. I think, possibly, we simply do not try hard enough to do better vis a vis our City. Sorry to be negative, but we can turn this around and get something positive in the long run.			
75.	I would love something other than "Richmond City of Pride and Purpose," which doesn't tell anyone how great Richmond is for weather, walking/biking, neighbors (except for those parts with crime problems) and location for access to freeways and transportation. I like # 6 best, the outline shape is unusual and catches the eye, the colors are great. It has a serene aspect that is attractive, and shows off the wonderful views from the Bay Trail and parks, as well as from some areas like Marina Bay and Brickyard Cove. I like the short phrase too, except that it would be better shortening California to CA, so just "Richmond, CA, Bay Front, Home Front, Out Front"			
76.	I like 6 and 7.	6	7	
77.	I like 1a, 1f and 2c, 2e a lot. Clean, simple, sans serif. Please don't emphasize RICH -- Richmond isn't 'rich' in any conventional definition of the word and everyone knows it!			
78.	<p>As I suspected, the problem wasn't with Northstar. Their logo portfolio on their website is good.</p> <p>You were thinking like an architect, not a communicator. You are bogged down in details, seemingly not wired to focus on mere essence.</p> <p>A logo is supposed to be simple. That's what makes them so difficult and time consuming to create. You seem to want something other than a logo. A logo differs from an illustration that tells a story. A logo is supposed to be simple. It is supposed to convey core values and cause viewers to FEEL a certain way about the entity the logo represents.</p> <p>As to black and white, first logo proposals should be in black and white because that's how you evaluate if the elements work or not, what to tweak, etc.</p> <p>Many of NorthStar's first submissions could be developed into very appropriate, effective logos. Others not so.</p> <p>But their second batch... most of those are illustrations. They might work for a poster, shopping bag or something where reproduction is elaborate, but they are not logos. You seem to want to give an entire speech, but a logo is a 10-second soundbyte... or it's the headline, not the entire article.</p>			
79.	I agree with you on the first ones - No I think No. 2 -- # 6 -- has possibilities depending "where all" it would be used. It is kinda busy but I know views sell.	6		
80.	The logos from the 1st list (black/white) have some advantage in that they could easily be used in various sizes without losing the design. And I like having the tagline incorporated in the design. I like #5 and 8.	3	6	7

	In the 2nd version, in color, I like several designs but can't choose any one. Several are pleasing to the eye but do any of them really represent Richmond? I like #3, 6, 7, 11, 12.			
81.	I like pres. 2 #6. I think it will reproduce well in many media including clothing. I think it positions us appropriately, in San Francisco's shadow with the GGB in the background, and our local shoreline featured. Yeah us! Tough job, nobody is ever satisfied. Worthy project. Kudos!!!	2	6	
82.	Hope that the person who complained about "Brooks Island" being in a logo now knows it is not "Treasure Island". Brooks is inside the Richmond City Limits, too, isn't it?			
83.	Hello, on presentation #2, I prefer (over all the rest, both presentations 1 and 2) number 7. It doesn't give the bridge or a building or any driving force but it is peaceful and hopeful (the mature shorebird) silhouetted a by the rising/setting sun. It has a nice environmentally-sound feel, IMO. I don't know what the designer was thinking in presentations from #1 - some of the designs were embarrassing! Thank you for the opportunity to opt in	7		
84.	<p>What a coincidence, Bruce. Last night I had a long email interchange (well, really one sided on my part) with Tom Butt about the logos. I don't know whether or not he understood all my points, but I basically said I didn't think any of these logos (presentation #2) were any good, I recommended he hire a professional because coming up with a good logo is really difficult, takes a lot of creativity...mental creativity, should translate into black and white, be simple, and is much more important than one would think.</p> <p>Putting out the simpler black and white Presentation #1 was, in part, a response to my suggestions. I don't really think the black and white ones are much better than the colored ones. I didn't realize this branding enterprise was paid for from donations, and that the company hired for this job also came up with these logos...but they are not good graphic designers.</p> <p>I have tried my hand at logos, and I know how simple they look, and how very difficult it is to come up with a good one. Tom asked me if I knew any logo designers, and I don't, but I told him I'd look into it. I did think of Jan Brown. I also emailed another person I found online who lives in Richmond. I could spot a good or great logo, and I know a lot about what goes into one, and I have ideas, but am not a professional.</p> <p>I think the logo should wait until there is money to hire a professional. And I think if a good professional had been hired, Tom would have his logo. I don't think having a bunch of people vote on their favorites is helpful. As I told Tom, when you see the right one, it will be a light bulb going on.</p> <p>Hope you and Sandra had a good weekend and MLK Day. My grandkids and I planted trees at the new Urban Tilth farm in N. Richmond. That place is great! The garden, so far, is already productive enough to do the fresh food delivery. Lettuce and tomatoes</p>			

	were planted, 100 fruit trees were planted, the office was painted, chicken coops built, compost bins built...It was a great day. Lots of people, and good organization.			
85.	I like the first logo, due to the more modern font and the relative simplicity of the design (oval, not some frilly shape, and a simple recognizable view of the Bay and the Richmond bridge). The ones with the ship are way too complicated -- they would blur in all sorts of ways in reproduction. Second choice would be 5, but it is hardly unique to Richmond -- it could be many California locales. I think it's useful to also have a simpler text logo, similar to 10, but I would use the same font as in 1.	1	5	
86.	Of the earlier set, I like #6. Clean and modern, still emphasizing nature. I also love that the tag line (bay front, home front, out front) is incorporated. I think this is my favorite of all of them. It feels very positive, and less nostalgic than most of the second set. It would reproduce well on stationery, cards, banners, etc. Of the second set, I like #1 and #10 (but I would use the font from #1). I don't like #3 (the vote getter) because the seagull (?) there looks like a raven, and that evokes Poe and nothing good. I also don't like the polygon shapes in many of the second set designs -- looks pretentious or frilly.	1	10	
87.	#6 logo is the best!	6		
88.	#7 from the second group is probably the best, but without Brooks Island and the seagull, but some sailboats instead. Seagulls are a great annoyance in some ways.	7		
89.	I don't really like any of the graphics this company came up with. I like the idea of running a contest. If we were to offer a significant monetary reward in addition to the honor of being chosen as the graphic artist whose work represents the new Richmond, I think we might get some really good and interesting entries. I'd open the contest to everyone: kids, amateurs, professional artists. It could also prove a rallying point for revisioning Richmond as a community project rather than rebranding by hired hands.			
90.	If you are set on a scenic image of Richmond, instead of an symbol, a closeup of East Brother Lighthouse, with the Red Oak Victory and Richmond shoreline in the background might be an interesting approach to study. A scenic Michael Schwab like logo, like the one below can do multiple work as a logo, posters, products, and in collateral marketing for the historic assets. The black and white photo gives you an idea if the concept, with the ship. This option would need tight cropping. North Star could execute this design with good creative and art direction. With this, I think you would be very close to a winning solution. If nothing else comes from these studies, the excellent poster images created by North Star Design could be a great marketing tool in the form of posters, postcards, t-shirts, etc. I just don't think they've done enough qualitative research about Richmond. I Googled and copied some very nice, obviously copyrighted images of EBLs and for illustration purposes only. I'm sure you have thousands more. It probably shouldn't include the Richmond-San Rafael Bridge, or any other bridges or the Marin or SF because it implies that you're leaving, and not the gateway to Richmond. Everything should speak to why Richmond is a great place to live, invest, work and play. The is complicated, but bests supports the tag line — Bay Front, Home Front, Out Front.			

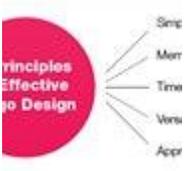
				
91.	I like no. 6 because this is the common site I see every time I run/jog by the Rosie the Riveter shoreline on a clear day	6		
92.	<p>First choice: #6 - epitomizes our shoreline</p> <p>Second choice: #4 - less dramatic, still with shoreline emphasis</p> <p>Third choice: #14 - Richmond genesis. If ship building could combine with shoreline (#6) that would be a rave review item!</p>	6	4	1 4
93.	 <p>First choice: #6 - epitomizes our shoreline</p> <p>Second choice: #4 - less dramatic, still with shoreline emphasis</p> <p>Third choice: #14 - Richmond genesis. If ship building could combine with shoreline (#6) that would be a rave review item!</p>			
94.	Prefer color and no. 1 catches an eye and shows where we are located and the view we enjoy.	1		
95.	<p>Hello Mayor Butt, thank you for polling us in the community about how we reflect Richmond in our Logo and I hope you get a lot of responses. I don't care for any of them because, to me, they don't say anything about us as a city except that, some of us have a view of the ocean and the SF Bridge. San Francisco might like these as their logo.</p> <p>I have recently had a lot of conversations with various people and there seems to be a general thought that many people are afraid to come to Richmond because of some of our neighborhoods. We understand that, as this city improves it's image, we know that we have to physically improve all of our neighborhoods. I was walking the greenway during MLK day and, I was so impressed</p>			

	<p>with how much improvement has been made there. With community efforts, some of our communities have come a long way towards beautification.</p> <p>One thing that is consistent in this city is that most of our residents, no matter what their community, are proud of this city. I would like to have a logo with a visual and a motto that reflects that pride and sense of small vibrant community on the move to improve itself.</p>			
96.	<p>It should be something that shows Richmond's Rich Diversity and that "Richmond is a city that has pride <u>with</u> a purpose"....Just my thoughts...</p>			
97.	<p>What constitutes that purpose, though, is the \$64,000 question. As we've seen at tonight's meeting, some of our citizenry have their own idea about what that purpose should be and it may not be the same as what the 'rest' of the community thinks.</p>			
98.	<p>As a photographer, I would say use the bottom one but put a very very very thin black border around it to separate the white from a white background for those events when it is placed over white.</p> <p>I can give you the dimensions of the line if you wish. It is there but almost invisible, but it makes a difference.</p> <p>Please let me know if you are interested in this idea.</p>			
99.	<p>This email came after the one previously sent. It contains the 12 color logos that appeared on Facebook, as well as presentation #1, which were not part of the Facebook discussion. It sounds like presentation #1 was rejected by Tom, which he makes sound like a personal decision.</p> <p>Given the radical shift between presentation #1 and #2, I'd say there was not much constructive criticism given to the designer/s on their original concepts, which also makes me think there was not much, if any, involvement by parties offering a professional response.</p>			
100.	<p>Thanks for putting the potential logos online for comments. Frankly, I think they are all ugly & I think you could probably draw one better yourself ased on the drawings of yours that I have seen in the past.</p>			
101.	<p>We're changing the IDENTITY of Richmond, at least the LOGO ought to reflect historical richmond. The new residents of richmond should know and understand that OUR history may not be theirs but it is vitally important to the families that remain and we're instrumental in the historical narrative about Richmond.</p>			
102.	<p>This note is regarding the North Star logo designs appearing on Social Media and e-forum. I would urge you to pause the adoption process and refrain from engaging in public feedback requests. As a resident with nearly 40 years of experience in graphic design, I feel qualified in my assessment that none of the designs shown thus far are usable as a logo in representing the updated Richmond brand you are striving for.</p>			

	<p>Briefly - Many do not meet the most basic criteria of logo functionality, with type that is illegible or difficult to read and images that do not reproduce at small scale. They are not versatile enough to function in the vast variety of ways where they will need to be used. Many would be difficult or costly to reproduce in different materials. I'm not surprised that presentation #1 did not speak to you, as the ideas are unsophisticated. Presentation #2 #1-3 — Squint your eyes and what do you see? Mostly a big blue shape and a redish blob. Neither of these two things speaks of essential Richmond or its community. Bridge illustration and detail lost. #4-5 — Same problem as previous with over-reliance on superfluous contour. Illustration reminiscent of California license plate but more legible than Bridge illustration. #6-7 — Overpowering contours convey nothing. Why is the border on 6 more legible than 'California'? Pretty illustrations. #8-12 — Not much to be said for these. #13-15 — Nice ship illustrations. Too detailed to be functional logos. None of the fonts are interesting or contemporary or feel integral to the designs. I'm not seeing sensitivity for letters as a design element. For instance, the same type was repeated on 3, 5, and 6. Is that all that was explored? It doesn't work well touching the edge of the octagon and comes across as laziness on the part of the designer. Presentation #2 has essentially three concepts; illustration in shape, underscored type treatment with bird, and boat illustration. Variations are minor enough to have been refined by the designer and reduced in number before presentation. <i>My suggestions for moving forward.</i></p> <ul style="list-style-type: none"> • Review the City's contractual obligations with North Star. <p>If we have used the entire budget with no money left for further logo development, end the process. The logos produced thus far do not give me confidence in their capabilities as a logo design firm. Their market research should still have value and they have produced illustrations that could be used in other ways. Request all art files in unflattened form. This will allow parts, like the sunset or ship, to be separated and used in future graphic applications. There's potentially good poster art here. Again, make sure our contract specifies that Richmond has full rights to all work they have created.</p> <ul style="list-style-type: none"> • In evaluating further artwork, engage with Richmond's staff, arts commissioners, and/or committees specifically qualified for design evaluation and review. Michele Seville, Richmond's Arts & Culture Manager, should be consulted on any venture involving research and development related to City art. As appointees of the mayor, members of the RACC and PAAC are in place to provide professional and experienced expertise in assessing artwork quality and appropriateness. Commissioners and committee members also represent the community and provide a layer of transparency and accountability for government spending. 			
103.	I too notice that the city of Richmond is not shown, it is only the LOOK OUT POST is see other things out side of Richmond Ca.			
104.	What a waste of money. When will you never learn?			
105.	I looked at all of the proposed logos, but I don't really like any of the logos too much. I was reminded when I went to a meeting with the Port of SF and saw their business cards. Their logo (below) is simple and striking, as opposed to almost all the Richmond logos, which try to incorporate three dimensional views.			



106.			
107.			
108.			
From Facebook (Everybody's Richmond, California, The REALRICH, Richmond CA, Tom Butt			
109.	These all look corny and trite. Hire Spokewise, a talented Richmond graphic designer, Jan Brown, who created the Red Oak Victory logo among many others.		
110.	Agree with _____, and "FrONT" as key slogan!?. And this or 100k!?. None of these logos transfer easy into small scale or black and white. Our town's streets are riled with potholes, unless you live in a privileged area... gun shots, drugsales and underage prostitution, Chevron's continued releases of harmful toxins are the real frontier. So, cant money be better used? General public is pretty smart in spotting discrepancies between PR slogans and bottom line business environments. Adressing those grievances residents repeatedly voice rather than ignoring them with a 'thick skin' mentality will be certainly more effective.		
111.	They are definitely better than previous. But I tend to agree that they are a bit corny. The phrase doesn't really evoke much. I applaud the effort to get it done. Just wondering if \$100k was spent to do the market study that resulted in this Mayor Tom Butt Tom Butt ?		
112.	I'm surprised to hear all the negative comments. I was really impressed by these. What do I know though, I'm just an architect		
113.	The visual design skills in architecture differ greatly from graphic design. When I took graphic design at City College, at first I was intimidated by classmates who had graduate degrees in fine arts and other art endeavors in which I had no skill or experience. Ended up that most of these folks did poorly at graphic design because graphic design is all about visual communication, minimizing visual presentation to an essential kernel of emotional value, not making pretty things. The fine arts folks had a difficult time minimizing, keeping things simple, finding that kernel of essence to visually communicate in a square inch. The students who did well often (like me) had no art background, but instead came from an editorial or writing background. Logos are to graphic design what headline writing is to articles/stories. It's difficult. The best look as though they were easy, fast to do, but they were not. So...you may be a great architect, but not necessarily a good graphic designer/graphic communicator.		
114.	Not sure if _____ was implying, incorrectly, that architects can design anything. Maybe many of them think that's the case because theirs is the only design profession that requires a license. Because a logo can't kill anyone if it collapses, I guess.		
115.	Architects design ugly and poorly thought out things all the time...		
116.	My comment was young in cheek. I realize architecture and graphic design are district and different skill sets. I do like to think I have a good design sensibility though. I work regularly with graphing designers including Jan Brown at Spokewise. Ultimately opinions tend to vary widely. I was impressed with these (and got to see the many unimpressive ones that preceded them) and was just honestly surprised of the degree to which others were not. In and case we all know why they say about opinions		
117.	Some of these are on the right track, but overall the fonts are ... weak.		

118.	<p>Most of these violate principles of good logo design. A logo should be simple, versatile and memorable. It should succinctly communicate the core emotional value/essence of what it represents and reproduce well even with a one-color copy machine. Most of these are too elaborate. Illustrations are too detailed. Do you really need a boat, waterway, poppies...as I explain to my design clients, go for a metaphorical style logo. Cleaner, simpler, easily reproduced and memorable. Of these, I prefer 10. It's clean. The script typeface is friendly, contemporary. Contrasts well with the humanistic san serif typeface underneath for California, though I'm still not sold on it.. Typefaces in many of the other examples are too difficult to read, or have too harsh a feel. Read up on effective logo design, then evaluate these. https://www.smashingmagazine.com/.../vital-tips-for.../</p>  <p>Vital Tips For Effective Logo Design – Smashing Magazine smashingmagazine.com</p>			
119.				
120.	Exactly, _____. A case could be made for improving upon what we had, an evolutionary change. Perhaps should have tweaked/refined this one...use more contemporary typeface and colors, make graphic more elegant, more minimal, that still communicates our core values.			
121.	I hear you, and think this logo fits those substantive design elements. That said, I think it is a horrible logo.			
122.	I agree. Horrible typeface selection. Clunky amateur graphic. That's not to say you couldn't morph it into something appropriate, effective and with the right look and feel. Maybe when I get home I'll play around and send you something for fun.			
123.	<p>I agree about the tagline. It's...awkward. In terms of the logos, the illustrative ones will be difficult to reproduce in many applications and also difficult to read from far away. These are some design basics that every graphic designer is taught. Most of the typography is "trendy" and not going to be enduring. They will look dated in 5-10 years, and a good logo (especially one that costs \$100,000) should endure for much longer than that. Overall, this is a disappointing effort. I'd like to see something that is simpler, easier to read, classic and enduring.</p> <p>Having said all that, if these are the choices, then #10 is the most successful, IMO. It stands out the most because of its boldness, and the typography is simple and somewhat classic. Perhaps the firm could do iterations on this one, with different type styles.</p>			

124.	I would lean on the side of finding an artist that can really take us into the future we are talking about. Not impressed. Out front should show up in the design			
125.	I can design a good logo, and for a lot less than \$100,000. 😊			
126.	They should have done a. contest for Bay Area residents to participate. I bet we would have gotten some great stuff.			
127.	My firm would have designed an amazing logo. I don't think all the money was spent on only the logo. There were the survey's, study sessions, exhaustive research across the globe to arrive at this, it's just okay.			
128.	I have a niece that does good work. A young entrepreneur. I'll send you a sample.			
129.	I like #16.	16		
130.	Wow, I would have expected better for \$100k. I don't find any of these particularly memorable. Glad this wasn't taxpayer funded...			
131.	I like the strap line, not loving the logos			
132.	Tough crowd here.. Perhaps the 2 year input and discussion process was too short to allow consideration of all the great alternatives I'm sure you all must have been contributing...			
133.	The efforts to do this were pretty insular. I never personally received a request to provide input. But I don't see why it would be necessarily requisite, if I knew smart people were earnestly working on it. Feedback is now being requested, we are giving it and you lob a snowball at people who are giving feedback for not being involved.			
134.	Tough crowds shouldn't be so sensitive			
135.	Sensitive? Are you talking about people giving their feedback or your sensitivity?			
136.	I think the thoughtful opinions of people (those with design backgrounds and those without) who haven't been close to this project for the last two years and who are seeing it with fresh eyes are pretty valuable. A good design firm takes intelligent feedback with grace and doesn't get defensive.			
137.	6 is okay, just change the shape to oval...	6		
138.	I don't like "out front" in the strapline. It doesn't make sense without a long explanation, and a strapline should be able to stand alone.			
139.	I don't really love the logos either. Here are some more specific comments: -I like the idea of having a picture (but prefer the ones with wildlife instead of the ones with the bridge and ships). Although I'm not sure that the images work in a logo because it needs to be reproducible in black and white or at least grey scale. -I agree that the font should be carefully chosen because the word "Richmond" in that font should be recognizable as a logo with or without the rest of it.			
140.	OK, full disclosure: I graduated with a BA in Graphic Design from Art Center College of Design. I have worked for some of the top design and branding firms in the world (Landor, Gensler). I've contributed to design of logos for companies such as Chevron, KFC, HP, BP, Chevys and Haagen Dazs. So while my opinion is my own, and no, I have not been contributing to this project for the last two years, I didn't just fall off the turnip truck. I hope the mayor and other decision makers on this project will take thoughtful feedback from design professionals with that in mind. In my informed and educated opinion, these designs are not appropriate for a city like Richmond that aspires to be world-class and "Out Front." Most of them are attractive, but they look to be for a different kind of client. A restaurant, or a brewery, or a high-end store in Mendocino. They are too illustrative in style to be practical for the multiple uses that will be required, both in terms of size,			

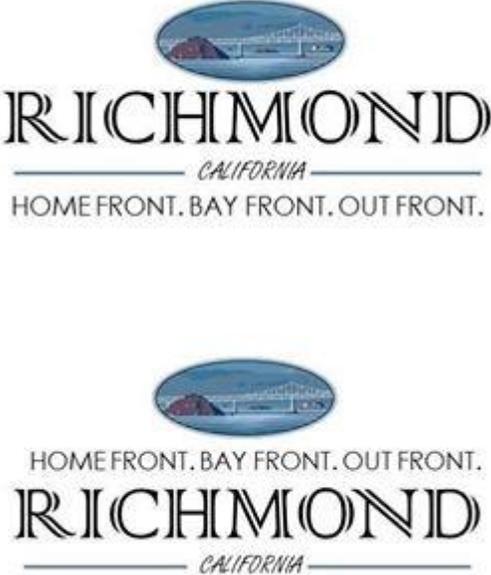
	<p>materials, and context (newspaper vs web vs signage, etc etc.) They are also somewhat trendy in their design, and will appear dated in 5-10 years, which is not the kind of shelf life that one should expect for a logo and brand that cost \$100,000.</p> <p>What you should receive for that kind of money is a design that is not only classic and enduring, but also practical. Most clients also will need multiple versions of their logo, for multiple kinds of uses. Vertical vs horizontal format, for example. Or a non-gray scale version for use in black and white. Perhaps this is part of the next phase of design, so here I'll give the benefit of the doubt.</p>			
141.	Well said. I feel like I'm looking at the logos of an outdoor company or a line of luggage.			
142.	You can google and find these on line			
143.	I like 15. From my 2 years of being here and the bit of history I know of Richmond, I think it does represent our city well. I would just lighten it up a bit. Looks under exposed in some areas. Other than that I like it!	15		
144.	My vote is for 3, 6, and 13	3	6	13
145.	I think they are all too calm and pretty for a strong proud city with industrial roots and Rosie the Riveter. 8-12 look like baseball team logos.			
146.	And, tell me again what 'out front' is supposed to mean?!			
147.	Progressive			
148.	Maybe it should say that!			
149.	3 or 6. guess I like that font the best.	3	6	
150.	Agree with _____ design rules..., UC Berkeley taught me the same principles. Say it once but say it really right. These admittedly very pretty event logos are too ventriloquist and don't serve the purpose as image changers. Regarding the motto, the existing one seems to work just fine in catching the essence. It also is a constant cause for outsiders to smile once they have the opportunity to engage in one of our spirited, at times a bit too rude, conversations.			
151.	<p>Brainstorming tag lines. I'm looking for ways to emphasize the future of Richmond, while respecting that we stand on the shoulders of a remarkable past. Not saying these are good, just what comes to mind, for what it's worth. Some are a bit tongue in cheek, but like I said, brainstorm...</p> <p>Rooted in Resilience. Rising in Renewal.</p> <p>Promise. Pride. Purpose. (with a nod to our current tag)</p> <p>Rooted. Rising. Resilient.</p> <p>Growing, Green & Groovy.</p> <p>And of course, "Makes its own rules." (not mine)</p> <p>About the graphic—Our industrial and scenic waterfront is a great asset and important part of our past and future. But is there a</p>			

	way to look inward toward the rest of the city and the amazing developments and potential in urban agriculture, youth entrepreneurialism, and the future of new green industries? (the "rooted" is important to me for this).			
152.	Wow, _____. That's a lot to ask for a logo. A logo's purpose isn't so much to tell a story as it is to evoke a feeling behind the story. In a square inch or smaller, tell how you want viewers to feel. I'm afraid showing something looking inward towards a city, urban agriculture, entrepreneurialism... would make for a very busy if not useless graphic. But, if you can parse all that into a few words that describe how you want us to feel, a visual communicator/graphic designer could work with that to combine typeface, color palette, graphic elements in a way that evokes that.			
153.	Thanks Mindy. I'm more interested in the tag line or "wrap line". I just wish that the logo could portray more than just waterfront icons.			
154.	Almost Marin.			
155.	Better than Bolinas			
156.	Good alliteration. But I like Bolinas, so not sure that we're better... Just different.			
157.	Just a simple Google search illustrates the possibilities https://www.google.com/.../21-best-contemporary.../amp/... 21 Best Contemporary Worldwide City Logo Designs - DzineBlog.com dzineblog.com			
158.	Thanks for sharing that. Prospective is everything			
159.	Good examples. Each worked off the old, but simplified and cleaned them up. Made more contemporary			
160.	Wow, some of those are downright beautiful.			
161.	Designing an effective logo is darn hard. That said - neither the tag line or any of these designs work better than what we already have. Not that Richmond shouldn't update its brand but it needs to be an improvement. Good design advice has already been given in several comments - needs to work on a wide variety of sizes and applications, translate into both black and white and color. Convey symbolic essence, graphically and with font choice. What I feel here is a lack of clarity, which may accurately reflect Richmond's current state, but that isn't something we should be advertising. The tag line, for instance, has got three separate ideas - location, history, future. Too much. Simplified might be "Bay Front Out Front". Don't think that's great, just trying to get my point across. The logos are, as Catherine Montalbo said, wrong for this application. The scripts look like they belong on baseball jackets. The illustrations are too fussy and don't read well reduced. Without the illustrations they're not at all interesting. The boat, well, that is just not the least bit forward thinking. This sounds pretty harsh, but I don't see any point in sugar coating. We shouldn't be adopting any of these. Plus it appears that whoever is coming up with designs doesn't have a good sense of what this logo needs to convey. More clarity should be given to the			

	designer about how Richmond sees itself and its future before anymore drawings are undertaken.			
	I'm also curious if the mayor's office has requested feedback on the proposed designs from the RACC or PAAC?			
162.	More excellent advice. Thank you.			
163.	Our neighbor has a very simple and appealing logo. https://www.mcecleanenergy.org/.../2015/11/ElCerrito.jpg			
				
164.	Yes. Clear and clearly descriptive of location. Richmond has so much more variety that it will be harder to articulate. Emphasizing shoreline seems to be the direction from the market study. More thought on this tomorrow.			
165.	Anyone on this thread who thinks they can just "whip something up" and submit it as a candidate for the City of Richmond's logo, without having had the benefit of of all the research and background work and interviews with stakeholders that were done prior to the first sketch being created, is admitting they don't understand the branding process.			
166.	Thought I'd whip up a sketch. LOL. I wasn't in on the branding, but thinking to show Richmond as a waterfront/bayfront city (blue squiggly), rich in nature/environment (brown squiggly to show/mountains above blue water squiggly), proud of its diversity... <i>See More</i>			

				
167.	<p>Firstly, I really applaud Tom Butt for spearheading this effort - I think it's important and necessary. I'm sure that putting it out there for public consumption will invite a flood of strong and varied opinions - as we can already see. I appreciate the opportunity to weigh in! The strapline - please scratch "out front"! I think the fact alone that it has to be explained means it's not doing its job. I like the idea of the three elements that include "front" but "out" just seems like a stretch. i would prefer simply "Richmond, California. Bay Front. Home Front." Or, Richmond, California. Bayfront. Homefront."</p> <p>Also, a quick Urban Dictionary google pulls up: Out front 1. That your look is hot. 2. That you look pimp. 3. That you should show off your look that evening.</p> <p>Maybe something to be aware of? I'd like to delve into the logo designs, but I can't get past the strapline!</p>			
168.	<p>That is an exhaustive report indeed Tom Butt. Great data! The report has a lot of research and methodology around the branding and many other items. Please do not take our opinions and feedback as a sign that you or anyone has failed in this effort. This is an opportunity to get better. We need to figure out how to move the needle on safety, business development and improving our schools. Stay focused on these and we will get where we all want to go.</p>			
169.	# 6,	6		
170.	3 or 13	3	1 3	
171.	<p>As an artist and Academy of Art University graduate school educator wanted to say thanks for the posting, effort, and discussion. The Richmond logo should be clean, concise, clear, contemporary, and inclusive. The Northstar samples appear to be dated, busy, and focused on one specific area of Richmond. Commentator Mindy Pines was able to quickly come up with a logo option that bridges</p>	3	1 3	

	Richmond's urban and natural environments. Richmond is fortunate to have many artistic and talented citizens who can make this happen. The RACC (Richmond Arts & Culture Commission) and PAAC (Public Arts Advisory Committee) are wonderful resources to be part of this process...			
172.	Nice. I like the strapline. Re the images, my first is #4 (bonus b/c it has a flower that could be the CA poppy); then #6; then #2 (I like the graphic in # 1, but not the font). Exciting!	1		
173.	I like #3. But I'd really like one that incorporates our shipyards AND our shoreline.	3		
174.	Sometimes it's necessary to spend a lot of money to know what you don't want - it doesn't necessarily say that it was wasted. But now that people are aware of what's happening, maybe those who are good at this sort of thing could try their hand, like Mindy did, of some suggestions. At least it would give us a better idea of what people tend to like or not like - have a no strings attached request for people to submit what they would like to see our logo look like.			
175.	without disrespecting your suggestion, I want to reiterate that logos are difficult and an open call is not a professional way to accomplish this. Good design takes time, which is why good people get paid for their efforts and expertise. And yes, generally many rounds of trial and error need to happen to weed out what doesn't work.			
176.	Of course - which is why I said it would be no strings attached, and MIGHT give us some idea of what kind of things people might like.			
177.	<p>I was in the midst of composing my response when I saw this. So, let me copy/paste what I have here before editing. If you want a professional product, follow a professional process. Your suggestion to cast as wide a net possible for (free) submissions with as large a group of decision and selection makers never results in the best product.</p> <p>In an ideal world, those involved in the actual logo design process would include members of the agency's communications department (professional communicators who understand what logos are, what they involve AND have the needed cultural/historical background of the agency) who work with a professional designer or team with the skills to actualize the agency's needs, visually communicate the core values in an area as small as a postage stamp... causing viewers to feel a set of intended emotions.</p> <p>On this thread for example, after multiple commenters stated why the posted proposals were not good, many folks selected some of the worst logos because they probably did not read those explanations or understand how a logo differs from an illustration.</p> <p>Additionally, contests put both designers and clients at risk. Clients risk accepting work that has compromised others' intellectual property. If Richmond's chosen logo "borrowed" elements from other agencies' logos, there is risk of a lawsuit. If the volunteer designer created files that don't stand up to all of the technical reproduction output processes, Richmond may ultimately have to pay more when printers have to clean up the work.</p> <p>Most professional designers do not enter contests or work on spec. Too often, clients use contests as a way to get free work instead of valuing our contributions to their goals.</p>			
178.	Thank for spelling this out.			
179.	I like my photograph of Richmond depicting the Potomac and the new Marina. Chosen by the County's Dpt. of Election. for their web site their Election s Manual and Polls Worker Manual too			

180.	It needs to be versatile enough to be used anywhere.			
181.	I like the ones by Mindy Pines much better than anything previously proposed, and I also do not like the strap line. Not only the out front, but also the homefront, which is both obsolete and war focused. We haven't been the homefront for 70 years. I'm not suggesting that Mindy's are the only approach that could be considered, but I certainly concur with those who think that abstract and evocative is better than literal and busy. I would encourage starting all over again with the next round of design			
182.	I also like the submissions by Mindy Pines , however, even with Terminal One, the buildings depicted in her logo don't really represent buildings along the Richmond waterfront. As far as the others, I like #1, #6 and the font used in #11. While they don't serve the same purpose, I like drawing inspiration from Sports Teams Logo's, Wine Labels and Craft Beer Labels. This isn't easy work and it's a delicate balancing act of representing Richmond's literal assets or an abstract, artistic style logo that needs interpretation. For example, there are successful brands with abstract App Icons that have nothing to do with the App, but are very recognizable and simply use the Apps first letter as a logo. But the City isn't an App and it's hard to capture with a one letter logo like Pandora, Twitter, Facebook and LinkedIn. Lastly, I think it's critical to include the waterfront or the view of the waterfront an any logo since it's one of Richmond's best assets.			
183.	<p>I made a few quick logos...</p> 			



184.	Nice, but I don't like the Richmond font.		
185.	Not appropriate for a city logo. 1 B/W copy and you'll have black oval. I also question the use of the bridge & Red Rock Island		
186.	Gotcha - the background within the oval could be less literal and simply have the hills, bridge and island in black and white. Just an example below 		
187.			
188.	I don't think Richmond is just about a bridge to somewhere else....		
189.	Me neither, why not think of it as a bright TO Richmond. Bridges are rare and only a few Bay Area Cities have one, it's also one of the most iconic forms of architecture in Richmond besides Civic Center and the Ford Assembly Building.		
190.	I don't like any of them. I wouldn't change the current one to any of these.		
191.	I like the idea of using an image of the Richmond Bridge since bridges can mean multiple things.		
192.	SAD, nothing but sad.		
Nextdoor (Point Richmond and seven other neighborhoods)			
193.	Option 6 is my choice, Options 6,7,12 are my husband's choices.	6	7 12
194.	Number 6 definitely!	6	

195.	Amazing! Fran I both selected option 6. (But, does that truly represent all of Richmond?)	6		
196.	#6, just wish it was smoother/rounded vs the odd octagon outline. #7 is a close second.	6		
197.	like 6 and 7, 6 best.			
198.	I like #5. Looks fresh and peaceful. I don't mind 6 or 7, but wish the colors were different. They look drabby or smoggy to me.	6	7	
199.	My husband and I like #6 best.	6		
200.	While I am not a fan of our current city log, none of these are that attractive from a marketing perspective to me. They all look old-fashioned. I propose that you get some other options. Fiverr.com offers logos for as cheap as \$5.00 and may include some revisions. And please lose some of the birds. Options 4-12 all have birds in them. You should have had 3 logos submitted from 5 different designers so that would be more variety in the selection. Not the same things in each option just simply rearranged. I don't mean to be negative but if you're gonna change it, make it good. I like #6			
201.	I like #6 the best, but prefer the shape of #2. Second would be #7.	6	2	7
202.	I like 8,9, and 12 in descending order. Almost every city around the bay has similar scenery brands. Our name alone should be enough, for our important city.	8	9	12
203.	As some people posted on Everybody's Richmond Facebook link regarding this same topic: I like #16. Many of these are too complex and won't translate well in B&W. And the ones with primarily text are uninspiring and forgettable; not something a logo should instill. Unfortunately, I also am not fond of the "strapline": Richmond, California. Bay Front. Home Front. Out Front.			
204.	Of the options available I like 6, 7 & 3.	6	7	3
205.	How about you revisit....The World's Fair Logo			
206.	Out of the options, I like 5 and 12.	5	1 2	
207.	What happened to "Richmond. For Real" ?			
208.	Re: "Richmond. For Real." Was that a thing? I'm not sure I'd want a slang phrase for my city's tagline.			
209.	Better than, "Richmond, city of pride and purpose."			

210.	like 2,8, and 11. 2 shows something typical of Richmond, the scenes of sundown and the golden gate are very trite and say nothing about Richmond, same with paths and poppies. I like the lettering and simplicity of 8 and 11. The old ship refers to past glory, not present. I couldn't find the logos to comment on. I meant "mottos" to comment on. I commented on the logos.	2	8	12
211.	I meant "mottos" to comment on. I commented on the logos.	6		
212.	I like 6	6		
213.	I vote for #6...	6		
214.	My wife likes #6, I like #15 but 6 is a close second.	6	1 5	
215.	Honestly, I can't relate to the ships, even though they are historically accurate, if we are going to use the shoreline as the inspiration. If they were going to use ships I'd prefer sail boats, more in line with what is going on now when I look at the marina. I'd have also liked to have some reference to California as the sunshine state with maybe the sun and the rays, and maybe a man with a fishing pole or a dog walker on the path shoreline. All I guess I'm really saying is I'd like something more up to date and more familiar to what I see when I go to the marina. I think I would find that more inspirational when we talk about logos for Richmond. And yes, I'm tired of the bridge as a logo reference, as well.			
216.	I like the typeface in 1, the shape of 7 and combining the images in 6 and 7.	6	7	
217.	I vote with Arthur	6		7
218.	Most of them look like they were designed in the 1970's--very dated looking. We need to look forward not backward.	6	5	
219.	#6 with a oval shape like #5			
220.	Option 6 is the most prominent logo.	6		
221.	Marketing and branding are useful- in fact, this is my business. But I must ask: Is the city spending even one dollar on this (1970's looking) project whilst its residents literally, LITERALLY gag on unclean stench - filled air? NOW I understand why the city allowed its officials to go to China on city funds...they needed to find out how to ignore air- quality issues. I am prone to sarcasm in the worst way (my New Year's resolution is to avoid it or get much, much better at it.) But I am as serious as cancer here. Please remember that the citizens of Richmond do not receive the special funding from Republic or Chevron, or wherever this stench generates (certainly a combination) that the council members (and you) receive to support their agendas and campaigns. Respectfully- even one minute or one dollar "branding" Richmond during our financial crisis and environmental nightmare is , in my opinion, a frivolous waste of your time and our money. Let's get our house in order and stop smelling like the garbage dump of the bay area- this will improve our lives AND our branding, more than any 70's-style logo.			

222.	I've just been thinking: an Art Deco font would work well for the logo and would allude to Richmond's heyday in the 40's. Something like Broadway, which is what's on the new underpass leading to Marina Bay.			
223.	I stand corrected , but please clarify; will city money be used for changing the stationary and signage- and how convenient that you get snarky (not Catherine, who clarified) about the spending while ignoring the point- Richmond's logo is the least of our problems- crime, pollution, and quality of life are all issues. The trees on Nicholl Ave haven't been trimmed properly in over 23 years- we have no curbs on the streets. Our city departments are overwhelmed and overburdened. Glad that there are individuals who donated money, but is this really a priority, Mr. Mayor?			
224.	I work in public relations and agree all of the logos are dated. I'd love to see something more contemporary and forward thinking.			
225.	I prefer #6.	6		
226.	i like #5 best, though i like the lettering on #1. i like #6 as 2nd place, but prefer rounded edges like 5.	5	6	
227.	I agree that all the proffered designs seem drab and dated. Like many of the others who've said that, I'm also a designer (of books, mostly). Why not publish specs for the logo (size, # of colors, computer format, etc.) and let the public submit designs for free? I'm sure crowdsourcing will result in much better choices.			
228.	<p>It saddens me deeply that \$100,000 was solicited from local businesses and is being sent out-of- state to a public relations company. We have hundreds of graphic designers who live in Richmond.</p> <p>I am not naive to the fact that myriad activities happen in a city simultaneously- and improving our "packaging" is a great idea, but what could \$100 K be used for if</p> <ol style="list-style-type: none"> 1) It stayed in our community 2) It was used to hire a local company to help clean and maintain our public areas- like the plunge and the point and the new downtown revitalization area. <p>I would like to know if there are any marketing agencies, graphic designers or maintenance companies that are based in Richmond that could use the work?</p>			
229.	<p>I like #6 as well and also like Arthur's idea about trying an art deco font which relates to Richmond's shipbuilding past.</p> <p>I am also in PR and having worked on logo projects in the past, i know that you will never find consensus.</p> <p>It's easy to be snarky or critical of our town, but if you want to help improve Richmond, and you are not already volunteering your time, you should get involved. If you live or work in the Point, one way to help is by volunteering your time as a Point R ichmond Business Association board member. The next PRBA meeting is on Thursday 26th. Cleaning up and beautifying the business district is one of our priorities this year. Please PM me if you are interested in getting involved.</p>	6		

230.	<p>RE: "... \$100,000 was solicited from local businesses and is being sent out-of- state ..."</p> <p>Gee, I first thought CALexit meant California was going to leave the USA. Then I thought CALexit might mean businesses, industries and hard-working tax-payers were leaving California. Now, I'm beginning to think CALexit means it's our money that leaving the State.</p> <p>Oh, well.</p> <p>Wait ... how was that "public relations" firm selected? Time to follow the money?</p>			
231.	I agree with the people who said the logos are dated. And also with the fella who noted they are looking away from Richmond, not towards it. The logo should convey both the industrial and bucolic sides of Richmond.			
232.	Agree			
233.	<p>My team used the following web site to solicit, evaluate and select a logo design. Multiple designers will submit ideas based on your specifications and desires. Over several days and design iterations, you select the best design and finalize payment to the winning designer. It is an open-market approach that encourages design diversity at a very economical price. And you fully own the delivered product.</p> <p>www.99designs.com/logo-design</p>			
234.	I like #6 & 7.	6	7	
235.	<p>I think we can do much much better on the logo! I'm happy to help - for free! I suggest starting from scratch, bringing in any local people who are willing to contribute ideas, widening the possibilities and looking at everything fresh and new. And a special request: Stay MUCH farther away from any variation on the logo for the City of Richmond, Virginia - even though the oval, bridge and art deco ideas may all be lovely. Let's go for something entirely different!</p> 			

From Marcia Vallier:

Thought I'd whip up a sketch. LOL. I wasn't in on the branding, but thinking to show Richmond as a waterfront/bayfront city (blue squiggly), rich in nature/environment (brown squiggly to show/mountains above blue water squiggly), proud of its diversity (buildings of varying colors...all colors of rainbow became too busy)... contemporary and friendly typeface... And the one with the circle behind buildings... well that's the sun to show a NEW day, forward thinking blah blah blah. No worries. YOu needn't like it... My feelings won't be hurt... Just offering totally different concept.

In collaboration with City of Richmond and Richmond Redevelopment Agency staff, and business and neighborhood groups, Vallier Design Associates has developed a citywide urban design program for the City of Richmond. This program, with its primary focus on wayfinding, will improve Richmond's visibility by defining its edges and will improve connections between landmarks within the City's boundaries. Comprised of landmark signage at "gateway" locations and thematic graphics with a palette enlivened by the new City of Richmond logo, the design of the program will reflect the diversity and the individuality of the community and its neighborhoods, while highlighting the City's long history of support for the arts. Major gateway sites located along the Interstate 80 and 580 freeways at the City's jurisdictional boundaries will establish the art-driven identity that announces Richmond's existence to passers-by. Directional gateway locations within the city provide identity and wayfinding signage through the City plus they offer potential sites for neighborhood level public art installations.

The new City of Richmond logo is a central aspect of the program. The updated logo – developed in concert with the Gateway designs – conveys a message of a strong and revitalized city. The updated tagline, *Neighbors by the Bay* highlights the City of Richmond's connection to the Bay and the strength of the City's neighborhoods.

Urban design elements, such as signature landscaping, lighting, site furnishings, specialty paving, and painted surfaces, will enhance the Gateway signage system and will define paths to important locations. A system of graphic icons are intended to alert people to important decision points, allowing them to reach their planned destination with a sense of ease and well-being.

The unified identity provided by consistent implementation of the gateway designs will bring a sense pride to the residents, businesses, and visitors and reinforce a positive image for the entire City of Richmond.

water and shoreline

INTRODUCTION

The Gateways will improve the City's visibility and create a unified identity for the City of Richmond



First Presentation by North Star



Second Presentation by North Star

