



**City Branding,
Signage &
Furniture
Master Plan**



City Seal



Adopted in 1958 when the city was founded

Used to authenticate official documents and correspondence

City Logo



Previous Logo used for 20+ years

A visual expression of the city's brand, identity & image. Used in marketing, clothing, signage, promotional materials, etc.

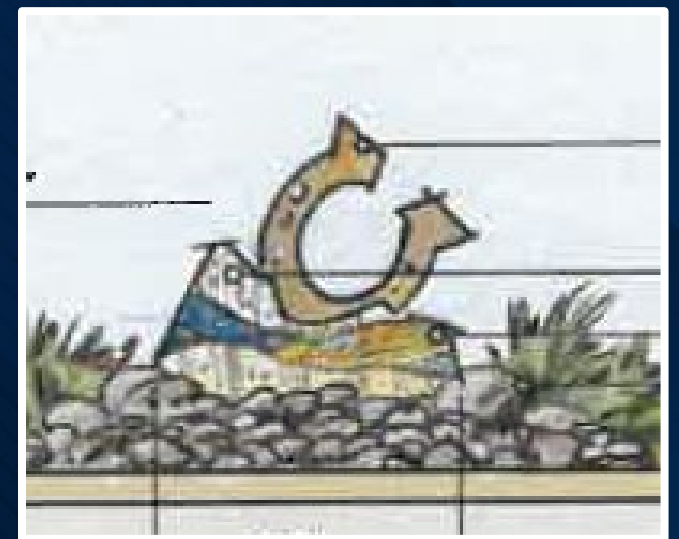
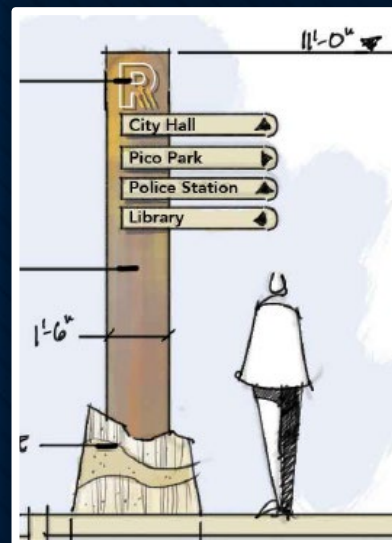
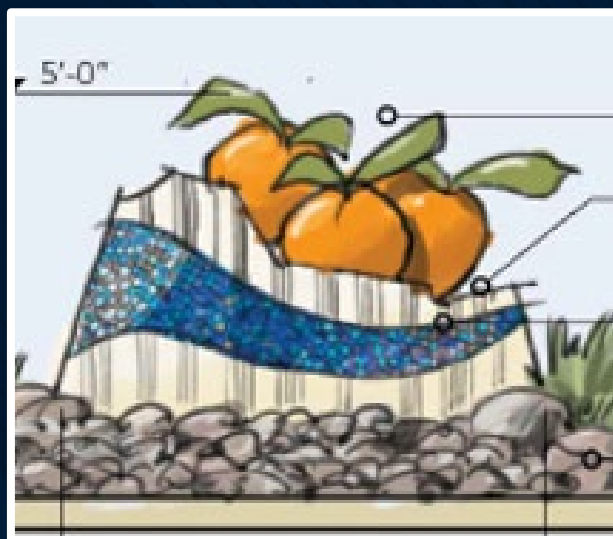


2016 - present

Existing Signage & Furniture



Build on Recent Signage



Pico Rivera is Evolving



Downtown Pico Rivera



Historic Whittier Boulevard



River & Parks Revitalization



Commuter Rail Station



Rosemead/Lakewood Bl. Corridor



Median Landscaping & Beautification

Project Goals

1. Modernize the city brand, identity, and image to reflect our history & culture while conveying a new vision for the future.
2. Develop a unified theme that contributes to an appealing sense of place and style and that inspires community pride.
3. Attract new public and private investments by elevating the city's competitiveness and marketability.
4. Provide systematic guidance for implementing, tracking, and maintaining city signage and furniture.
5. Create new, long-term revenue streams.

Modernize Branding Structure



Remains as is,
unless directed



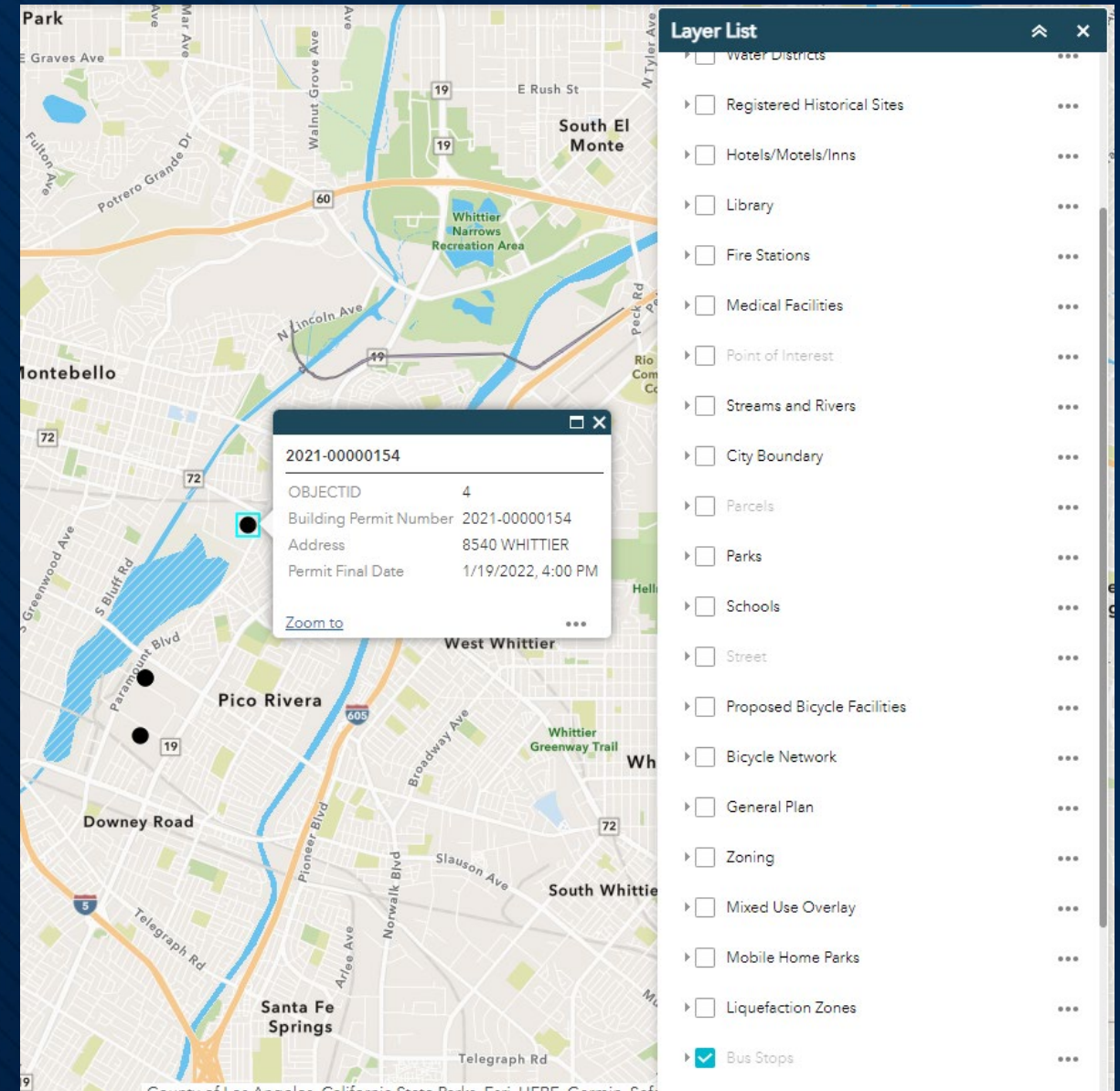
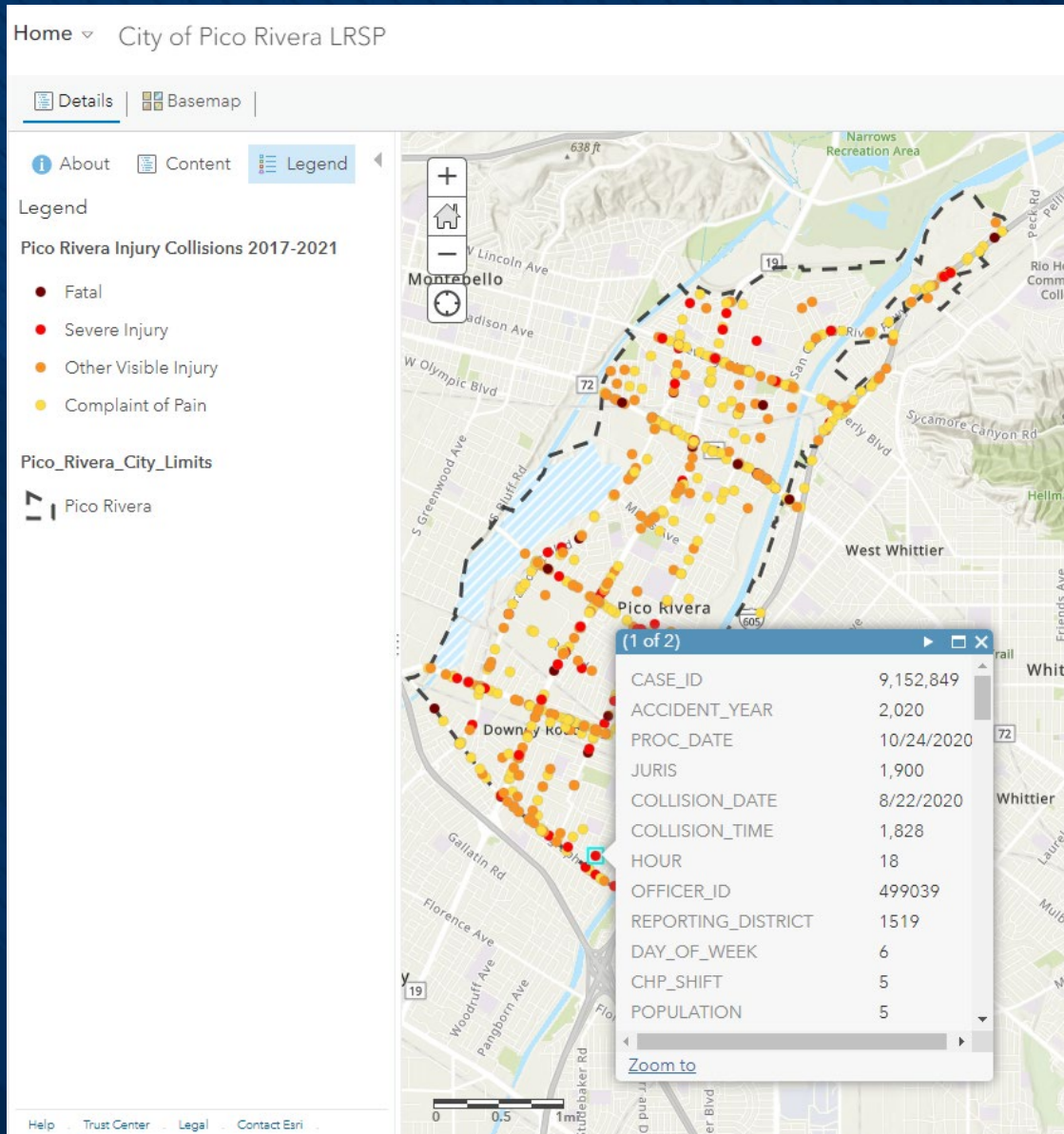
Update & Refresh
City Logo



Cohesive branding structure for all city subsidiaries
(departments, districts, initiatives, programs, etc.)



GIS Mapping



Signage Family & Wayfinding System



Street Furniture & Amenities



Revenue Generation



Procurement Summary

Assessments & Direction

- Council & Ad-Hoc meetings
- Community meetings
- Grant awards
- Elements of other projects
- Media/comms needs assessment
- Advent of major initiatives

Scope of Work

- Research & Discovery
- Branding for city, subsidiaries, & special initiatives.
- Brand development, architecture & style guide
- Unveiling video
- Signage & furniture master plan
- Signage prototype schematics
- OPTIONAL: website development

Procurement

- April 2023 – published RFP
- Reviewed & scored proposals
- Negotiated fees & SOW
- Final recommendation

Selbert Perkins Design.

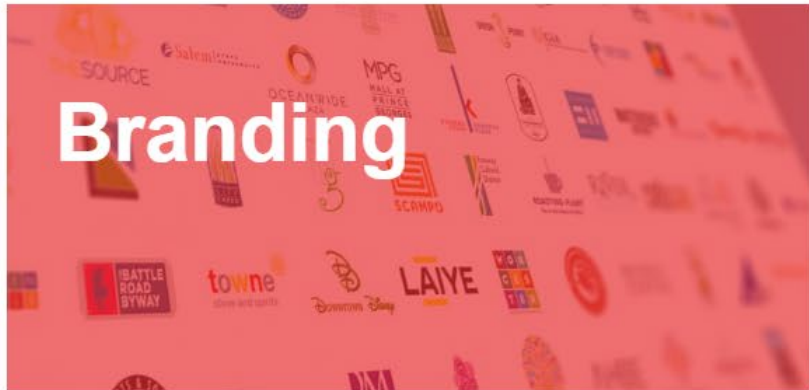
Offices

- Los Angeles
- Chicago
- Boston
- Shanghai

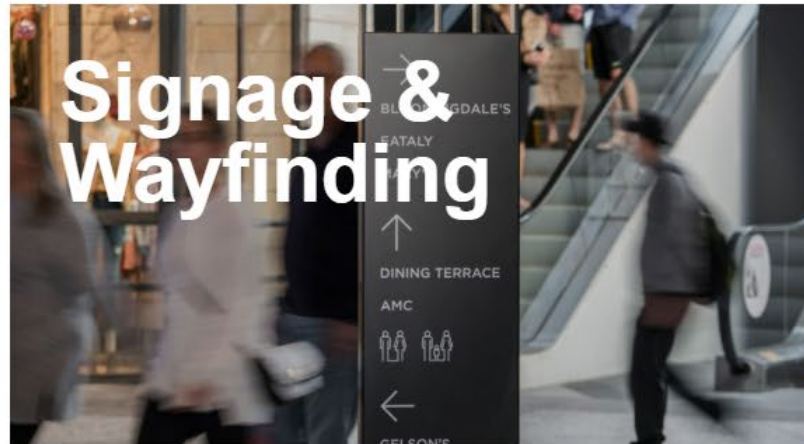
Civic Clients - Partial List

- City of Anaheim
- City of Carson
- City of Escondido
- City of Everett
- City of Lancaster
- City of Las Vegas
- City of Long Beach
- City of Louisville
- City of Manhattan Beach
- City of Melrose
- City of Placentia
- City of Santa Monica
- City of Temple City
- City of West Hollywood
- Earvin "Magic" Johnson Park
- Marina Del Rey
- Port of Los Angeles

Branding



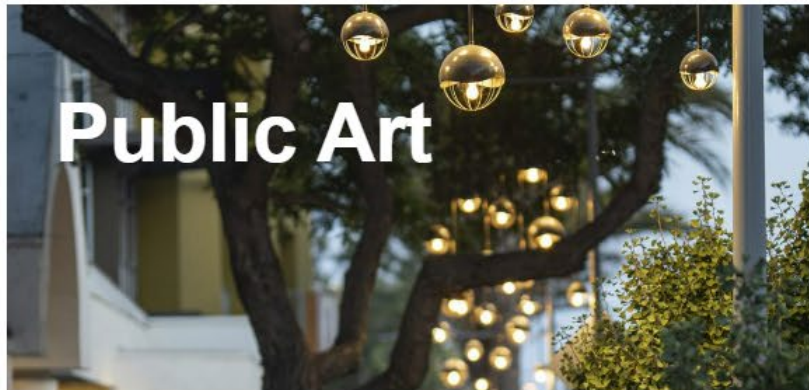
Signage & Wayfinding



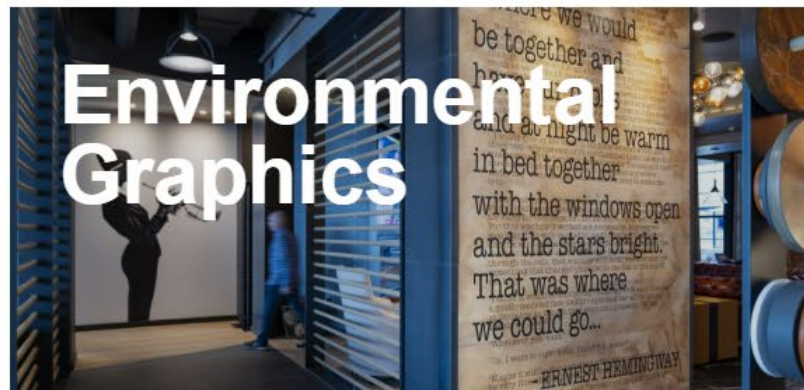
Placemaking



Public Art



Environmental Graphics

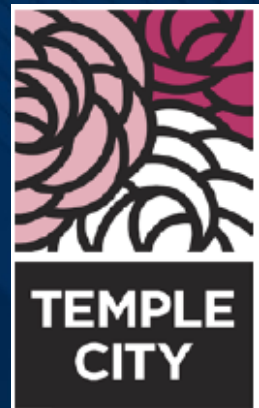
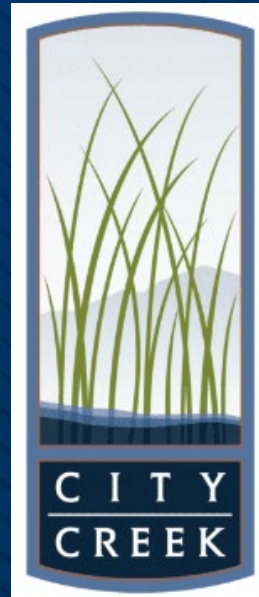


Digital Design

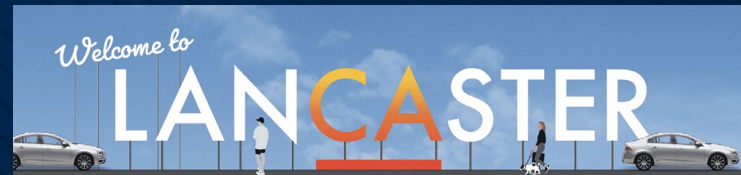


Sample Projects

Branding



Signage, Wayfinding & Placemaking



Recommendation

Authorize the City Manager to execute a contract with Selbert Perkins Design (SPD) for an amount not-to-exceed \$350,000 to develop a City Branding, Signage, and Furniture Master Plan