



Midpeninsula Regional
Open Space District

LEGISLATIVE, FUNDING, AND PUBLIC AFFAIRS COMMITTEE

R-16-89

July 12, 2016

AGENDA ITEM 3

AGENDA ITEM

Measure AA Logo

GENERAL MANAGER'S RECOMMENDATION *SM*

Approve the Measure AA logo design with wording of "Conservation in Action"

SUMMARY

The Public Affairs Department has created a Measure AA logo to identify and showcase Measure AA funded projects. The logo will be used in conjunction with the District's logo but can also be pulled out to stand alone with a familiar look and feel to the District's overall identity. The logo will be used on printed and electronic outreach material, on in-preserve temporary and permanent signage, and shared with partner agencies to identify jointly funded projects.

DISCUSSION

In May 2016, the Public Affairs Department contracted with a design firm specializing in logo creation to design a logo to identify Measure AA funded projects. The image is graphically derived from the Midpeninsula Regional Open Space District's logo to maintain agency branding standards and familiarity related to the District's specific look and feel for imagery. The District's logo was adopted after Board review in 2008, with revisions made in 2013. The Measure AA logo (Attachment A) uses the District's color palette and its iconic hawk. The slogan "Conservation in Action" was selected based on the District's balanced mission of preservation, restoration and public access with the action of moving forward to complete the District's Vision Plan projects that are funded through Measure AA.

The Measure AA logo will be used to identify projects in District publications such as the Views newsletter, project fact sheets, website, and social media. In addition, it will be used in preserves to identify specific projects through both temporary and permanent signage. Examples of usage include temporary signs during construction followed by permanent signs once a project (e.g. bridge, trail, staging area) is completed. The size and location of the signs will be within the established sign guidelines provided in Attachment B.

The Measure AA logo will primarily be used in conjunction with the District's logo and would serve as a visual and recognizable way to showcase to the public their Measure AA "funds at work". The Measure AA logo is designed in a way that it can be separated from the District's logo and still be associated with the District.

Additional usage would include sharing the logo with partner agencies for jointly funded projects such as the San Francisco Bay Trail in Menlo Park and East Palo Alto.

FISCAL IMPACT

The fiscal impact would be minimal, primarily by way of new signage.

PUBLIC NOTICE

Public notice was provided as required by the Brown Act.

CEQA COMPLIANCE

This item is not a project subject to the California Environmental Quality Act.

NEXT STEPS

Upon Board approval, the Public Affairs Department will develop a graphic design style guide to give guidance on how to correctly use the Measure AA logo and begin incorporating the Measure AA logo into communication material and signage.

Responsible Department Head:
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Prepared by:
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Attachments:

1. Logo
2. Sign Guidelines

STANDALONE LOGO



WITH PRIMARY LOGO



SIGN MOCKUP EXAMPLE



Measure AA - Sign Guidelines

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1. Purpose & Introduction
2. Types of Signs
3. MAA Sign Placement Guidelines
4. Procedure for MAA Sign Request
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1. Purpose & Introduction

- A) Purpose for MAA Signs: To highlight projects and land conservation funded in whole or in part with MAA funds.

2. Types of Signs

A) Temporary MAA Signs

- a. Notices inside the Signboard
 - i. **Style:** A laminated notice/sign
 - ii. **Placement:** Inside the Preserve signboard(s).
 - iii. **Purpose:** To inform the public of restoration work or a new acquisition where placed of an actual sign at or near the site would not be appropriate.
- b. During Construction sign (generic)
 - i. **Style:** A re-useable A-frame sign that can be placed anywhere and removed quickly.
 - ii. **Placement:** This sign would be a temporary sign for when crew or contractors are actually working and the construction is visible from an existing public access point.
 - iii. **Purpose:** To inform the public that the construction they see is their MAA tax dollars at work.

B) Permanent MAA Signs

- a. Small Logo (generic)
 - i. **Style:** Small round MAA logo along the lines of the Bay Area Ridge Trail emblem. Maximum 5" diameter circle or 5" x 5" square with 1.5" rounded corners, with a 0.25" contrasting border.

- ii. **Placement:** Could be placed on any piece of the built environment (a bridge or trail sign for example).
- iii. **Purpose:** Low profile generic sign specifically for discreet individual facilities funded through MAA (e.g. bridge, boardwalk, interpretive panel display, etc.); if facility is part of a larger MAA funded project, use either sign (b), (c), or (d)



Above: The Bay Area Ridge Trail circular logo sign

- b. Small Sign for Existing Sign Post (customized)
 - i. **Style:** A customizable rectangular sign the same size as the standard trail sign (8.0" x 14", with 1.5" radius corners). Would have MAA logo and short sentence about specific project funded by MAA.
 - ii. **Placement:** Could be placed below an existing trail sign
 - iii. **Purpose:** To inform visitors of a MAA project or acquisition that lies away from view of a staging area AND is not located adjacent to or within a major gathering area or open area (like a picnic area, large wide trailhead, or large flat vista point).



- c. Stand Alone Sign (customized)
 - i. **Style:** Customizable 12.0" x 24.0" with 1.5" rounded corners (this size is what the District has used in the past for grant funding acknowledgement) sign that features MAA logo and brief project information.
 - ii. **Placement:** On own sign post near other elements in the built environment.
 - iii. **Purpose:** To alert the public of an MAA funded project and give information about the project and/or acknowledge funding from (multiple) partners for projects that are not located within view of a signboard AND is located adjacent to within a large gathering area or open area (like a picnic area, large wide trailhead or large flat vista point).



Above: Example of a Stand Alone Sign to recognize funding sources

- d. Preserve Signboard Banner Addition (generic)
 - i. **Style:** Generic rectangle banner approx. 30" x 12" that blends in with the style of our preserve signboards with something like "Your Measure AA Dollars at Work" and the MAA logo.
 - ii. **Placement:** This rectangle banner sign would go on a double signboard below the sign that does not have the brochure holder.
 - i. **Purpose:** To inform visitors that a brand new staging area or other project located within eyesight of the signboards is funded by MAA.



Above: Example of a Measure Q Sign by the Open Space



Left: Mock-up of a Preserve Signboard Banner Sign Addition

3. MAA Sign Placement Guidelines

A) General Guidelines

- a. Where possible, place sign in the context of other built features (e.g. trailhead signboards, sign posts, buildings, etc.)
- b. Place on an existing sign post or other built element, avoid installing new posts unless it is the absolutely necessary.
- c. Any time work being done on a MAA project is visible to the public, put up a temporary sign to inform public that this is their AA tax dollars at work.
- d. When a custom MAA sign is needed with project information, keep text as brief (word count?) as possible.
- e. Avoid locating multiple MAA signs in one location to prevent sign pollution.

B) Restoration Projects

- a. Signage is at the discretion of the Natural Resources Department due to the fact that some natural resource restoration projects may involve sensitive species, or changes that could be temporarily unsightly
- b. When sign is specifically for a restoration project, it is likely to be a customized informational MAA sign due to the fact that restoration may be obvious to public
- c. For a project that is not visible from any public access point, an alternate option would be to put up a temporary informational sign in the preserve signboard

C) Public Access Projects

- a. When a new staging area is opened, place a (permanent) generic MAA banner sign on the preserve signboard.
- b. If a trail, or other smaller MAA-funded public access is implemented, put up a smaller sign on nearest existing trail sign post or other sign post.

D) Real Property Acquisitions/Land Conservation

- i. An informational notice/sign should be placed in the signboard at that preserve's staging area: (a) if the property is not visible from a public access point, or (b) to prevent potential trespassing in a closed area of the Preserve, if the public were informed of the exact location of acquisition.
- ii. A permanent sign could be placed near acquisition boundary if this is a publicly accessible point.
- b. For other acquisitions which are not connected to an open preserve, it is better to notify the public (if desired) through alternate means such as the E-news or website

4. Procedure for MAA Sign Request to Sign Coordinator

- I. Project Manager should include MAA signs as part of the overall project implementation schedule, budget and checklist.
- II. Project Manager takes lead on ensuring proper MAA sign(s) are obtained and installed.
- III. Project Manager submits a new standard MAA sign request with Sign Coordinator.
- IV. If customized MAA sign is necessary, Project Manager works with Sign Coordinator to customize sign template for project at hand.
- V. Sign Coordinator procures customized or generic MAA sign.
- VI. Project Manager works with contractor or Land & Facilities Services staff to install new MAA sign(s).
- VII. Project Manager works with contractor or Visitor Services staff to place temporary MAA sign at project site prior to start of construction.

5. Partner Funding Sign Guidelines

- A) It is ideal if partner funding acknowledgement is included as part of a MAA sign instead of a stand-alone sign.
- a. The main exception is where stated in grant funding or property purchase agreements that we must install a specific sign that focuses solely on that funding authority.