

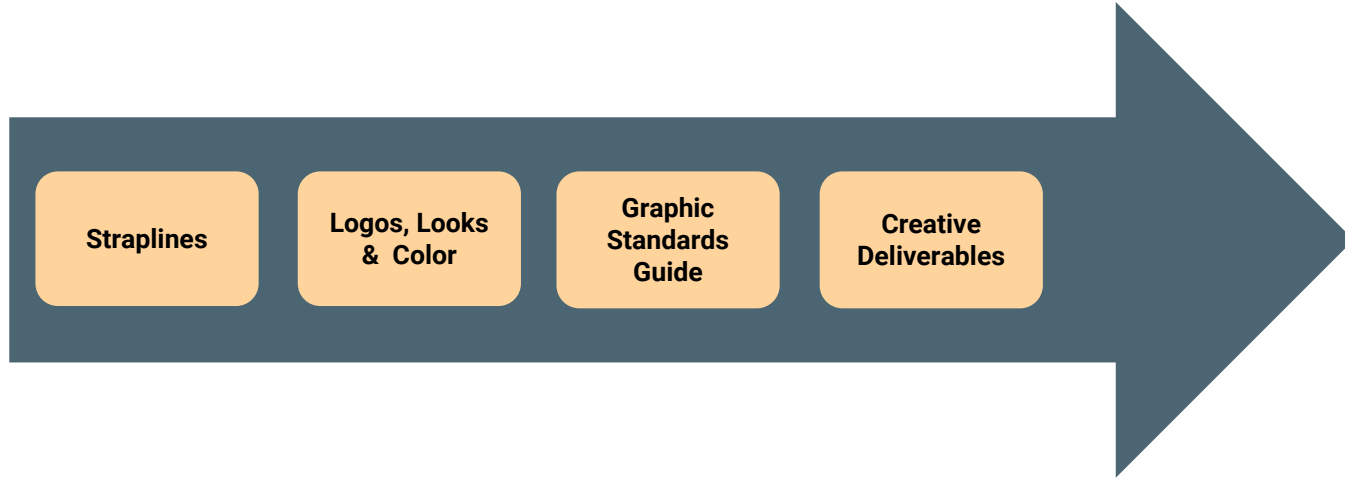
Richmond, CA

Logo Presentation

August 16, 2016



Creative Process



Agenda

- Review of Strategic Brand Platform
- Review of Chosen Strapline
- Logo Options
- Next Steps



Richmond, CA

Brand Platform

For people seeking a Bay Area existence without being cramped or crushed by cost, Richmond, with the most miles of shoreline along the East Bay, is a diverse community with a steel resolve so great ideas are fulfilled on the home front of the next greatest generation.



Strapline



Richmond . . .
Bay Front. Home Front. Out Front.



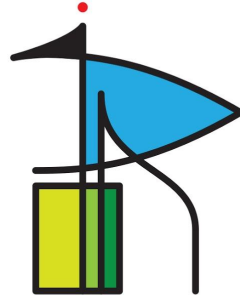
Logo Options



Concept 1



Option 1a



RICHMOND

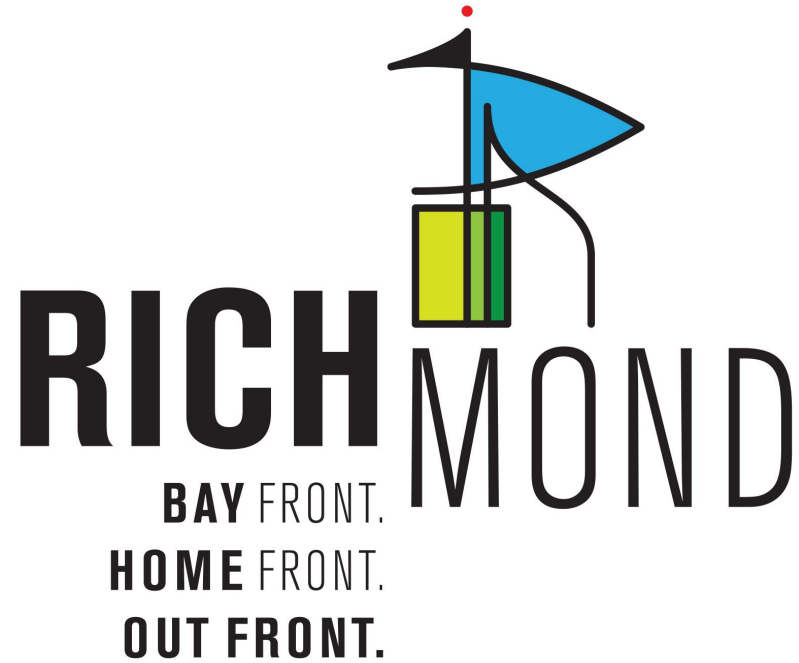
BAY FRONT. HOME FRONT. OUT FRONT.



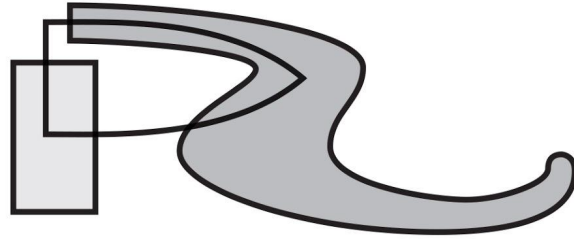
Option 1b



Option 1c



Option 1d



RICHMOND

BAY FRONT · HOME FRONT · OUT FRONT



Option 1e



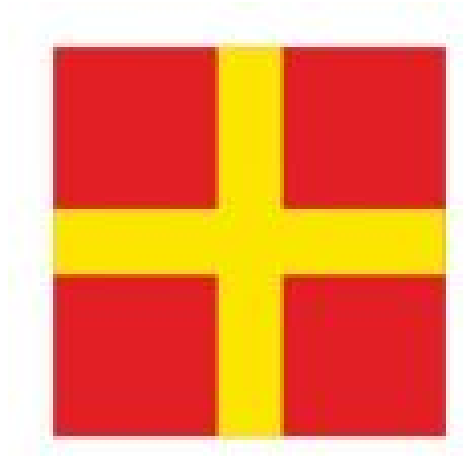
Option 1f



Concept 2



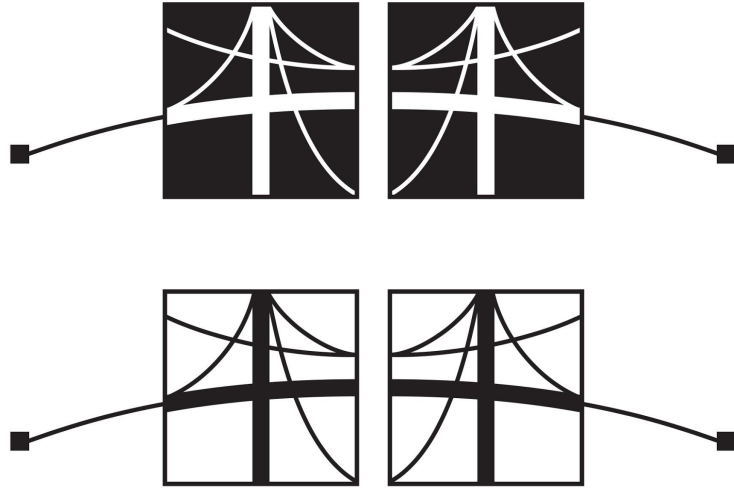
Option 2



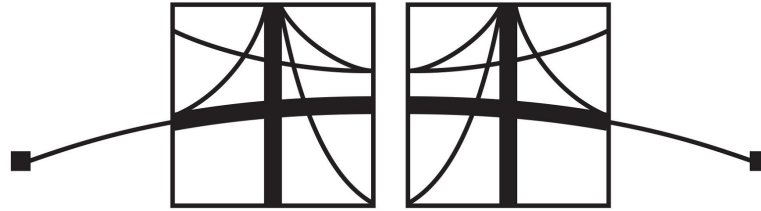
R



Option 2



Option 2a

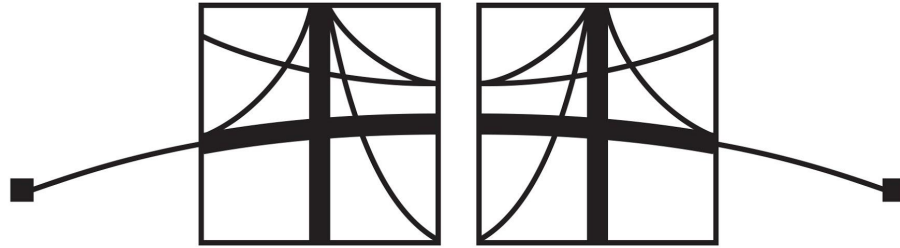


RICHMOND

· BAY FRONT · HOME FRONT · OUT FRONT ·



Option 2b

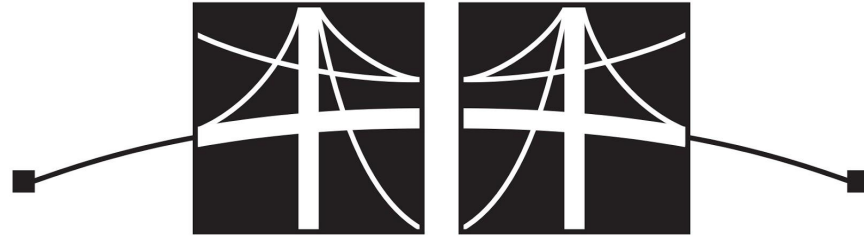


RICHMOND

BAY FRONT. HOME FRONT. OUT FRONT.



Option 2c

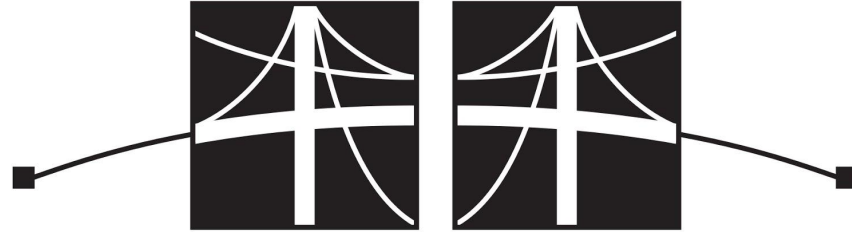


RICHMOND

BAY FRONT. **HOME** FRONT.
OUT FRONT.



Option 2d



RICHMOND

BAY FRONT. HOME FRONT.
OUT FRONT.



Option 2e



Concept 3



Option 3a



Option 3b



Option 3c



Option 3d



RICHMOND

BAY FRONT. HOME FRONT. OUT FRONT.



Option 3e



RICHMOND

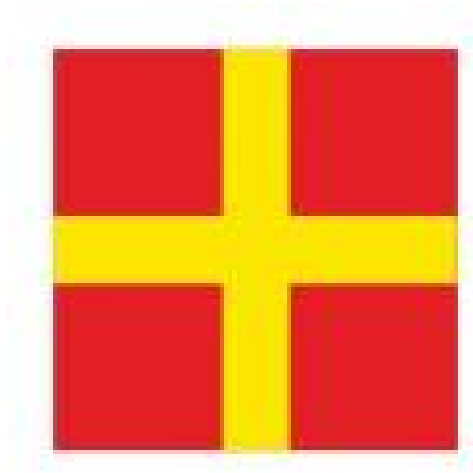
**BAY FRONT. HOME FRONT.
OUT FRONT.**



Concept 4



Option 4



R



Option 4



Option 4



Concept 5



Option 5a



**BAY FRONT. HOME FRONT.
OUT FRONT.**



Option 5b



**BAY FRONT. HOME FRONT.
OUT FRONT.**



Option 5c



RICHMOND

BAY FRONT. HOME FRONT.
OUT FRONT.



Concept 6



Option 6a



Option 6b



Concept 7



Option 7a

BAY FRONT.
HOME FRONT.
OUT FRONT.



Option 7b



BAY FRONT.
HOME FRONT.
OUT FRONT.



Option 7c

BAY FRONT.
HOME FRONT.
OUT FRONT.



Option 7d



BAY FRONT.
HOME FRONT.
OUT FRONT.



Concept 8



Option 8a

RICHMOND



*BAY FRONT
HOME FRONT
OUT FRONT*



Option 8b



Concept 9



Option 9a



Option 9b



Mash Up



1



2



3



4



5



6



7



8



9



1



2



3



4



5



6



7



8



a

b



c



9a



d



9b



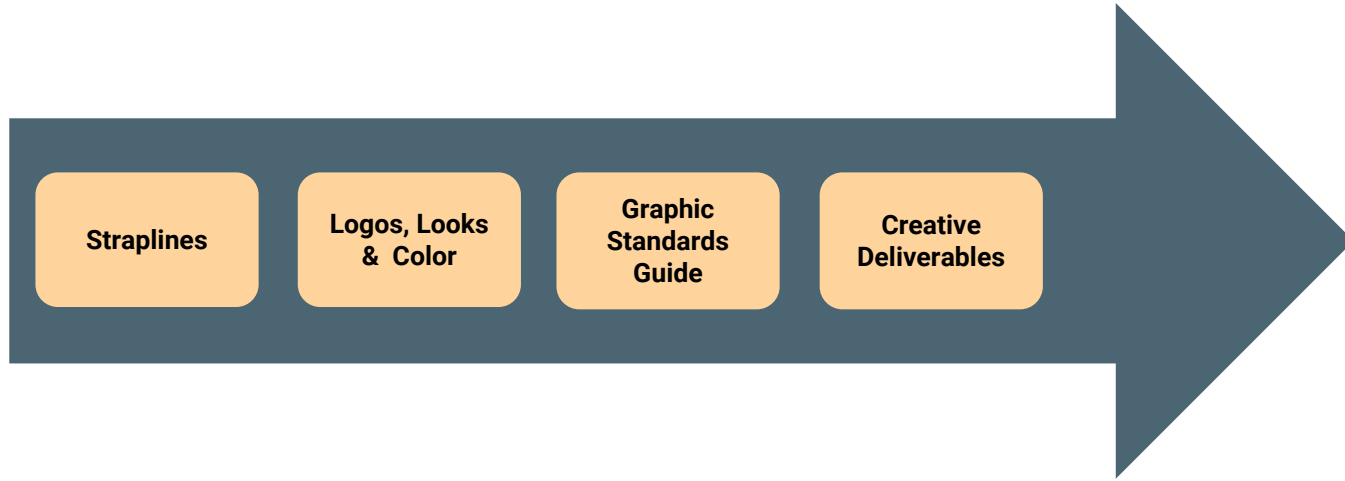
e



f



Creative Process



Next steps:

- Feedback on Logos
- Approval of Logo
- Development of Looks and Color Palettes
- Presentation of Looks and Color Palettes
(3-4 weeks after approval of logo)
- Approval of Look and Color Palette
- Development of Deliverables and Brand Identity Guide
- Brand Action Recommendations
- Final Presentation and Report



Questions?

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