

SBCAG STAFF REPORT

SUBJECT: New SBCAG Agency Logo

MEETING DATE: September 15, 2022

AGENDA ITEM: 7

STAFF CONTACT: Lauren Bianchi Klemann

RECOMMENDATION:

Receive a presentation on the new SBCAG agency graphic logo.

DISCUSSION:

On January 20, 2022 SBCAG Board of Directors authorized an agreement with Planeteria Media for services related to the website replacement and logo redesign project. SBCAG is working with Planeteria Media to modernize and align the agency's brand with its core values and digital presence; improve public and jurisdiction partner's online experience and access to information; and upgrade the overall safety and security of the website to be up-to-date with state and federal regulatory requirements as well as compliance with Web Content Accessibility Guidelines and integration of Spanish-language into the website platform.

Feedback via an online survey of stakeholders, agency partners and Board of Directors as well as the logo redesign phase of the project is complete. The website is also well underway in design and expected to be complete by early 2023. Staff is pleased to debut the modernized new SBCAG graphic logo that reflects its role as an association of city and county governments serving Santa Barbara County since 1966 and its commitment to build better communities through partnership.

A logo is the single most identifiable element of the agency's visual identity. Consistent use of the new SBCAG logo will be key to retaining the agency's presence through immediate recognition of who we are and what we stand for. SBCAG's original logo has been largely unchanged for nearly two decades. The new, modern logo communicates the idea of forward momentum, unity and connecting communities. The color palette has also been updated to reflect the Santa Barbara County horizon and landscape. Additionally, SBCAG's Roboto font type used in the logo will be adapted for use throughout the agency and on the website. It is a sans-serif typeface developed by google and is compliant with accessibility requirements.

The agency will begin to roll out the new logo by October 1.

The above recommended actions are not a "Project" under the California Environmental Quality (CEQA) Act under CEQA Guidelines section 15378.

ATTACHMENT

- A. New Logo powerpoint will be presented at the September 15 meeting and uploaded to web following.