



Weekly Management Report

January 3, 2020

- 1. Notice** Art in Public Place Committee Meeting
January 6, 2020 CANCELLED
Parks & Recreation Department
- 2. Notice** Burbank Water and Power Board
January 16, 2020 CANCELLED
Burbank Water and Power
- 3. Memo** Branding for Burbank
Public Information Office

CITY OF BURBANK
Parks & Recreation
ART IN PUBLIC PLACE COMMITTEE

NOTICE OF MEETING - CANCELLED

The meeting of the Art in Public Places Committee will be held as follows:

MONDAY, January 6, 2020
6:00 P.M.

Community Services Building
Large Parks and Recreation Conference Room 301
150 N. Third Street
Burbank, CA 91502

ART IN PUBLIC PLACES COMMITTEE

Daniel Amaya

Recording Secretary

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Distribution:

Committee Members –

Gordon Haines
Dink O’Neal
Kat Olson
Lara Saikali
Patricia Hollis
Myeisha Peguero Gamiño – Parks and Recreation Board Liaison
Matt Gamboa – Planning Board Liaison

Staff –

Kristen Smith – Deputy Director of Parks & Recreation
Paula Ohan – Administrative Analyst

Management Personnel –

Justin Hess – City Manager
City Clerk

CITY OF BURBANK

BURBANK WATER AND POWER BOARD

NOTICE OF CANCELED MEETING

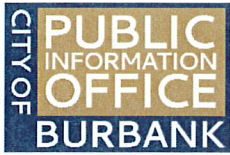
THE REGULAR MEETING OF THE BURBANK WATER AND POWER BOARD WILL NOT BE HELD AS PREVIOUSLY SCHEDULED ON THURSDAY, JANUARY 16, 2020 BY ORDER OF THE CHAIR OF THE BOARD.

THE NEXT REGULAR MEETING WILL BE HELD ON THURSDAY, FEBRUARY 6, 2020 AT 5:00 P.M., IN THE BURBANK WATER AND POWER ADMINISTRATION BUILDING, 3RD FLOOR BOARDROOM, AT 164 WEST MAGNOLIA BLVD., BURBANK, CALIFORNIA.

POSTED: January 02, 2020

Lyndsey R. Kramer

**Lyndsey R. Kramer, Recording Secretary
Burbank Water and Power Board**



CITY OF BURBANK
PUBLIC INFORMATION OFFICE
MEMO

DATE: January 2, 2020
TO: Justin Hess, City Manager
FROM: Simone McFarland, Communications Manager/PIO *gw for sm*
SUBJECT: Branding For Burbank

BACKGROUND

Within the FY 19/20 budget cycle, the City Council approved funding to create a new website that would provide more user friendly access to the public along with making it easier to maintain. As part of that effort, Economic Development and the Public Information Office (PIO) have been spearheading the design of a new brand for the City.

While Burbank has a city seal, we do not have a cohesive look and feel, i.e. a brand. As a result, many of our departments have created their own marks or logos (see below) and when a new program is launched, additional marks or logos are created. These actions make the City's brand appear to be incoherent, nothing ties together and each department's materials become independent instead of reflecting one cohesive city. There have been instances when people have received Burbank's materials and have not understood that they came from the City. Additionally, citizens have received information from other entities and have inferred that it came from the City.





A new consistent brand will help alleviate this problem. For example, Apple has many different products including laptops, phones, and tablets but they are identified by one mark or logo. And, the Apple symbol represents their brand: quality products that focus on beauty as well as utility. Burbank’s brand should reflect the professionalism and quality service the City provides and this should be represented by a common mark/logo.

DISSUSSION

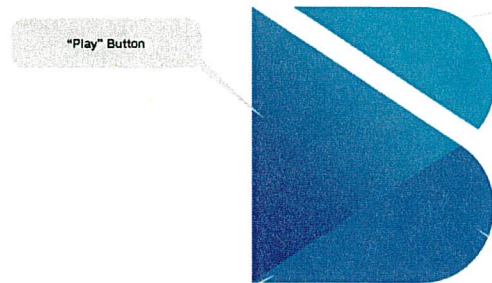
To achieve this, an internal working group was formed with our City departments that continually provide marketing and communications to our public. This includes Police, Fire, Parks & Recreation, Library and Burbank Water and Power. The goal of the working group was to develop a brand and mark/logo that can be used by all departments while still allowing versatility. Additionally, we wanted an image that reflects who Burbank is – ‘The Media Capital of The World’ and a progressive World Class City. The most important criteria of the new brand was to ensure that it works in a variety of ways: large and small, classic and fancy, dynamic and stable. The working group provided input to the logo/mark, which was then refined by the Executive Policy Committee.

As a result, the new mark/logo is a stylized ‘B’ representing Burbank. Within the ‘B’ is a play button that represents the playfulness and creativity that occurs in Burbank along with being the Media Capital of the World. The color is a gradient to show movement and progression as we grow and evolve. The font reflects our strength and stability.

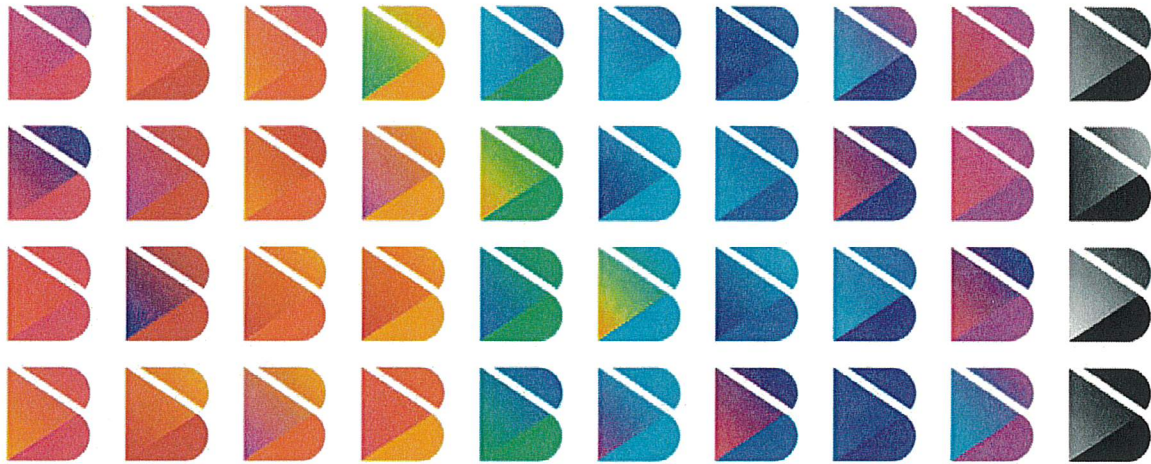


**CITY OF
BURBANK**





While the Burbank “B” is blue, the color palate selected reflects many colors that allows each department to select a primary brand color showing their originality. Attachment A shows samples of brand use in a variety of ways including marketing materials, an example stationary package and ideas for when developing new programs.



The first use of the brand will be for the new Pink Route for Burbank Bus. Currently, new route materials and signage is being produced.



As departments create new programs, the new brand will be used and as old materials are used up and new ones are ordered, the new brand will be incorporated. This is expected to take time and will be a gradual roll out as we transition. The City Seal will remain the same and still be used in legally required instances; however, the majority of the time, the new brand will be used.

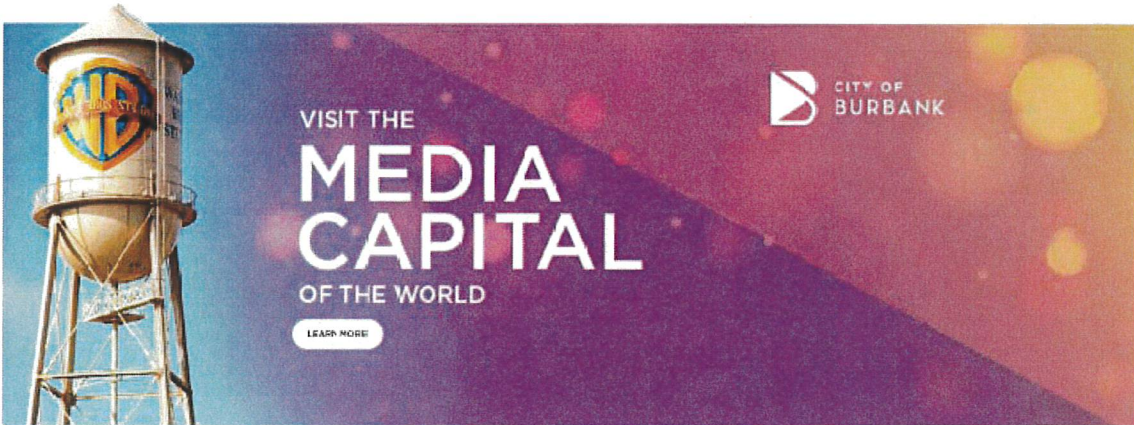
SAMPLE	
	FINANCIAL SERVICES DEPARTMENT
	FIRE DEPARTMENT
	INFORMATION TECHNOLOGY DEPARTMENT
	LIBRARY SERVICES DEPARTMENT

Currently, each department is selecting their brand color for their primary mark/logo and work is underway for the new website launch next year. In January, the brand guide will be completed and will include branded templates for business cards, memos, letters and PowerPoint Presentations. Additionally, PIO is working with the City Attorney to protect other non-city groups from using the 'B' in their materials.

CONCLUSION

The new City brand will provide a cohesive look and feel that will be synonymous with professionalism, progressiveness and the playfulness of Burbank's World Class City. Additionally, the mark/logo will be easily identifiable and allow citizens, visitors and workers to easily recognize a City program or department. Roll out of the brand will take time as materials will only be replaced after they run out. As a result, no new funds will be requested from the City budget.

Attachment A: Sample Uses





CITY OF BURBANK



RISE

RESIDENTS
INSPIRING
SERVICE &
EMPOWERMENT



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The City of Burbank invites you to apply for the Residents Inspiring Service and Empowerment (RISE) Burbank program!

RISE is a free ten-week program designed to inspire leadership, empower, and foster constructive

