



REQUEST FOR QUALIFICATIONS CITYWIDE SIGNAGE PROGRAM DESIGN

Qualification Due Date: Friday, March 27, 2020 at 4:00 p.m.

Public Works Department
Capital Improvements Division
200 "H" Street
Antioch, CA 94531-5007
(925) 779-7050

City of Antioch Request for Proposal Citywide Signage Program

A. Introduction

The City of Antioch is seeking the services of qualified professionals to aid in the development of a Citywide Signage Program. This program would be implemented ahead of the City's 150th Anniversary in 2022. The selected consultant team will be responsible for coming up with a cohesive signage design that will be used to guide and mark community facilities and points of interest throughout the City of Antioch.



The deadline for submission of proposals for this work is **4:00 p.m., Friday, March 27, 2020.**

B. Background

The City of Antioch, California, incorporated in 1872, has a history that begins before California became a state. Since inception, Antioch has been the home of opportunity and economic growth. Early settlers were the area's first entrepreneurs that started things like a distillery, a soda water plant, a brick kiln, coal mines and eventually papermills and lumber yards. Antioch has a long silent history of being an employment and manufacturing leader in Contra Costa County and the Bay Area.



The City of Antioch has now grown to a population of 114,000, covers approximately 30 square miles and is the second largest city in Contra Costa County. Many individuals and families seek out Antioch as an opportunity to own a home that is suited to their income and family lifestyle despite having to commute out of the area. This created a large population of Antioch residents that may not know of all the wonderful attractions within the City. We want everyone to know that Antioch

embraces the importance of family, facilitates social connections and provides both self-directed and organized recreation. There are 33 parks with various amenities and numerous trails for hiking. Residents can visit the iconic El Campanil Theater (over 90 years old) or enjoy the City's bustling community centers, active senior center, revitalized Water Park, 18-hole golf course and thriving Marina. Antioch also enjoys access to popular regional parks such as Black Diamond Mines Regional Preserve.

In 2018, BART (Bay Area Rapid Transit) extended their passenger rail service into Antioch, thus providing an additional means of transit to the region and strengthening the City as a destination. Currently, there is a notable revitalization that is taking place. Residential growth has resumed, and, with increased revenues from taxes (i.e.: sales and property) making their way into the City's General Fund, the City has begun tackling prevalent quality of life issues that include beautification efforts throughout the City.

C. Project Description

In 2018, Antioch hired a consultant to do a rebranding campaign which resulted in a new City logo series with vibrant colors, and motto with the overarching theme, "Opportunity Lives Here." The selected consultant team will design citywide signage that draws from the provided style guide (Attachment B) developed through the rebranding campaign. The selected team will create a program that markets the City's assets, including entertainment, cultural, historic and recreational opportunities and acts as a functional navigational system that will guide residents throughout the City. It is imperative that the program demonstrates functionality and unification, enhances the user's experience, and is reflective of the City's new brand identity.

D. Scope of Services

The scope of services includes all tasks required to develop a catalogue of signs that may be referenced in the future whenever a new sign is required. Scope includes:

1. Propose at least 3 themed graphics and design models (directional, totem, kiosk, banners, etc.) for the types of signage recommended for each area, i.e.: City Services, Cultural amenities, Historic edifices, Points of Interest, Parks & Recreation, Hospital, Shopping, Events, and trails for biking and hiking. A City tour will be included; see Attachment C for a map of City parks.
 - Create an identity at each location different from all others.
 - Use landmarks to provide orientation cues.
 - Develop sign types including sizes, materials, (including any poles and hardware as they relate to banners)
 - Incorporate the City logo, colors and font.

2. Provide a project timeline for planning, design, fabrication and installation specifications.
 - Schedule a minimum of 3 meetings to provide regular progress reports and submission of all graphic design materials as well as signage specifications for review and approval by City of Antioch staff.
3. Ensure conformance of all materials with the City of Antioch Public Works and Community Development Department standards and regulations, the [General Plan](#) and applicable local/state laws and regulations.
4. Inventory existing wayfinding signage, develop a Citywide strategy to ensure consistency, and make recommendations on how to incorporate or eliminate existing signs.
5. Provide material samples for fabrication decisions for structural frames, metal panels and vinyl sheet graphics with UV protection, if relevant.
6. Provide scaled artwork, dimensions and final text and placement on sign faces for all Directional Signs.
7. Provide final graphic design of kiosk panels including locational maps as well as inclusion of interpretive informational and written statements regarding rationale for chosen designs.
8. Provide final draft mockup panels for all sign faces for City staff approval.
9. When the City selects the design, materials, fabrication etc., from the 3 design concepts, submit final design drawings, including but not limited to, exact dimensions, letter heights, dynamic font, materials, color specifications and materials performance standards for the selected design
10. Develop a statement of estimated cost for any design specification, fabrication and installation, etc., brought to the level of detail that can be given directly to a manufacturer for physical fabrication and installation.
11. Provide additional tasks or additional recommended services if needed.

The scope of work is provided to guide and NOT limit the consultant. The information outlined below is the minimum required. Consultants are encouraged to evaluate the proposed scope of work and recommend/provide revisions to achieve a better final product.

E. Submittal Requirements

Please include the following information in the proposal submittal:

- Cover letter - Signed letter by an individual authorized to negotiate on behalf of the firm with the budget and scope of services binding for a term of 90 days from the date of submittal to the City.
- Introduction – Provide a brief project description conveying an understanding of the issues.
- Project Manager/Consultant Team – Detail key individuals to be assigned to the project, their qualifications and respective roles.
- Scope of Work – Outline sequential specific tasks required to complete the project, describing how each task is to be accomplished and identifying team members responsible for completion of specific products that will be produced.
- Work Plan/Project Schedule – List all tasks, major project milestones, approximate number of weeks to complete each task and anticipated completion timeframe upon receiving the Notice to Proceed.
- Related Experience and References – List similar projects completed by the project manager with a listing of at least three (3) references with current phone numbers and email addresses. Identify specialized experience and technical competence available in the firm and/or subcontractor consultants identified as participating in the Project.
- Estimated Project Budget – Estimated costs for each task or phase listed in the scope of work. The budget should contain all cost assumptions including the number of hours for each team member, hourly billing rates, estimated costs of other items (travel, printing, etc.), subtotal of fees by task and a grand total (labor and direct

costs) to complete the scope of work. This should be sealed and separate from proposal.

- Availability – Identify a window of time indicating availability to start the project. The selected firm will be required to enter into a written contract with the City of Antioch in a form approved by the City Attorney. It is expected that work will commence upon award of contract.
- City's Consultant Contract – Identify any sections of the City's standard design consultant contract (Attachment "B") that pose significant concerns and would require negotiation/modification in order to be acceptable to consultant.

All proposals will be compared on the responsiveness to the scope of services to be performed, feasibility of methods and procedures proposed to be used, extent and relevance of professional experience and expertise, and quality of plan for communication, consultation, and coordination with the City of Antioch. Consulting firms or consultants are invited to submit a proposal for services which addresses the required information listed in this RFP.

F. Submission Instructions

Three (3) bound, one (1) unbound and one (one) electronic copy of the proposal **must be submitted no later than 4:00 p.m. on Friday, March 27, 2020 to:**

Scott Buenting
Project Manager
City of Antioch
Capital Improvements Division
PO Box 5007
Antioch, CA 94531-5007

Interviews will be conducted if there is not an outstanding response and two or three firms are very close in evaluation points. Any questions regarding the above should be directed to Scott Buenting at (925) 779-6129; or sbuenting@ci.antioch.ca.us.

G. Attachments

- A: *City of Antioch Standard Design Consultant Contract*
B: *City of Antioch Style Guide*
C: *City of Antioch Parks Map*

ATTACHMENT "A"

CONSULTING SERVICES AGREEMENT BETWEEN THE CITY OF ANTIOCH AND [NAME OF CONSULTANT]

THIS AGREEMENT for consulting services is made by and between the City of Antioch ("City") and [REDACTED] ("Consultant") as of [REDACTED], 202[REDACTED].

Section 1. SERVICES. Subject to the terms and conditions set forth in this Agreement, Consultant shall furnish all technical and professional services including labor, material, equipment, transportation, supervision and expertise to provide to City the services described in the Scope of Work attached as Exhibit A at the time and place and in the manner specified therein. In the event of a conflict in or inconsistency between the terms of this Agreement and Exhibit A, the Agreement shall prevail.

- 1.1 **Term of Services.** The term of this Agreement shall begin on the date first noted above and shall end on [REDACTED], the date of completion specified in Exhibit A, and Consultant shall complete the work described in Exhibit A prior to that date, unless the term of the Agreement is otherwise terminated or extended, as provided for in Section 8. The time provided to Consultant to complete the services required by this Agreement shall not affect the City's right to terminate the Agreement, as provided for in Section 8.
- 1.2 **Standard of Performance.** Consultant represents that it is experienced in providing these services to public clients and is familiar with the plans and needs of City. Consultant shall perform all services required pursuant to this Agreement in the manner and according to the standards observed by a competent practitioner of the profession in which Consultant is engaged in the geographical area in which Consultant practices its profession.
- 1.3 **Assignment of Personnel.** Consultant shall assign only competent personnel to perform services pursuant to this Agreement. In the event that City, in its sole discretion, at any time during the term of this Agreement, desires the reassignment of any such persons, Consultant shall, immediately upon receiving notice from City of such desire of City, reassign such person or persons.
- 1.4 **Time.** Consultant shall devote such time to the performance of services pursuant to this Agreement as may be reasonably necessary to meet the standard of performance provided in Section 1.1 above and to satisfy Consultant's obligations hereunder.

Section 2. COMPENSATION. City hereby agree to pay Consultant a sum not to exceed [REDACTED], notwithstanding any contrary indications that may be contained in Consultant's proposal, for services to be performed and reimbursable costs incurred under this Agreement. In the event of a conflict between this Agreement and Consultant's proposal, attached as Exhibit A, regarding the amount of compensation, the Agreement shall prevail. City shall pay Consultant for services rendered pursuant to this Agreement at the time and in the manner set forth below. The payments specified below shall be the only payments from City to Consultant for services rendered pursuant to this Agreement.

Except as specifically authorized by City, Consultant shall not bill City for duplicate services performed by more than one person.

Consultant and City acknowledge and agree that compensation paid by City to Consultant under this Agreement is based upon Consultant's estimated costs of providing the services required hereunder, including salaries and benefits of employees and subcontractors of Consultant. Consequently, the parties further agree that compensation hereunder is intended to include the costs of contributions to any pensions and/or annuities to which Consultant and its employees, agents, and subcontractors may be eligible. City therefore has no responsibility for such contributions beyond compensation required under this Agreement.

2.1 Invoices. Consultant shall submit invoices, not more often than once a month during the term of this Agreement, based on the cost for services performed and reimbursable costs incurred prior to the invoice date. Invoices shall contain the following information:

- Serial identifications of progress bills; i.e., Progress Bill No. 1 for the first invoice, etc.;
- The beginning and ending dates of the billing period;
- A Task Summary containing the original contract amount, the amount of prior billings, the total due this period, the balance available under the Agreement, and the percentage of completion;
- At City' option, for each work item in each task, a copy of the applicable time entries or time sheets shall be submitted showing the name of the person doing the work, the hours spent by each person, a brief description of the work, and each reimbursable expense;
- The total number of hours of work performed under the Agreement by Consultant and each employee, agent, and subcontractor of Consultant performing services.
- The Consultant's signature.

2.2 Payment Schedule.

2.2.1 City shall make incremental payments, based on invoices received, [according to the payment schedule attached as Exhibit B], for services satisfactorily performed, and for authorized reimbursable costs incurred. City shall have 30 days from the receipt of an invoice that complies with all of the requirements of Section 2.1 to pay Consultant.

2.3 Total Payment. City shall pay for the services to be rendered by Consultant pursuant to this Agreement. City shall not pay any additional sum for any expense or cost whatsoever incurred by Consultant in rendering services pursuant to this Agreement.

In no event shall Consultant submit any invoice for an amount in excess of the maximum amount of compensation provided above either for a task or for the entire Agreement, unless the Agreement is modified prior to the submission of such an invoice by a properly executed change order or amendment.

2.4 Hourly Fees. Fees for work performed by Consultant on an hourly basis shall not exceed the amounts shown on the following fee schedule: _____

- 2.5 Reimbursable Expenses.** Reimbursable expenses are specified below, and shall not exceed [REDACTED] (\$ [REDACTED]). Expenses not listed below are not chargeable to City. Reimbursable expenses are included in the total amount of compensation provided under this Agreement that shall not be exceeded.

Reimbursable Expenses are:
[REDACTED]

- 2.6 Payment of Taxes.** Consultant is solely responsible for the payment of employment taxes incurred under this Agreement and any similar federal or state taxes.

- 2.7 Authorization to Perform Services.** The Consultant is not authorized to perform any services or incur any costs whatsoever under the terms of this Agreement until receipt of authorization from the Contract Administrator.

Section 3. FACILITIES AND EQUIPMENT. Except as set forth herein, Consultant shall, at its sole cost and expense, provide all facilities and equipment that may be necessary to perform the services required by this Agreement. City shall make available to Consultant only the facilities and equipment listed in this section, and only under the terms and conditions set forth herein.

City shall furnish physical facilities such as desks, filing cabinets, and conference space, as may be reasonably necessary for Consultant's use while consulting with City employees and reviewing records and the information in possession of the City. The location, quantity, and time of furnishing those facilities shall be in the sole discretion of City. In no event shall City be obligated to furnish any facility that may involve incurring any direct expense, including but not limited to computer, long-distance telephone or other communication charges, vehicles, and reproduction facilities.

Section 4. INSURANCE REQUIREMENTS. Before beginning any work under this Agreement, Consultant, at its own cost and expense, shall procure insurance against claims for injuries to persons or damages to property that may arise from or in connection with the performance of the work by the Consultant and its agents, representatives, employees, and subcontractors. Consultant shall provide proof satisfactory to City of such insurance that meets the requirements of this section and under forms of insurance satisfactory in all respects to the City. Consultant shall maintain the insurance policies required by this section throughout the term of this Agreement. The cost of such insurance shall be included in the Consultant's proposal. Consultant shall not allow any subcontractor to commence work on any subcontract until Consultant has obtained all insurance required herein for the subcontractor(s) and provided evidence thereof to City. Verification of the required insurance shall be submitted and made part of this Agreement prior to execution. Insurers shall have an A.M. Best's rating of no less than A:VII unless otherwise accepted by the City in writing:

4.1. Commercial General Liability (CGL): Insurance Services Office Form CG 00 01 covering CGL on an "occurrence" basis, including products and completed operations, property damage, bodily injury and personal & advertising injury with limits no less than **\$1,000,000** per occurrence. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit. If Consultant's services include work within 50 feet of a railroad right of way, the Contractor shall have removed any

exclusion on their liability policy limiting coverage for work near a railroad, or shall provide a Railroad Protective Liability policy in favor of the City. Limits for such coverage shall be no less than \$5,000,000.

4.2. Automobile Liability Insurance. ISO Form Number CA 00 01 covering any auto (Code 1), or if Contractor has no owned autos, hired, (Code 8) and non-owned autos (Code 9), with limit no less than **\$1,000,000** per accident for bodily injury and property damage.

4.3. Workers' Compensation Insurance. as required by the State of California, with Statutory Limits, and Employer's Liability Insurance with limit of no less than **\$1,000,000** per accident for bodily injury or disease.

4.4. Professional Liability (Errors and Omissions): Insurance appropriate to the Contractor's profession, with limit no less than \$1,000,000 per occurrence or claim, \$2,000,000 aggregate.

4.5. Other Insurance Provisions. The insurance policies are to contain, or be endorsed to contain, the following provisions:

4.5.1 *Additional Insured Status.* The City, its officers, officials, employees, and volunteers are to be covered as additional insureds on the CGL policy with respect to liability arising out of work or operations performed by or on behalf of the Contractor including materials, parts, or equipment furnished in connection with such work or operations. General liability coverage can be provided in the form of an endorsement to the Contractor's insurance (at least as broad as ISO Form CG 20 10 11 85 or if not available, through the addition of both CG 20 10 and CG 20 37 if a later edition is used).

4.5.2 *Primary Coverage.* For any claims related to this contract, the Contractor's insurance coverage shall be primary insurance as respects the City, its officers, officials, employees, and volunteers. Any insurance or self-insurance maintained by the City, its officers, officials, employees, or volunteers shall be excess of the Contractor's insurance and shall not contribute with it.

4.5.3 *Notice of Cancellation.* Each insurance policy required above shall provide that coverage shall not be canceled, except with notice to the City.

4.5.4 *Waiver of Subrogation.* Contractor hereby grants to City a waiver of any right to subrogation which any insurer of said Contractor may acquire against the City by virtue of the payment of any loss under such insurance. Contractor agrees to obtain any endorsement that may be necessary to affect this waiver of subrogation, but this provision applies regardless of whether or not the City has received a waiver of subrogation endorsement from the insurer.

4.5.5 *Deductibles and Self-Insured Retentions.* Any deductibles or self-insured retentions must be declared to and approved by the City. The City may require the Contractor to purchase coverage with a lower deductible or retention or provide proof of ability to pay losses and related investigations, claim administration, and defense expenses within the retention.

4.5.6 *Claims made policies.* If any of the required policies provide claims-made coverage:

4.5.6.1 The Retroactive Date must be shown, and must be before the date of the contract or the beginning of contract work.

4.5.6.2 Insurance must be maintained and evidence of insurance must be provided **for at least five (5) years after completion of the contract of work.**

4.5.6.3 If coverage is canceled or non-renewed, and not replaced **with another claims-made policy form with a Retroactive Date prior to** the contract effective date, the Contractor must purchase "extended reporting" coverage for a minimum of **five (5) years** after completion of contract work.

4.6. Certificate of Insurance and Endorsements. Contractor shall furnish the City with original certificates and amendatory endorsements or copies of the applicable policy language effecting coverage required by this clause. All certificates and endorsements are to be received and approved by the City before work commences. However, failure to obtain the required documents prior to the work beginning shall not waive the Contractor's obligation to provide them. The City reserves the right to require complete, certified copies of all required insurance policies, including endorsements required by these specifications, at any time.

4.7. Subcontractors. Contractor shall include all subcontractors as insured under its policies or shall furnish separate certificates and endorsements for each subcontractor. All coverages for subcontractors shall be subject to all of the requirements stated in this Agreement, including but not limited to naming additional insureds.

4.8. Higher limits. If the contractor maintains higher limits than the minimums shown above, the City requires and shall be entitled to coverage for the higher limits maintained by the Contractor. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the City.

4.9 Special Risks or Circumstances. City reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage or other special circumstances.

4.10 Remedies. In addition to any other remedies City may have if Consultant fails to provide or maintain any insurance policies or policy endorsements to the extent and within the time herein required, City may, at its sole option exercise any of the following remedies, which are alternatives to other remedies City may have and are not the exclusive remedy for Consultant's breach:

- Obtain such insurance and deduct and retain the amount of the premiums for such insurance from any sums due under the Agreement;
- Order Consultant to stop work under this Agreement or withhold any payment that becomes due to Consultant hereunder, or both stop work and withhold any payment, until Consultant demonstrates compliance with the requirements hereof; and/or
- Terminate this Agreement.

Section 5. INDEMNIFICATION AND CONSULTANT'S RESPONSIBILITIES

5.1. CONSULTANT shall, to the fullest extent permitted by law, indemnify, defend (with counsel acceptable to the CITY) and hold harmless CITY, and its employees, officials, volunteers and agents ("Indemnified Parties") from and against any and all losses, claims, damages, costs and liability arising out of any personal injury, loss of life, damage to property, or any violation of any federal, state, or municipal law or ordinance, arising out of or resulting from the performance of this Agreement by CONSULTANT, its officers, employees, agents, volunteers, subcontractors or sub-consultants, excepting only liability arising from the sole negligence, active negligence or intentional misconduct of CITY.

5.2. In the event that Consultant or any employee, agent, sub-consultant or subcontractor of Consultant providing services under this Agreement is determined by a court of competent jurisdiction or the California Public Employees Retirement System (PERS) to be eligible for enrollment in PERS as an employee of City, Consultant shall indemnify, defend, and hold harmless City for the payment of any employee and/or employer contributions for PERS benefits on behalf of Consultant or its employees, agents, sub-consultants or subcontractors, as well as for the payment of any penalties and interest on such contributions, which would otherwise be the responsibility of City.

5.3. Acceptance by City of insurance certificates and endorsements required under this Agreement does not relieve Consultant from liability under this indemnification and hold harmless clause. This indemnification and hold harmless clause shall apply to any damages or claims for damages whether or not such insurance policies shall have been determined to apply.

5.4. By execution of this Agreement, Consultant acknowledges and agrees to the provisions of this Section and that it is a material element of consideration, and that these provisions survive the termination of this Agreement.

Section 6. STATUS OF CONSULTANT.

6.1 **Independent Contractor.** At all times during the term of this Agreement, Consultant shall be an independent contractor and shall not be an employee of City. City shall have the right to control Consultant only insofar as the results of Consultant's services rendered pursuant to this Agreement and assignment of personnel pursuant to Subparagraph 1.3; however, otherwise City shall not have the right to control the means by which Consultant accomplishes services rendered pursuant to this Agreement. Notwithstanding any other City, state, or federal policy, rule, regulation, law, or ordinance to the contrary, Consultant and any of its employees, agents, and subcontractors providing services under this Agreement shall not qualify for or become entitled to, and hereby agree to waive any and all claims to, any compensation, benefit, or any incident of employment by City, including but not limited to eligibility to enroll in the California Public Employees Retirement System (PERS) as an employee of City and entitlement to any contribution to be paid by City for employer contributions and/or employee contributions for PERS benefits.

6.2 **Consultant No Agent.** Except as City may specify in writing, Consultant shall have no authority, express or implied, to act on behalf of City in any capacity whatsoever as an agent. Consultant shall have no authority, express or implied, pursuant to this Agreement to bind City to any obligation whatsoever.

Section 7. **LEGAL REQUIREMENTS.**

- 7.1 **Governing Law.** The laws of the State of California shall govern this Agreement.
- 7.2 **Compliance with Applicable Laws.** Consultant and any subcontractors shall comply with all laws applicable to the performance of the work hereunder.
- 7.3 **Other Governmental Regulations.** To the extent that this Agreement may be funded by fiscal assistance from another governmental entity, Consultant and any subcontractors shall comply with all applicable rules and regulations to which City is bound by the terms of such fiscal assistance program.
- 7.4 **Licenses and Permits.** Consultant represents and warrants to City that Consultant and its employees, agents, and any subcontractors have all licenses, permits, qualifications, and approvals of whatsoever nature that are legally required to practice their respective professions. Consultant represents and warrants to City that Consultant and its employees, agents, any subcontractors shall, at their sole cost and expense, keep in effect at all times during the term of this Agreement any licenses, permits, and approvals that are legally required to practice their respective professions. In addition to the foregoing, Consultant and any subcontractors shall obtain and maintain during the term of this Agreement valid Business Licenses from City.
- 7.5 **Nondiscrimination and Equal Opportunity.** Consultant shall not discriminate, on the basis of a person's race, religion, color, national origin, age, physical or mental handicap or disability, medical condition, marital status, sex, sexual orientation or any other legally protected status, against any employee, applicant for employment, subcontractor, bidder for a subcontract, or participant in, recipient of, or applicant for any services or programs provided by Consultant under this Agreement. Consultant shall comply with all applicable federal, state, and local laws, policies, rules, and requirements related to equal opportunity and nondiscrimination in employment, contracting, and the provision of any services that are the subject of this Agreement, including but not limited to the satisfaction of any positive obligations required of Consultant thereby.
- Consultant shall include the provisions of this Subsection in any subcontract approved by the Contract Administrator or this Agreement.
- 7.6 **Prevailing Wages.** Should the scope of work fall under the requirements of the California Labor Code and implementing regulations for the payment of prevailing wages, then Consultant shall comply and pay prevailing wages.

Section 8. **TERMINATION AND MODIFICATION.**

- 8.1 **Termination.** City may cancel this Agreement at any time and without cause upon written notification to Consultant.

Consultant may cancel this Agreement upon 30 days' written notice to City and shall include in such notice the reasons for cancellation.

In the event of termination, Consultant shall be entitled to compensation for services performed to the effective date of termination; City, however, may condition payment of such compensation upon Consultant delivering to City any or all documents, photographs, computer software, video and audio tapes, and other materials provided to Consultant or prepared by or for Consultant or the City in connection with this Agreement.

- 8.2 Extension.** City may, in their sole and exclusive discretion, extend the end date of this Agreement beyond that provided for in Subsection 1.1. Any such extension shall require a written amendment to this Agreement, as provided for herein. Consultant understands and agrees that, if City grants such an extension, City shall have no obligation to provide Consultant with compensation beyond the maximum amount provided for in this Agreement. Similarly, unless authorized by the Contract Administrator, City shall have no obligation to reimburse Consultant for any otherwise reimbursable expenses incurred during the extension period.
- 8.3 Amendments.** The parties may amend this Agreement only by a writing signed by all the parties.
- 8.4 Assignment and Subcontracting.** City and Consultant recognize and agree that this Agreement contemplates personal performance by Consultant and is based upon a determination of Consultant's unique personal competence, experience, and specialized personal knowledge. Moreover, a substantial inducement to City for entering into this Agreement was and is the professional reputation and competence of Consultant. Consultant may not assign this Agreement or any interest therein without the prior written approval of the Contract Administrator. Consultant shall not subcontract any portion of the performance contemplated and provided for herein, other than to the subcontractors noted in the proposal, without prior written approval of the Contract Administrator.
- 8.5 Survival.** All obligations arising prior to the termination of this Agreement and all provisions of this Agreement allocating liability between City and Consultant shall survive the termination of this Agreement.
- 8.6 Options upon Breach by Consultant.** If Consultant materially breaches any of the terms of this Agreement, City' remedies shall include, but not be limited to, the following:
- 8.6.1** Immediately terminate the Agreement;
 - 8.6.2** Retain the plans, specifications, drawings, reports, design documents, and any other work product prepared by Consultant pursuant to this Agreement; and/or
 - 8.6.3** Retain a different consultant to complete the work described in Exhibit A not finished by Consultant in which case the City may charge Consultant the difference between the cost to have a different consultant complete the work described in Exhibit A that is unfinished at the time of breach and the amount that

City would have paid Consultant pursuant to Section 2 if Consultant had completed the work.

Section 9. KEEPING AND STATUS OF RECORDS.

- 9.1 Records Created as Part of Consultant's Performance.** All reports, data, maps, models, charts, studies, surveys, photographs, memoranda, plans, studies, specifications, records, files, or any other documents or materials, in electronic or any other form, that Consultant prepares or obtains pursuant to this Agreement and that relate to the matters covered hereunder shall be the property of the City. Consultant hereby agrees to deliver those documents to the City upon termination of the Agreement. It is understood and agreed that the documents and other materials, including but not limited to those described above, prepared pursuant to this Agreement are prepared specifically for the City and are not necessarily suitable for any future or other use.
- 9.2 Confidentiality.** All reports, data, maps, models, charts, studies, surveys, photographs, memoranda, plans, studies, specifications, records, files, or any other documents or materials, in electronic or any other form, that Consultant prepares or obtains pursuant to this Agreement and that relate to the matters covered hereunder shall be kept confidential by Consultant. Such materials shall not, without the prior written permission of City, be used by Consultant for any purpose other than the performance of this Agreement nor shall such materials be disclosed publicly. Nothing furnished to Consultant which is otherwise known to Consultant or is generally known, shall be deemed confidential. Consultant shall not use the City's name or logo or photographs pertaining to the services under this Agreement in any publication without the prior written consent of the City.
- 9.3 Consultant's Books and Records.** Consultant shall maintain any and all ledgers, books of account, invoices, vouchers, canceled checks, and other records or documents evidencing or relating to charges for services or expenditures and disbursements charged to the City under this Agreement for a minimum of three (3) years, or for any longer period required by law, from the date of final payment to the Consultant to this Agreement.
- 9.4 Inspection and Audit of Records.** Any records or documents that Section 9.2 of this Agreement requires Consultant to maintain shall be made available for inspection, audit, and/or copying at any time during regular business hours, upon oral or written request of the City. Under California Government Code Section 8546.7, if the amount of public funds expended under this Agreement exceeds TEN THOUSAND DOLLARS (\$10,000.00), the Agreement shall be subject to the examination and audit of the State Auditor, at the request of City or as part of any audit of City, for a period of three (3) years after final payment under the Agreement.
- 9.5 Intellectual Property.** The City shall have and retain all right, title and interest, including copyright, patent, trade secret or other proprietary rights in all plans, specifications, studies, drawings, estimates, materials, data, computer programs or software and source code, enhancements, documents and any other works of authorship fixed in any tangible medium or expression, including but not limited to physical drawings or other data magnetically or otherwise recorded on computer media ("Intellectual Property") prepared or

developed by or on behalf of Consultant under this Agreement. Consultant further grants to City a non-exclusive and perpetual license to copy, use, modify or sub-license any and all Intellectual Property otherwise owned by Consultant which is the basis or foundation for any derivative, collective, insurrectional or supplemental work created under this Agreement.

Section 10 MISCELLANEOUS PROVISIONS.

- 10.1 Venue.** In the event that either party brings any action against the other under this Agreement, the parties agree that trial of such action shall be vested exclusively in the state courts of California in the County of Contra Costa or in the United States District Court for the Northern District of California.
- 10.2 Severability.** If a court of competent jurisdiction finds or rules that any provision of this Agreement is invalid, void, or unenforceable, the provisions of this Agreement not so adjudged shall remain in full force and effect. The invalidity in whole or in part of any provision of this Agreement shall not void or affect the validity of any other provision of this Agreement.
- 10.3 No Implied Waiver of Breach.** The waiver of any breach of a specific provision of this Agreement does not constitute a waiver of any other breach of that term or any other term of this Agreement.
- 10.4 Successors and Assigns.** The provisions of this Agreement shall inure to the benefit of and shall apply to and bind the successors and assigns of the parties.
- 10.5 Use of Recycled Products.** Consultant shall prepare and submit all reports, written studies and other printed material on recycled paper to the extent it is available at equal or less cost than virgin paper.
- 10.6 Conflict of Interest.** Consultant may serve other clients, but none whose activities within the corporate limits of City or whose business, regardless of location, would place Consultant in a "conflict of interest," as that term is defined in the Political Reform Act, codified at California Government Code Section 81000 *et seq.*

Consultant shall not employ any official of City in the work performed pursuant to this Agreement. No officer or employee of City shall have any financial interest in this Agreement that would violate California Government Code Sections 1090 *et seq.*

Consultant hereby warrants that it is not now, nor has it been in the previous twelve (12) months, an employee, agent, appointee, or official of the City. If Consultant was an employee, agent, appointee, or official of City in the previous twelve months, Consultant warrants that it did not participate in any manner in the forming of this Agreement. Consultant understands that, if this Agreement is made in violation of Government Code §1090 *et seq.*, the entire Agreement is void and Consultant will not be entitled to any compensation for services performed pursuant to this Agreement, including reimbursement of expenses, and Consultant will be required to reimburse the City for any sums paid to the

Consultant. Consultant understands that, in addition to the foregoing, it may be subject to criminal prosecution for a violation of Government Code § 1090 and, if applicable, will be disqualified from holding public office in the State of California.

- 10.7 Inconsistent Terms.** If the terms or provisions of this Agreement conflict with or are inconsistent with any term or provision of any attachment or Exhibit attached hereto, then the terms and provisions of this Agreement shall prevail.
- 10.8 Solicitation.** Consultant agrees not to solicit business at any meeting, focus group, or interview related to this Agreement, either orally or through any written materials.
- 10.9 Contract Administration.** This Agreement shall be administered by Scott Buenting ("Contract Administrator"). All correspondence shall be directed to or through the Contract Administrator or his or her designee.
- 10.10 Notices.** Any written notice to Consultant shall be sent to:

Any written notice to City shall be sent to:

Capital Improvements
City of Antioch
P. O. Box 5007
Antioch, CA 94531-5007

- 10.11 Integration.** This Agreement, including the scope of work attached hereto and incorporated herein as Exhibit A, and all other attachments, represents the entire and integrated agreement between City and Consultant and supersedes all prior negotiations, representations, or agreements, either written or oral.

CITY:

CITY OF ANTIOCH

Rowland E. Bernal, Jr., City Manager

Attest:

Arne Simonsen, City Clerk of Antioch

CONSULTANT:

[NAME OF CONSULTANT]

By: _____

Name: _____

Title: _____

By: _____

Name: _____

Approved as to Form:

Title: _____

Thomas Lloyd Smith, City Attorney

[Two signatures are required for a corporation or one signature with the corporate bylaws indicating that one person can sign on behalf of the corporation]



ATTACHMENT "B"

ANTIOCH

CALIFORNIA

STYLE GUIDE 2019



WELCOME TO ANTIOCH

Opportunity works, grows, plays, loves, hikes, eats, drinks, rides, builds, intanks, meets, excels, hires, leads, sells, plans, relaxes, thrives, learns, laughs, shops, greets, walks, bikes, shops and moves here.

With so many great things to say about our newly re-branded city, we need to make sure we communicate our messages with a coherent visual language.

This style guide has been created to support Antioch and provide a simple, easy to use set of principles to help you convey our vision consistently in all the visual materials we produce.

The following pages in this document will provide you with the assets and instructions you need.

ANTIOCH

OVERVIEW

WHY A STYLE GUIDE IS ESSENTIAL

The Antioch brand reflects the values and principles by which we operate, and reflects the personality of the city and its populations. It is essential that it does this respectfully and with professional integrity.

A style guide will ensure that the brand is;

Consistent

Recognized

Controlled

Professional

Memorable

We must follow this style guide as closely as possible ourselves, and should also supply it to all third-party organizations to make sure the brand is produced consistently and effectively.



WHO IS THE GUIDE FOR

Essentially everyone who will use the brand assets in any way.

All Antioch City departments including;

Marketing

Administration

Events

Security

Tourism

All third-party users including;

Marketing partners

Charities

Organizations

Educational institutions

Local businesses



HOW TO USE THE GUIDE

It is important to state that this document is not a set of rules. It is series of best practice principles which must be followed as closely as possible, and examples which can be used to demonstrate the flexibility and application of the Antioch brand assets.

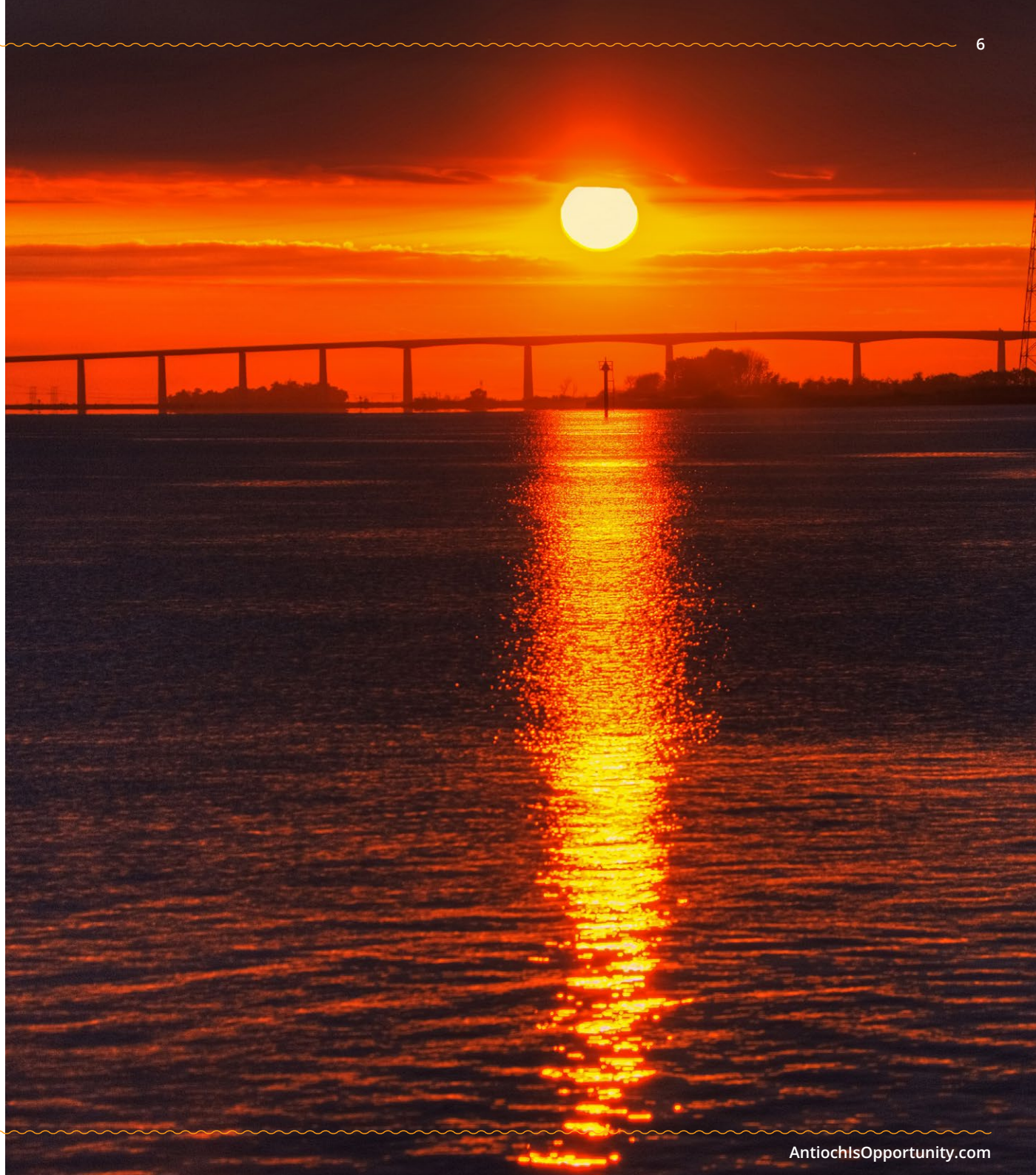
It is not exhaustive, and there may be times where the guides need to be interpreted for unforeseen scenarios.

In these instances, please use common sense and adhere to the guides as closely as you can.



WHERE TO FIND THE ASSETS

You can find Antioch brand assets including fonts, logos and templates by contacting Economic Development Director Kwame Reed at kreed@ci.antioch.ca.us



ANTIOCH

THE LOGO

LOGO CONSTRUCTION

This is the master Antioch logo. It should not be altered and it should be reproduced as supplied and specified here.

It comprises of two elements, and must always be arranged as shown here.

1 The name “Antioch”

2 The “Rising Sun” icon

It consists of two colors as shown with variations for print and digital use. Please specify only these colors for the logo in all applications.



Pantone
Blue 072 C

CMYK
100 | 97 | 3 | 3

RGB
0 | 15 | 159

Hex
#000F9F

Pantone
1375 C

CMYK
0 | 45 | 96 | 0

RGB
255 | 158 | 24

Hex
#FF9E18

LOGO FAMILY

There are variations to the master logo to be used in different scenarios.

- 1 Primary logo**
Duotone rising sun logo.
This should be your first choice of logo use.
- 2 Secondary logo**
Duotone wordmark lock-up. This should be your second choice, if you cannot use the primary logo.
- 3 Tertiary logo**
Duotone duoline lock-up. This should be your third choice, if options one and two aren't sufficient.
- 4 Special use logo**
The city lock-up. Only use in special occasions.
- 5 Monochrome logo**
For monochrome and reverse applications only.
- 6 Small space logo**
Only for use when space is limited.

1 ANTI^QCH

2 ANTI^QCH
CALIFORNIA

3 ANTI^QCH
CALIFORNIA
OPPORTUNITY LIVES HERE

4 CITY OF
ANTI^QCH
CALIFORNIA

5 ANTI^QCH
CALIFORNIA
OPPORTUNITY LIVES HERE

6 ANTI^QCH
OPPORTUNITY LIVES HERE

LOGO COLORS

The Antioch master logo should be used whenever possible in full color.

Black and white logos: Where color restrictions exist, black and white versions of logos can be used.

ANTIOCH

ANTIOCH

ANTIOCH

LOGO SIZING & SPACING

Care is needed to position the logo properly in compositions. These simple steps will help you achieve this, and maintain brand integrity and legibility.

Spacing

Please use the width of the “A” letter from the logo as a guide and always ensure this much clear space is around the logo.

Minimum sizing

When using small space logos, please use the version without text and do not size the logo any smaller than 76 pixels wide.

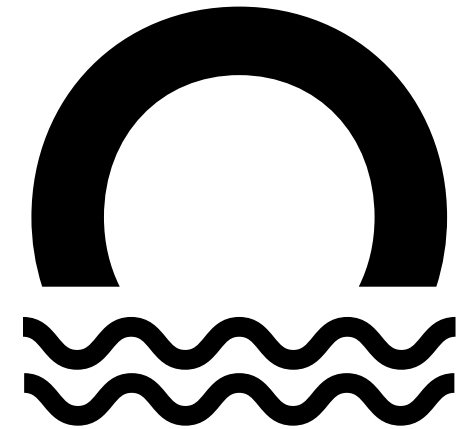
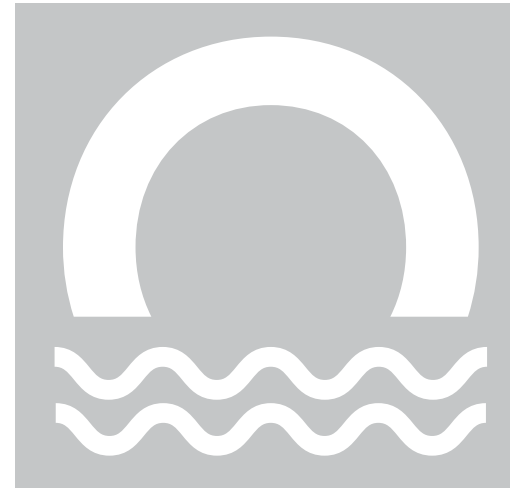
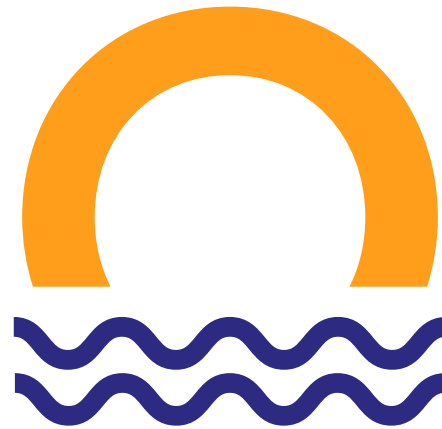


ANTIOCH

Minimum size: 76px

ANTIOCH BUTTON

The Rising Sun of the Antioch logo can be used as a device on its own in certain situations. This includes small spaces such as Favicons and icons, where space for legible text is too small, or where information is provided by a third-party hosting platform, such as a profile picture in social media channels like Twitter, Instagram or LinkedIn.



Example of small space
use and third party text



Smallest application:
Favicon (16x16pixels)

BUTTON SIZING & SPACING

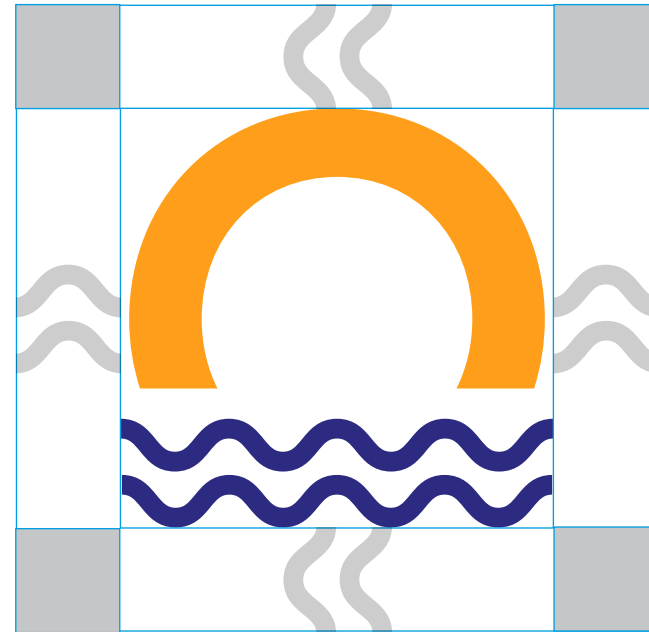
The button must have clear space around it to avoid clutter and interference with other graphic elements. Please follow these space and size guides to ensure the button is clear and easy to look at.

Spacing

Please use the height of the double wave from the button as a guide and ensure this much clear space is around it.

Minimum sizing

When using small space buttons, please do not size the logo any smaller than 16pixels square.



Smallest application:
Favicon (16x16pixels)

INCORRECT LOGO USAGE

- 1 Do not change the color of the logo
- 2 Do not change the shape or size of any element of the logo
- 3 Do not use the logo in keyline form
- 4 Do not apply effects to the logo
- 5 Do not use a different typeface
- 6 Do not stretch the logo
- 7 Do not condense the logo
- 8 Do not rearrange the logo elements
- 9 Do not set the logo at an angle
- 10 Do not add anything to the logo
- 11 Do not use a low resolution version of the logo



A blue-tinted photograph of football players in action, with the word 'ANTIOCH' and 'CAMPAIGN' overlaid in white text. The players are wearing jerseys with 'ANTIOCH' and numbers like 59 and 2. The background is a blurred football field.

ANTIOCH CAMPAIGN

OVERVIEW

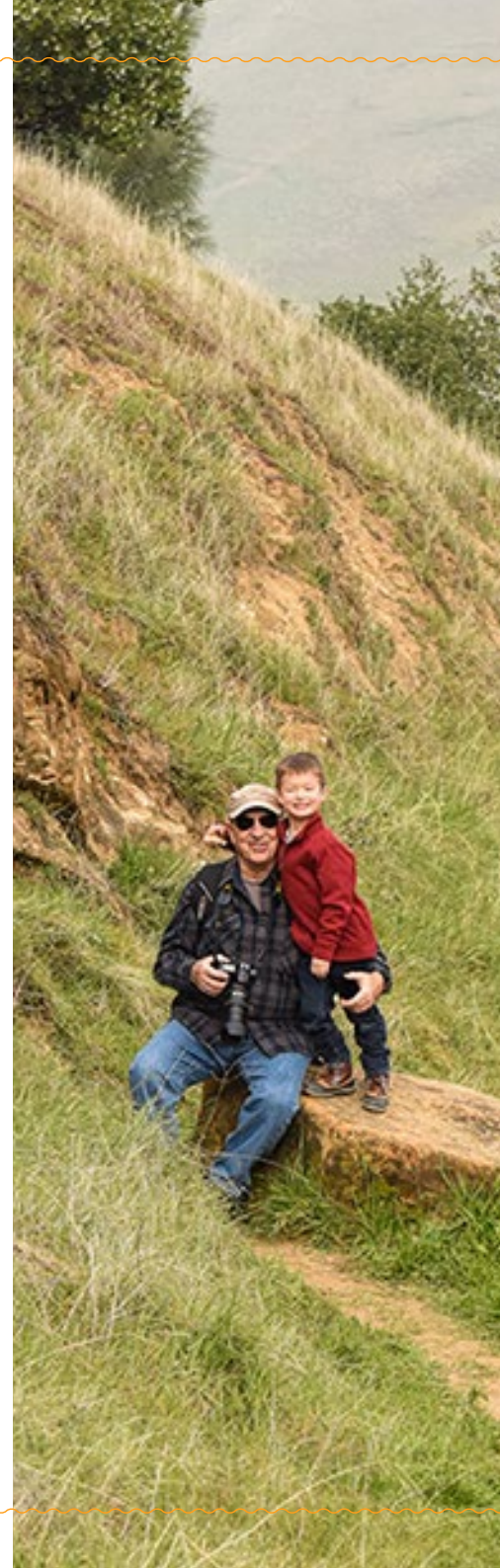
The campaign material we produce needs to reflect the Antioch brand values and personality.

The main goals are:

General brand awareness. To change general public perception of Antioch.

Open for business. To share the message that Antioch is the best place to move, grow, expand your existing business or to take a try at being an entrepreneur.

This section shows examples of these campaign concepts and explains the design principles behind their construction.



BRAND TYPEFACES

To ensure consistency of expression of the Antioch brand, please use these fonts in all communications.

Administration typeface

In rare situations the Antioch brand font Open Sans may not be installed on a destination computer.

Situations where this may occur include sending PowerPoint presentations or word files to third parties. Text can display in unwanted fonts installed on the destination computer.

In these situations, please use the web-safe and universally available font family Arial.

Brand typefaces

Open Sans - SemiBold

This is used in headlines and subheads.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans - Bold

Use sparingly to highlight keywords or numbers.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans - Regular

Use for body copy.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans - Light

Use for body copy.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Administration typefaces

Arial - Regular

Use for body copy where the main Antioch brand typefaces aren't available.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial - Bold

Use for headlines and subheads where the main Antioch brand typefaces aren't available.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BRAND COLORS

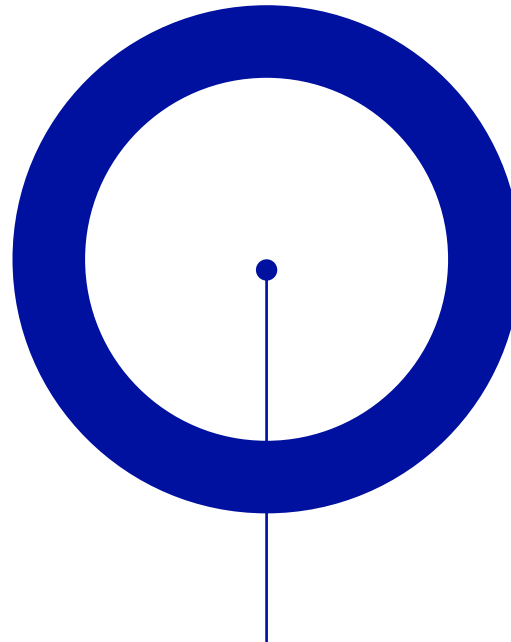
This is the Antioch brand master color palette. Please primarily use this color in all Antioch communications.

When to use Pantone®, CMYK and RGB colors

Pantone: Specify the Pantone® corporate colors using the Pantone® matching system when producing professionally printed materials, such as business cards, brochures or letterheads.

CMYK: Four color process (CMYK) is appropriate for all full color litho-printed applications such as brochures, or when producing printed content for use by a third party, such as a press advertisement.

RGB: Use the RGB colors for any digital items (such as website graphics and email signatures) and on-screen activity (such as PowerPoint presentations, or videos).

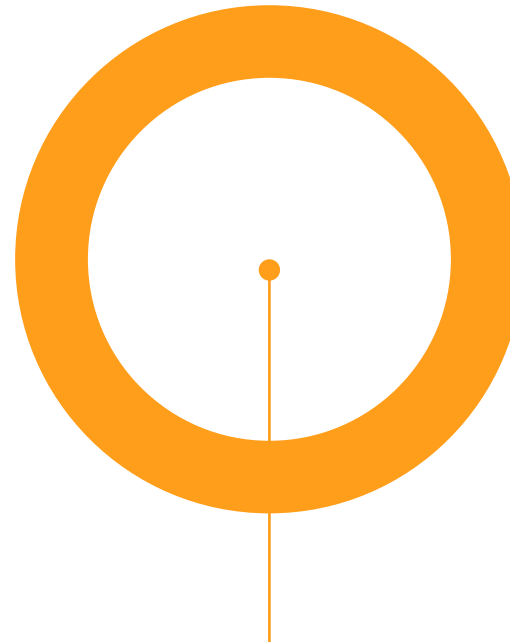


Pantone
Blue 072 C

CMYK
100|97|3|3

RGB
0|15|159

Hex
#000F9F

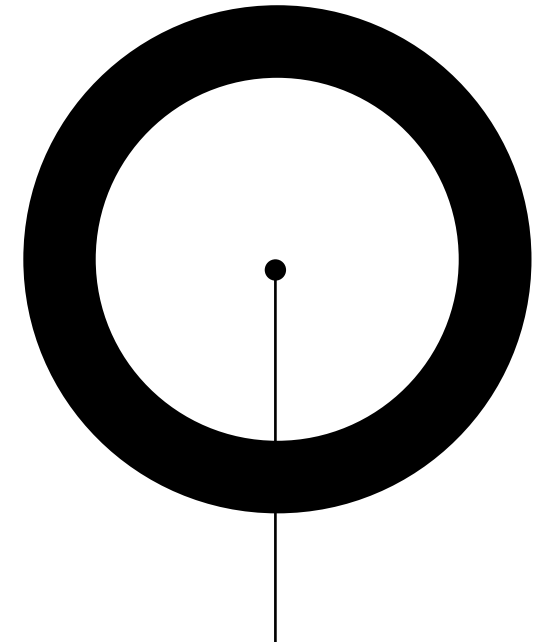


Pantone
1375 C

CMYK
0|45|96|0

RGB
255|158|24

Hex
#FF9E18



CMYK
60|40|40|100

RGB
0|0|0

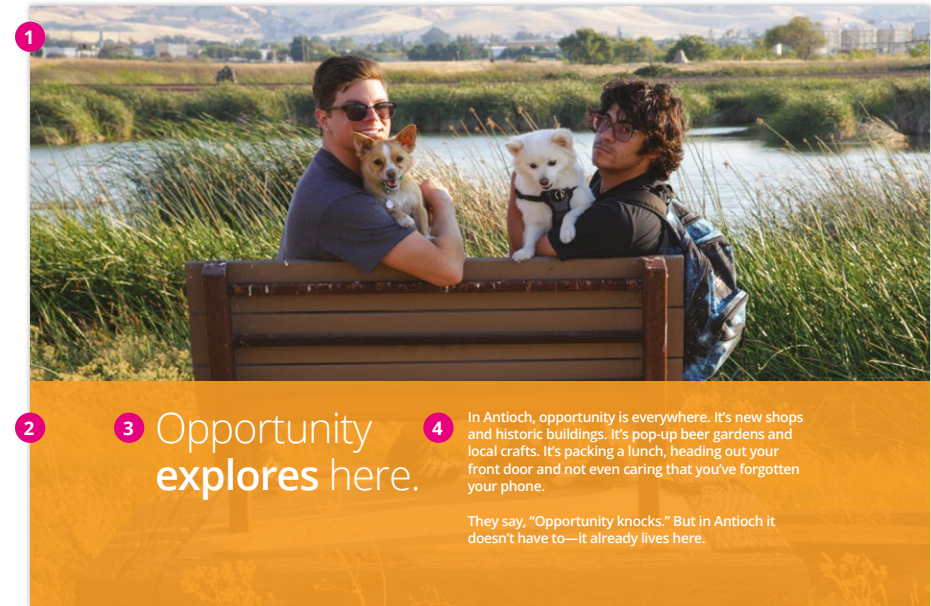
Hex
#000000

PRINTED COMMUNICATIONS

Postcard

In this example of a printed communication, the main marketing messages are on the front, and the brand and call-to-action on the reverse.

- 1 Image chosen to reflect the brand and the campaign messages.
- 2 Color bar set in brand color Pantone 1375 C or CMYK 0, 45, 96, 0 with a transparency of 90%
- 3 Brand typeface Open Sans in light and bold.
- 4 Brand typeface Open Sans regular.
- 5 Tertiary logo.
- 6 Call to action in Open Sans light and bold.



PRINTED COMMUNICATIONS

Poster

For large volume printing you may be supplying artwork for a cost-optimized print run. In this context, you may use the CMYK colors and logo formats, as Pantone will not be cost-effective.

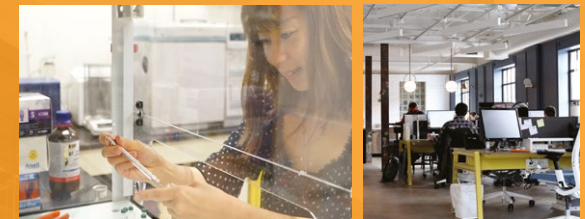
- 1 Hero image chosen to reflect the brand and the campaign messages.
- 2 Color bar set in brand color CMYK 0, 45, 96, 0 with a transparency of 90%
- 3 Brand typeface Open Sans in light and bold.
- 4 Supporting images chosen to reflect the brand and the campaign messages.
- 5 Brand typeface Open Sans regular.
- 6 Reverse logo.
- 7 Call to action in Open Sans light and bold.



2

3 Opportunity **builds** here.

4



5

In Antioch, opportunity is everywhere. It's artisans and loft spaces, manufacturers and employers. It's construction crews and that new restaurant everyone's talking about. Most of all, it's knowing that this is more than just a growing economy: it's home.

They say, "Opportunity knocks." But in Antioch it doesn't have to—it already lives here.

6

ANTIOCH
CALIFORNIA
OPPORTUNITY LIVES HERE

7

Discover more at AntiochIsOpportunity.com

DIGITAL ADVERTISING

In digital advertising contact details usually aren't necessary, as clicking advertising is universally accepted and intuitive to users.

RGB colors and logos must be used for maximum clarity and accuracy on-screen.

Static banners

Static banners are single image ads and do not animate or move. All information is contained in a single frame.

- 1 Hero image chosen to reflect the brand and the campaign messages.
- 2 Solid orange color RGB 255 | 158 | 24.
- 3 Brand typeface Open Sans in light and bold.
- 4 Reverse logo.
- 5 Color panel set in brand color RGB 255 | 158 | 24, with a transparency of 90%.
- 6 Brand typeface Open Sans regular.
- 7 Supporting images chosen to reflect the brand and the campaign messages.

1


2
3

Opportunity is for everyone here.

ANTIÖCH CALIFORNIA
OPPORTUNITY LIVES HERE

5

Opportunity is open here.

In Antioch, opportunity is everywhere. It's our BART station and affordable building sites, our economic initiatives and major employers. It's open waters, open spaces, open minds—and open for business.

ANTIÖCH CALIFORNIA
OPPORTUNITY LIVES HERE

6


7


In Antioch, opportunity is everywhere. It's old walls begging for new murals. It's artist lofts that artists can actually afford. It's Aztec dance and live theater, summer concerts and painting classes. It's the wide-open chance to _____.

They say, "Opportunity knocks." But in Antioch it doesn't have to—it already lives here.

ANTIÖCH CALIFORNIA
OPPORTUNITY LIVES HERE



Opportunity builds here.



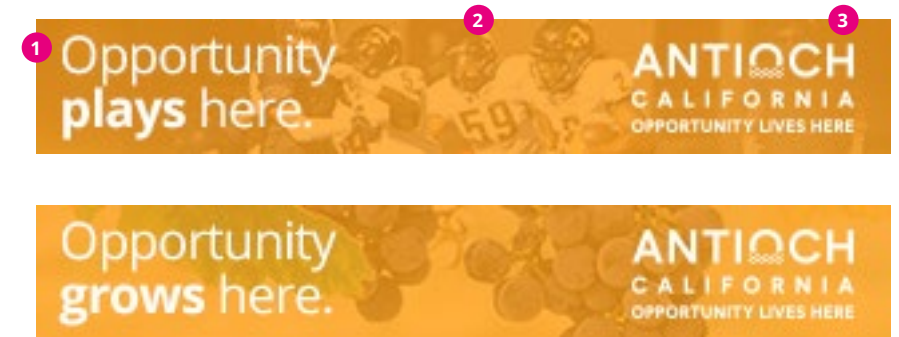
ANTIÖCH CALIFORNIA
OPPORTUNITY LIVES HERE

DIGITAL ADVERTISING

Small Space Banners

Where space is limited, you can add a full-size orange wash on top of images, to maximize impact.

- 1 Brand typeface Open Sans in light and bold.
- 3 Hero image chosen to reflect the brand and the campaign message, with brand orange color RGB 255 | 158 | 24 at a 90% tint.
- 4 Reverse logo.



DIGITAL ADVERTISING

Digital billboards follow the same color principles as online campaign materials, except at much larger scale.

- 1 Hero image chosen to reflect the brand and the campaign messages.
- 2 Solid orange color RGB 255 | 158 | 24.
- 3 Brand typeface Open Sans in light and bold.
- 4 Reverse logo.



ANTIOCH APPLICATIONS

BUSINESS CARDS

The business card is the little piece of branding that travels and stays in direct contact with our audience. Whether it sits in their wallet or on their desk, it serves as a mini ambassador for the brand.

These examples show how the brand assets are used in our business cards.

- 1 The Antioch button in full color.
- 2 Small space logo.
- 3 Brand typeface Open Sans in light.
- 4 Brand typeface Open Sans in regular.
- 5 Brand typeface Open Sans in bold.
- 6 Brand blue background color.
- 7 Small space logo in reverse.
- 8 Brand orange background color.
- 9 Small space logo in reverse.
- 10 Button logo adapted.
- 11 Button logo adapted into wave graphic.

Note: Brand colors should be specified in Pantone for maximum impact in print.



EMAIL SIGNATURE

Our email signature is more than just our contact details. It is a chance to show clients, potential clients and partners a snapshot of the Antioch brand.

1 Name:

Font: **Arial**
Weight: **Bold**
Size: **10pt**
Color: RGB: 255|158|24

2 Job title:

Font: **Arial**
Weight: **Regular**
Size: **10pt**
Color: RGB: 0|15|159

3 Contact details:

Font: **Arial**
Weight: **Bold and Regular as indicated**
Size: **10pt**
Color: RGB: 0|15|159

4 Address:

Font: **Arial**
Weight: **Regular**
Size: **10pt**
Color: RGB: 0|15|159

5 Logo:

The tertiary logo.

1 Firstname Lastname

2 Job Title

3 P: (XXX) XXX-XXXX

F: (XXX) XXX-XXXX

W: www.antiochisopportunity.com

4 Antioch, 200 H Street, 1st Floor of City Hall, Antioch, CA 94509

P.O. Box 5007, Antioch, CA, 94531-5007



Nickie Mastay

Administrative Services Director

P: (925) 779-7020

F: (925) 779-7002

W: www.antiochisopportunity.com

Antioch, 200 H Street, 1st Floor of City Hall, Antioch, CA 94509

P.O. Box 5007, Antioch, CA, 94531-5007




LETTERHEAD

This is the professional, pre-printed version of the Antioch letterhead. This is what we use to communicate with people both inside and outside our organization.

- 1 Contact details in Open Sans Light - 8pt.
- 2 Antioch button.
- 3 Contact details in Open Sans Light - 8pt.
- 4 Wave line separating footer.
- 5 Copyright statement in Open Sans Regular - 7pt.
- 6 Antioch master logo.
- 7 URL in Open Sans Regular - 7pt.

Note: Brand colors should be specified in Pantone for maximum impact in print.

1
P (925) 779-7020
F (925) 779-7002

2


3
200 H Street
1st Floor of City Hall
Antioch, CA 94509

P.O. Box 5007
Antioch, CA
94531-5007

Dear Sir or Madam,

Otatem reptatur restrum ventio blam invenih iliquid uciasperepta sa sitatibus perrum ducid ut ant officit, seque litatiatur aut enimus ullesciliqui te volorec epedips andicab int eos et laut ut aut dernam ipsum doluptaquo ex eossiminate eosam isquam et aut quid enihita simodio nserum latiat aut ex ea dolorer citinte volupta incta consed molorer fererum dolenim porio. Facea venissunt ullenimagnam excest dunte esequae oditas idus reic tem aliatur repratus, et aut ius dellam non pernam name ne omnita doleces magna nos aut omnihit fugia nobis eatempor atius, sint.

Tur, to idusande earum nobit ditam, que voloreriosto blacat acid quas mi, volorit et veni od eatem am, sit labo. Nam et inctia coreperiasi ipsum erspit ad et eturio molorectur? Quibus, sit maiorestio doluptae ellignimet qui illoreri dolupitio quam ea as rehenimet facia quasperum dessimp orerovitis doluptat et eatiandae dio. Sedigenditis quiatem ius moditiis volute niente toresci isimpor estrupt aerunti stinturis ne niendere sed que adit lab iduntur aut modisque officiis serovit fugia pro quid qui sitatat audae aligenisciis pore mincto mo eumendit reperem fuga. Nem rero dolores esti quam que cus soloratur rem eos del millaboriti cus ellorentiate pore venia sequodi atemolo rporia essit pedi atus doluptatia plictur alit quam que litem consenimente nonem simus.

Sed magnatetur aut omnihitis ma erchil iliquam aut ilicips aperum eosandi cuptat qui te de litaspercid quia si quaesto rectem. Ut ut volo omnienis sam saeptaq uuntectatur rest, te magnis dolor maioriti vent quatisum quatati ntorro optionserum fuga. Ehendus pernam nossus restem. Itatur.

Iquam fuga. Aximi, quidem quatem voloremo magnihit restion esedissit ad ut doluptiate aut excessin nonet eatur? Quibusdant, commo ipic tetur.

Yours sincerely
Firstname Lastname

4

5
© City of Antioch, 2019

6
ANTIOCH

7
AntiochIsOpportunity.com

RUBBER STAMP

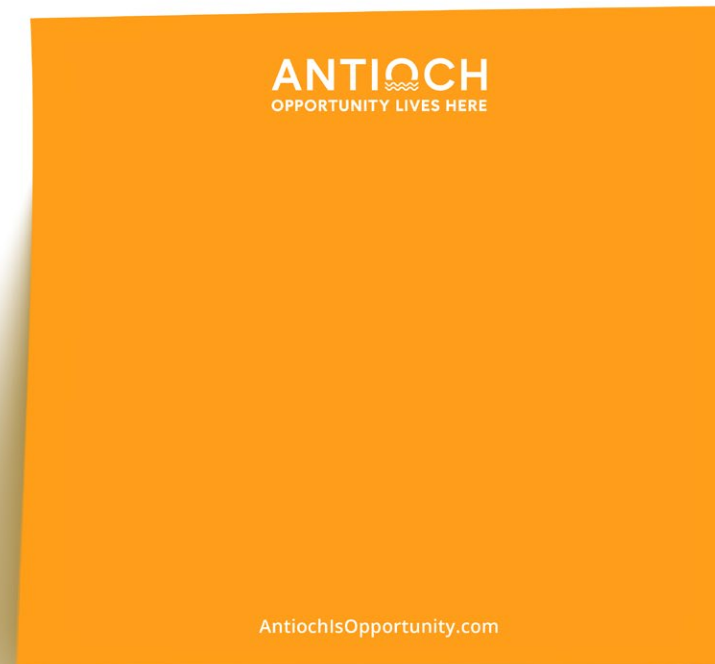
The button device lends itself naturally to a simple rubber stamp. This tool could be used to add a seal of approval or just an added personal touch to printed correspondence.



STICKY NOTES

The bold orange color of the Antioch brand lends itself naturally to the extremely useful sticky note.

Branded packs of sticky notes will associate the Antioch brand with creativity, efficiency and productivity.



NOTEBOOKS

A handy item to keep by your side at work, bring to meetings and take home at the end of the day.

A simple pocket-sized notebook will carry the Antioch brand message “opportunity lives here” and associate it with organization, inspiration and productivity.



BASEBALL CAPS

A functional, practical, everyday item which is easy to produce in bulk.

We can use either of our bold brand colors with reverse or mono logos, or we can use clean, crisp white allowing us to use the master 2 color brand logo.



JACKETS

Lightweight jackets make use of the brand colors, fonts and logos.

- 1 Council member name.
- 2 Secondary logo.
- 3 Tertiary logo.
- 4 Antioch button.
- 5 Council member name.



POLO SHIRTS

Simple, clean polo shirt designs can make use of the brand colors and logos in simple, neat designs.



T-SHIRTS & TANKS

T-shirts and tanks can be produced in our brand colors or white, and carry our branding on the front and reverse.



METAL PIN BADGES

The special use city logo works well in a roundel on a metallic pin badge. This will look great cast in its original metal finish, or adding one of the bold brand colours.



ROAD-SIDE CITY SIGN

We can use brand elements to revamp existing city signage.

This example shows a tall vertical sign situated by a roadside in marble and chrome.

- 1 Marble finished in brand blue color.
- 2 Antioch button in chrome.
- 3 Antioch special logo in chrome.



CITY HALL SIGN

For city hall, we can create bespoke stone signs in relief.

This example uses the wordmark as part of the title description carved into solid stone.

- 1 Antioch wordmark.
- 2 City Hall title.



COUNCIL CHAMBER SIGN

In council chambers, a simple use or the tertiary logo at large scale is mounted on the wall with a small clearance for added gravitas.



VEHICLE LIVERY - CARS

For standard sedan cars, the secondary logo can be placed on the front door, and the web address on the rear. This simple approach will be compatible with all four-door cars.

- 1 Web address in brand blue.
- 2 Antioch secondary logo.



VEHICLE LIVERY - PICK-UP TRUCKS

On pick-up trucks, we can use the simple combination of the secondary Antioch logo and the web address as shown.

- 1 Antioch secondary logo.
- 2 Web address in brand blue.



ANTIOCH

Parks Map | WINTER/SPRING 2020

ATTACHMENT "C"

