

CITY OF
EL SEGUNDO

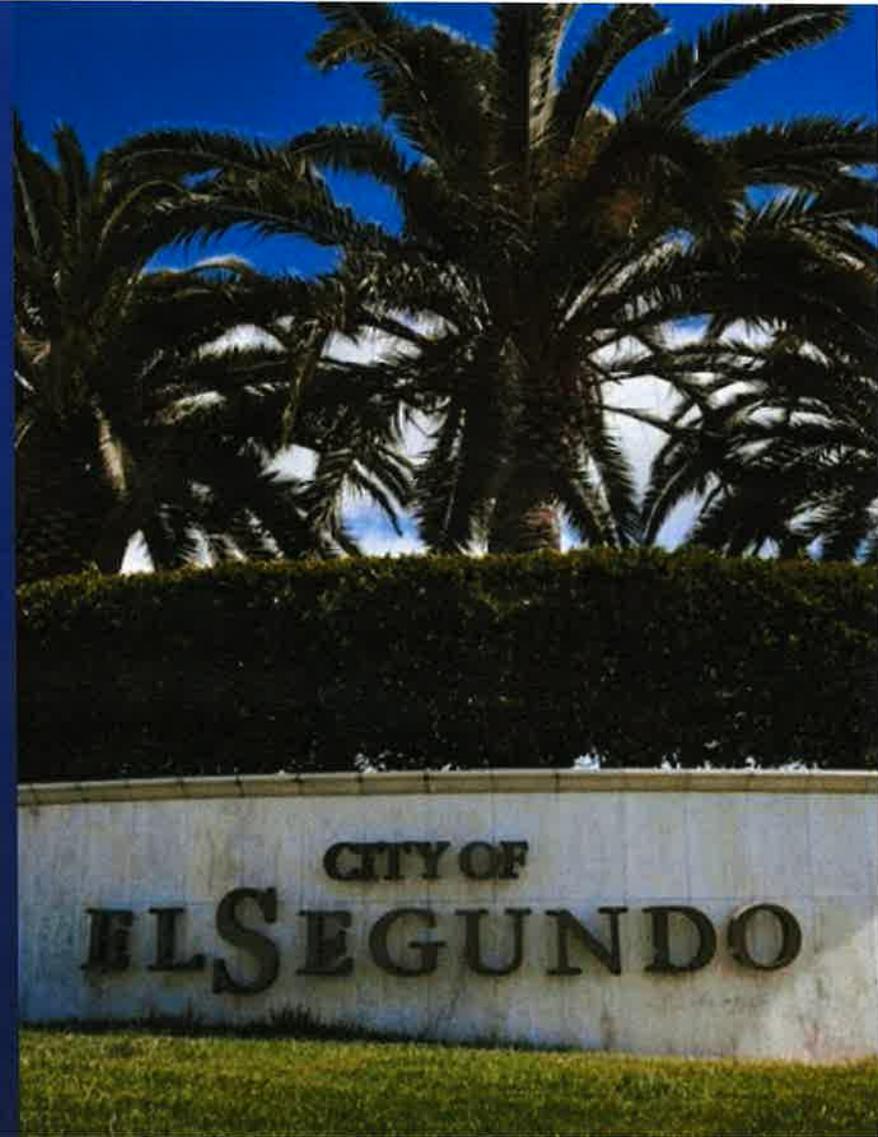
BRAND GUIDELINES & LOGO AMENDMENT

CITY OF
EL SEGUNDO

Communications Plan

The City of El Segundo

July 1, 2023 - June 30, 2025



COMMUNICATIONS PROGRAM INITIATIVES

The Communications Plan focuses on ten key initiatives.



- 1 Support City Council Priorities
- 2 Proactively Reach Out to the Community & Garner Customer Feedback
- 3 Improve Internal City Communications
- 4 Build Stakeholder Relationships
- 5 Maintain & Enhance a Consistent Brand Identity
- 6 Lead Emergency & Crisis Communications
- 7 Maximize the Impact of El Segundo Media
- 8 Increase Engagement on Social Media Platforms
- 9 Strengthen Media Relations
- 10 Maintain the City Websites





CONTENTS

CITY SEAL & LOGO

LOGO LAYOUT, VARIATIONS & ITERATIONS

TYPOGRAPHY

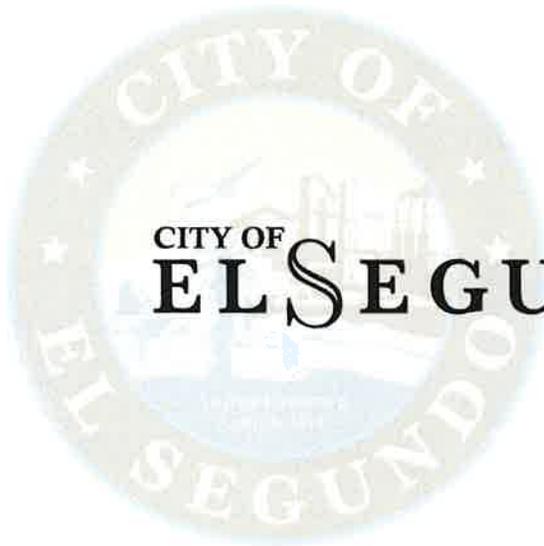
COLOR PALETTE

APPLICATIONS

PHOTOGRAPHY







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Where big ideas take off.

EL SEGUNDO

START HERE



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Thank you.

City of El Segundo | 350 Main St. El Segundo, CA 90245

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