

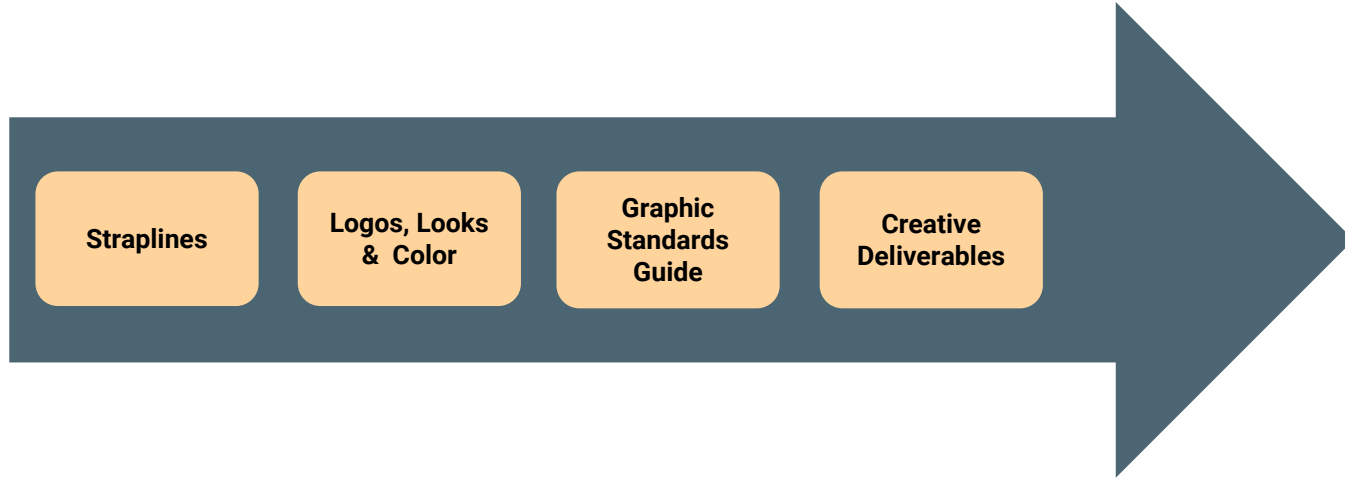
Richmond, CA

Logo Presentation

1.13.17



Creative Process



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, California

Bay Front. Home Front. Out Front.

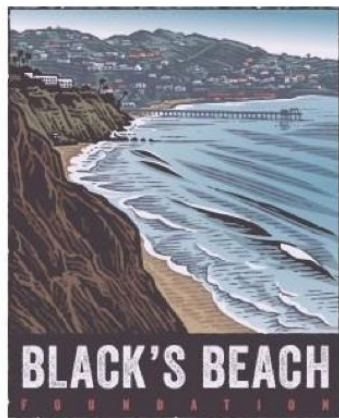


Input and Preferences









Logo Options



Option 1



Richmond
CALIFORNIA



Option 2



Option 3



Option 4



RICHMOND
CALIFORNIA



Option 5



Richmond
CALIFORNIA



Option 6



Option 7



Richmond
CALIFORNIA



Option 8



Option 9



Option 10



Option 11



Option 12



Option 13



RICHMOND
C A L I F O R N I A



Option 14



Option 15



Mash Up



1



2



3



4



5



6



7



8



9



10



11



12



13



14



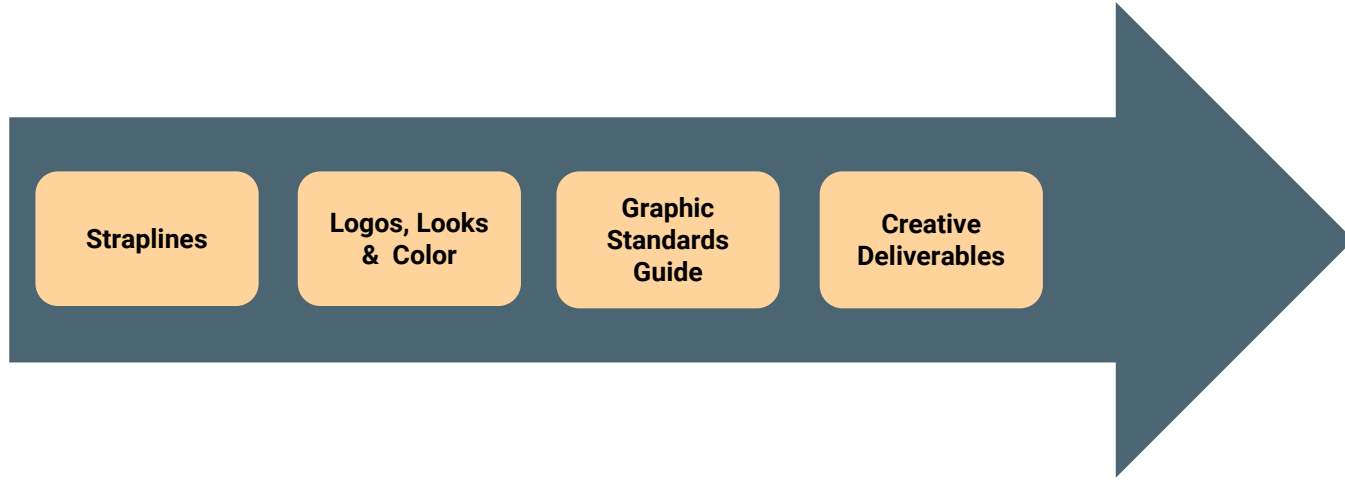
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Feedback



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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