RESOLUTION 2017-30

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BELL ADOPTING AN OFFICIAL CITY LOGO

WHEREAS, the City of Bell desires to officially adopt a City Logo which would assist in re-branding the city’s image; and

WHEREAS, the City Logo will be used to identify official city documents, correspondence, fliers, city website, social media outlets, city sponsored programs and articles published to advertise city events; and

WHEREAS, the city council believes that adopting an official city logo will create civil pride and civil engagement with the residents of the city towards the goals and objectives established by the Bell City Council on behalf of the residents of Bell; and

NOW, THEREFORE, BE IT RESOLVED, DETERMINED, AND ORDERED BY THE CITY COUNCIL OF BELL AS FOLLOWS:

SECTION 1: Graphic Design; the City of Bell logo was designed with the purpose of marketing to various channels including the community and the surrounding areas. The logo needed to be representative of the characteristics and style associated with the city. The selected bell shape utilizes a road that represents the freeway overpass. This represents the openness and welcoming of visitors and businesses to the city. The outline of the logo creates a bell design. The City of Bell is an urban area so other road shapes in the background were included. These generalized road shapes are shown as curved and straight so that the viewer can interpret the lines as streets, sidewalks, or grassy areas. The sun fills up a large portion of the inner shape and makes a direct correlation to the southern California weather.

SECTION 2: Color Selection; the colors used in the pathways are a combination of grey and green to represent concrete streets and grassy areas. The blue in the sky area is a lower tone blue so that it works in combination of the other colors and eliminates the effect of being too flashy. The olive green was selected because it creates a contrast with the greys and blues from the rest of the palette. The dark blue was selected as the main color that surrounds the bell shape as well as the font for the purpose of keeping to a strong urban color that would contrast with the secondary colors. The colors used under the Pantone Matching System are as follows; 635C, 305C, 648, 7744C, 5625C, 7543C, 7499C and 120C.

SECTION 3: Font Selection; using all caps proved to be a strong visual platform underneath the bell design. The use of a script font for the word “of” was utilized to bring a warmer affect to the city name. The City of Bell wording uses font Arial Rounded MT Bold Regular with the exception of the lower case “of” which uses the font Myriad Pro Regular.

SECTION 4: Tagline and wording; the phrase “Home... in the center of it all” is placed underneath the City of Bell wording using the font Myriad Pro Regular.

SECTION 5: The City Council adopts the following two graphics as the official City Logo; logo (a) with the tagline “Home... in the center of it all” and logo (b) without the tagline.
SECTION 6. This Resolution shall take effect immediately upon its adoption.

PASSES, APPROVED AND ADOPTED THIS 24TH DAY OF MAY, 2017.

Fidencio Joel Gallardo, Mayor

APPROVED AS TO FORM:

David Aleshire, City Attorney

CERTIFICATE OF ATTESTATION AND ORIGINALITY

I, Angela Bustamante, City Clerk of the City of Bell, hereby attest to and certify that the foregoing resolution is the original resolution adopted by the Bell City Council at its regular meeting held on the 24th day of May, 2017, by the following vote:

AYES: Councilmembers Romero, Saleh, Mayor Pro Tem Quintana and Mayor Gallardo

NOES: Councilmember Valencia

ABSENT: None

ABSTAIN: None

Angela Bustamante, City Clerk