

Presentation of the City's New Logo and Tagline

“Brand identity fuels recognition, amplifies differentiation and makes big ideas and meaning accessible. Brands are messengers of trust. Customers are reassured by brands that are recognisable and familiar. Great brand strategy is a basic building block of good business strategy.”

-Alina Wheeler, branding expert and author of Designing Brand Identity

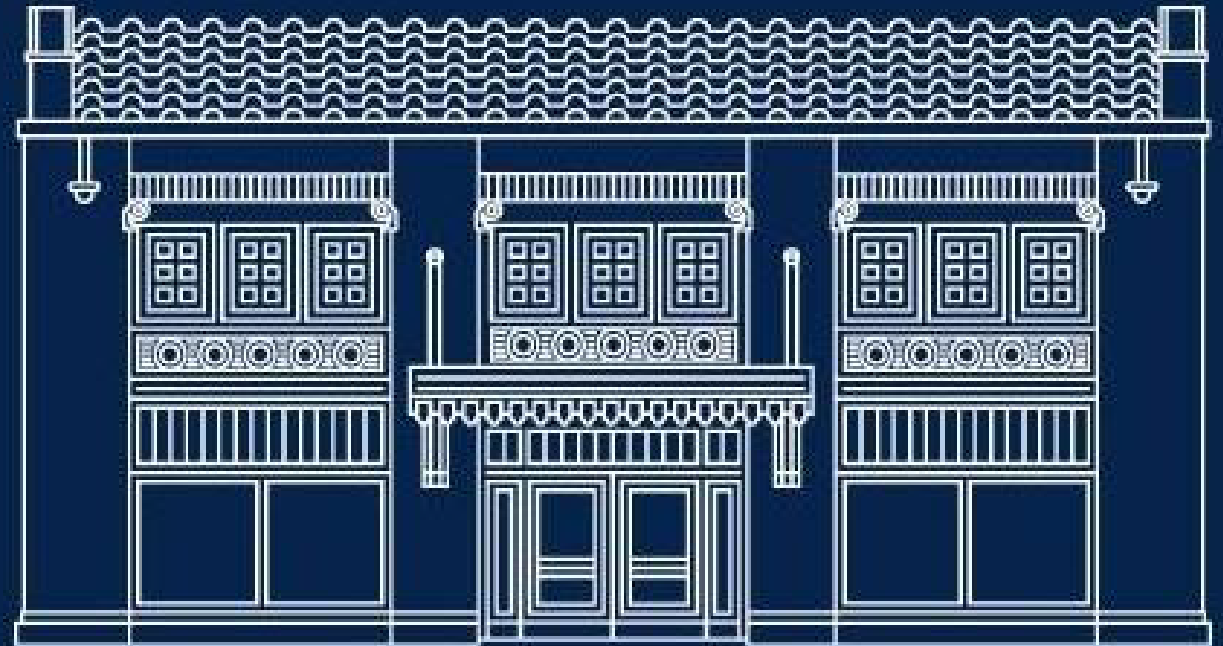
Some Brief Background

In July of 2023, City staff entered into a contract with Fresno advertising agency Jeffrey Scott Agency (JSA) to design a new, supplemental logo and tagline to be used for official city materials, in addition to the City's current seal.

Who is JSA?

We're an independent, full-service shop—known as one of the area's largest leading advertising agencies. Over our 47-year history, the agency has employed 156 employees and worked on over 500 accounts.

A collaborative process began between JSA and City staff to develop a new City logo, tagline, icons, and branded materials. Within the last few weeks, we received all of the final files from JSA.



ESTD 1976

Primary Logo (Includes New City Tagline)



HANFORD

CALIFORNIA

WHERE TRADITION MEETS TOMORROW

Primary Logo (Without New City Tagline)



HANFORD
CALIFORNIA

Enclosed Logo (Includes New City Tagline)



WHERE TRADITION MEETS TOMORROW

Enclosed Logo (Without New City Tagline)



Logo (Without Icon...With Tagline)

HANFORD
CALIFORNIA
WHERE TRADITION MEETS TOMORROW

Logo (Without Icon...Without Tagline)

HANFORD
CALIFORNIA

Icons



PRIMARY ICON



H ICON

Branded Materials- Business Cards

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COMMUNITY RELATIONS MANAGER

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HANFORD
CALIFORNIA

WHERE TRADITION MEETS TOMORROW

Branded Materials- Letterhead



MAYOR
TRAVIS PADEN

VICE MAYOR
MARK KAIRIS

COUNCIL MEMBERS
LOU MARTINEZ
KALESH HODROW
DIANE SHARP

CITY MANAGER
MARIO CIFUENTEZ II

(559) 585-2500
315-321 N. DOUTY ST.
HANFORD, CA 93230

WWW.HANFORD.CITY

WHERE TRADITION MEETS TOMORROW

January 9, 2024

To whom it may concern...



January 9, 2024

To whom it may concern...

ADMINISTRATION DEPARTMENT | 319 N. DOUTY ST. HANFORD, CA 93230
559.585.2500 | WWW.HANFORD.CITY



Branded Materials- Clothing/Accessories



Next Steps

- Introduce logo to staff, including brand guidelines
- Order business cards, other clothing/accessories as needed
- Apply logo to new City vehicles
- Apply logo to City communications, marketing materials
- Apply logo to City signage, etc. as needed



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“If no one hates it, no one really loves it.”

-Jessica Walsh, Sagmeister & Walsh (nyc design agency)



HANFORD

CALIFORNIA

Questions?