Agenda Item No: 2.a

PLACENTIA CITY COUNCIL AGENDA REPORT

Meeting Date: April 1, 2025
Submitted by: Nicolette Drulias
From: Administrative Services

Subject:
Approval of Official City of Placentia Centennial Logo, Seal, and Tagline

Financial Impact:
Fiscal Impact:
Expense: $2,500 - Total Project Amount
Budget: $30,000 - FY 2024-25 Budget (101534-6053)

Summary:
As part of the City's ongoing preparations for its Centennial Celebration in 2026, Staff and the Centennial Steering Committee have been working to develop a cohesive visual identity that reflects Placentia's rich history and bright future. The centennial logo will be used across marketing materials, social media, event promotions, and community outreach, while the centennial seal will be incorporated into official City documents, forms, and communications. Once approved, the Committee will start using the logo for marketing materials, sponsorship packages, etc., but the seal will only be used during the 2026 centennial year.

On March 10, 2025, Staff presented the initial designs of the centennial logo and tagline options to the Centennial Steering Committee. The seal was not yet ready to be reviewed, but Staff explained to the Committee what it would look like and when it would be used. The Committee provided input and recommendations, and Staff made refinements based on their feedback. The updated designs being presented to the City Council reflect these adjustments.

Approval of the centennial logo, seal, and tagline will allow the City to establish a unified and recognizable brand for the 2026 Centennial Celebration. These elements will be integral to promotional efforts and ensure a successful and well-recognized milestone event for the Placentia community.

Recommendation:
It is recommended that the City Council:
1. Review the proposed centennial logo, seal, and tagline; and
2. Provide any recommendations or feedback to Staff regarding the designs; and
3. Approve the use of the centennial logo, seal, and tagline so that the Centennial Steering Committee can proceed with creating marketing materials and seeking sponsorships.

Strategic Plan Statement:

This item is consistent with the City Council approved 5-Year Strategic Goal to Increase Community Engagement under Objectives #4.1 and #4.2, which is to Evaluate Alternative and More Creative Methods of Community Outreach and Increase Community Engagement/Outreach.

Discussion:
The centennial logo, seal, and tagline will play a crucial role in branding the City's centennial celebration, fostering community engagement, and securing sponsorships to support centennial initiatives. The logo's design reflects Placentia's historical roots while incorporating modern elements to signify growth and progress. The seal maintains a formal and official appearance appropriate for City documents and correspondence.

To ensure that the City's centennial branding aligns with best practices and successful precedents, Staff conducted research on centennial logos and branding used by other cities, counties, and special districts. This research provided valuable insights into design concepts, historical symbolism, and branding approaches that effectively celebrate a milestone anniversary. Staff reviewed centennial logos from:

- Chandler, Arizona
- Cedar City Railroad Depot
- City of Chino
- City of Lynwood
- City of Maywood
- City of Brea
- OC Public Libraries
- City of Soledad
- City of Groveland
- City of Huntington Beach
- City of Signal Hill
- City of La Habra

By analyzing these logos, Staff was able to identify common elements, such as the use of historical imagery, community landmarks, and gold colors, which helped inform the design process for Placentia's centennial logo and seal. Some organizations simply revamped their seal, some created an entirely new logo, and some did a combination of the two. Based on this, it's being recommended that the City utilize both a logo and an updated seal.

The Centennial Steering Committee was presented with two color options for the centennial logo: one in green and the other in blue. After careful consideration, the Committee selected the blue version as the preferred option. Additionally, the Committee provided recommendations regarding elements to be included in the final logo to ensure it reflects Placentia's heritage. These recommendations included incorporating a walnut, an orange, orange groves, the Bradford Bridge, and the Placentia water tower—each of which holds historical significance to the community.

For the official centennial tagline, three tagline options were presented at the March 10, 2025 Centennial Steering Committee meeting:

- Honoring Our Heritage, Building Our Tomorrow
- Rooted in Heritage, United in Community
- A Legacy of Community and Progress

During the meeting, a fourth option was considered:

- Century of History, Future of Possibilities

After discussion, the Centennial Steering Committee recommended selecting Rooted in Heritage, United in Community as the official centennial tagline to present to the City Council, as they believe it best embodies the values and legacy of Placentia.

Approval of the centennial logo, seal, and tagline will allow the City to establish a unified and recognizable brand for the 2026 Centennial Celebration. These elements will be integral to promotional efforts and ensure a successful and well-recognized milestone event for the Placentia community.

Fiscal Impact Summary:
The total project cost for the design of the centennial logo and seal amounts to $2,500. A total of $30,000 was budgeted in the FY 2024-25 Budget to secure a contractor for the Centennial Commemorative book and Centennial logo design and branding. As such, sufficient funds exist to cover the Centennial logo and seal design.

Attachments
Tagline, Logo, and Seal Presentation