



City of San Pablo

ECONOMIC DEVELOPMENT BRAND RESEARCH SUMMARY

Introduction 2

Research Summary 8

Methods 8
Themes 10
Other Sub-brand Considerations 15

**Recommendations for
Brand Development** 16

How Themes Relate to Branding 16
The Economic Development Corridors 18
Outside the Corridors 20

Survey Summary 21

Next Steps / Conclusion 24

Appendix: Survey Responses 25

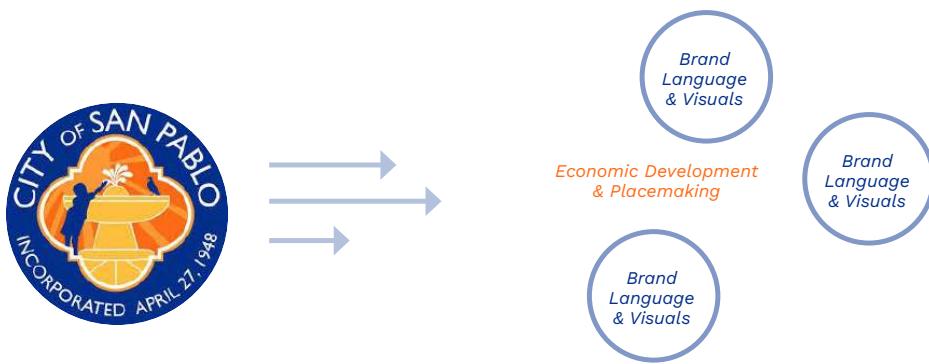


INTRODUCTION

This Brand Research Summary gathers up the research and outreach done in advance of specific economic development brand creation, for use in conjunction with existing City of San Pablo branding, and to better convey what San Pablo is now and where it is headed.

THE EXISTING CITY OF SAN PABLO BRAND IS STRONG

The placemaking and development branding is not meant to replace the over-arching City of San Pablo brand that is strong and well entrenched. Rather, it collates research and outreach that suggest visuals and language to drive overall development efforts and celebrate the identity of different parts of the City.



GOALS OF SAN PABLO'S ECONOMIC DEVELOPMENT SUB-BRAND

Brand Language and Visuals

San Pablo is a city made up of parts, each with its own character and promise. This economic development branding effort aims to give those parts a shared voice—language that's consistent and grounded, and visuals that people can recognize and trust. The goal is to support the City's larger vision by helping it speak clearly to businesses, developers, and residents alike. Strong brand language will enable compelling storytelling that builds visibility and engagement, while a coordinated logo and sub-brand system will provide recognizable, adaptable assets to represent the City's initiatives. This summary distills key insights from stakeholder engagement and research, offering the thematic foundation for the brand system to come, positioning San Pablo as a destination for business and investment, and supporting placemaking efforts that strengthen identity, pride, and cohesion across its diverse economic zones.



Limits of this Summary

It should be noted that this Summary is not a scientific analysis, nor is it an official San Pablo document. This Summary is a collation of input from various stakeholders; it reflects insights and themes that will guide the augmentation of San Pablo's identity for economic development.

TWO LENSES

Placemaking vs. Development Positioning

The ultimate goal of this economic branding project is to develop visual markers and thematic descriptors to position the City's ongoing development efforts. To that end, this summary views its findings through two lenses: placemaking and development positioning.

1. Placemaking

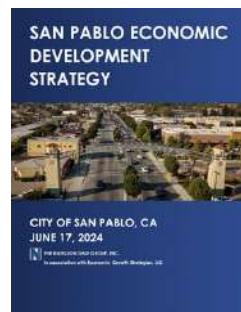
Placemaking focuses on the identity, visibility, and cohesion of San Pablo's distinct economic areas. It is more about how locals and visitors perceive and engage with different places in the City. Placemaking can refer to the sense of place or identity associated with a geographic location, the sense of community and belonging experienced by visitors or residents, as well as their everyday enjoyment there and the history and storytelling that the area is built upon. In evaluating San Pablo's economic development brand, placemaking informs the cultural and experiential context of the City and its economic corridors.

2. Development Positioning

Development positioning focuses on the traditional goals of economic development: increasing commerce, supporting existing businesses, and attracting new businesses and development to the city. The development perspective can consider a location's opportunity and growth potential, how business-friendly its environment is, its status in terms of innovation and industry and its independent strength among local spaces. These apply to the City's investment in local initiatives and the communications that support strategic plans.

ECONOMIC DEVELOPMENT IN SAN PABLO

This economic development placemaking and branding is motivated by City goals outlined in the Economic Development Strategy released June, 2024. Further, there is a Rumrill Corridor Plan currently under review, and both San Pablo Avenue and 23rd Street have older Specific Plans (2011 and 2007 respectively).



Economic Development Strategy (2024)

The EDS briefly mentions the need for clearer communication and marketing of San Pablo. This Summary of outreach and research lays the groundwork for this, proposing a place-based narrative and modular brand system to tell San Pablo's story more cohesively.

In particular, the EDS calls for targeted revitalization and investment in San Pablo Avenue, 23rd Street, and Rumrill Boulevard—the next phase of branding work will directly mirror this by proposing a brand system tailored to each corridor's character.



Rumrill Corridor Plan (2025)

The Rumrill Corridor Plan outlines a vision for walkable, mixed-use development that balances job growth with community character. This branding summary supports that vision by identifying Rumrill as a corridor in transition—one where visual branding and placemaking will play a key role in shaping

identity and signaling investment readiness. The corridor's current "disconnected" feel and safety concerns are echoed in stakeholder input, reinforcing the Plan's call for physical and perceptual improvements. Branding will complement the Rumrill Plan by helping residents and businesses see the area not only as a resource center but as a place with momentum, potential, and renewed identity.

RELEVANT CITY OF SAN PABLO CONTEXT

The City of San Pablo is a residential and business community in Contra Costa County, California, developing from one of the oldest Spanish settlements in the region. It is home to more than 29,000 individuals across approximately three square miles.

Regional Context

San Pablo is located between the cities of Pinole, Richmond, El Cerrito and Hercules on the west end of Contra Costa County. Richmond has a larger footprint and a mixed reputation that is often wrongly applied to San Pablo. Independently, the City has made strides in fostering a cleaner, safer environment in recent years. Situated in close proximity to San Francisco, Oakland, and the wider Bay Area, San Pablo is sometimes overlooked. Even regionally, the City is sometimes confused with San Pablo Avenue or even San Pablo Dam. While residents take pride in their home city, there is room for San Pablo to improve how residents engage with local business areas, and make a more distinctive name for the City in its regional context.



Relevant City Areas

This Summary references specific areas of the City of San Pablo relevant to economic development.

The three economic development corridors:

23rd Street Corridor

Rumrill Corridor

San Pablo Avenue Corridor

Towne Center

San Pablo Lytton Casino

Civic Center Area

College Center

Other places of note

Old City Hall, Blume House, Alvarado Adobe

Contra Costa College

Community Hall

San Pablo Dam Road / Princeton Plaza

Wildcat Creek

Schools & Churches

Demographic Overview

The City of San Pablo has a significant Hispanic population, with 61% of residents identifying as Hispanic or Latino (of any race). 15% of the population is made up of Asian residents, and 12% of residents are Black or African American. The City also has a significant immigrant population contributing to its cultural makeup and diversity. As of 2023, 40.8% of San Pablo residents were born outside of the United States.

64% of residents are between the ages of 18 and 64, though the City has a notable youth population with 25% of residents under 18, contributing to a family-oriented community and culture.

Construction, Retail Trade and Accommodation & Food Services are the most popular industries among San Pablo residents' professions, though the average commute time of 32.9 minutes indicates that residents' employment contributes to economic landscapes beyond San Pablo.

LOCAL AND SUBREGIONAL CONTEXT

Most of San Pablo's immediate neighbors (Pinole, El Cerrito, and Hercules) do not currently maintain standalone economic development brands or coordinated visual identities tied specifically to business attraction or corridor revitalization. In these cities, economic development often exists as a subsection of broader city operations, with minimal marketing presence, inconsistent design language, and limited narrative framing around place-based economic identity.

Pinole acknowledges marketing and branding as a top priority in its Economic Development Strategy, but has not yet translated that priority into a recognizable public-facing brand.

El Cerrito and Hercules provide basic business resources on their city websites, but economic development messaging is not clearly differentiated from municipal functions or community services.

Richmond, while not maintaining a citywide economic development brand, has invested in corridor-level placemaking and district identity, particularly through initiatives like the Richmond Main Street Initiative, which demonstrates how nonprofits and partnerships can activate economic storytelling from the ground up.

In this environment, San Pablo has the ability to differentiate itself—using branding that visually stands out, and by offering a more cohesive, narrative-driven approach that connects local culture, small business ecosystems, and redevelopment priorities under a unified banner.

REGIONAL INFLUENCES AND AMPLIFIERS

Beyond immediate neighbors, regional actors like the East Bay Economic Development Alliance (East Bay EDA) help shape the broader economic narrative of the East Bay. While EDA does not engage in city-level branding, its work through data, reports, and promotional platforms, establishes a regional framework grounded in themes of innovation, equity, and inclusive growth. Cities that align with or reflect these themes in their own messaging are more likely to be seen as forward-thinking and investment-ready within the regional ecosystem.



REGIONAL ECONOMIC DEVELOPMENT BRANDING AND NARRATIVES IN ACTION

With that context in mind, the following examples from San Leandro, Hayward, and Oakland offer insights into how East Bay cities, chambers and non-profits are using branding to promote economic opportunity, define identity, invite engagement, and reshape perception.

San Leandro has invested in a distinct and forward-facing economic development identity.

San Leandro Next is San Leandro's formal, City-supported Economic Development brand.

Aimed at repositioning the city as tech-forward and innovation-ready while retaining community values.

Dedicated Facebook page: [San Leandro Next Facebook](#) (active since 2013).

[Next-Generation Workplace District Study](#). Rooted in 2013 planning to transform industrial zones into innovation hubs and introduced the marketing theme concept "We Make Things" to signal support for makerspaces, breweries, container-park dining.

In July 2025, launched the [Innovation Action Plan](#), as part of the City's updated [2024 Economic Development Strategy](#), focused on: marketing & business attraction, regulatory streamlining, access to grants & incentives, and growth support for local firms.

[Key visuals](#) in the Economic Development strategy focused on artistic expression



Hayward integrates economic development into a broader civic brand.

"Rise With Us" has framed Hayward's growth narrative since 2015.

[Citywide Brochure](#)

[Sector Brochures](#)

Primary Tagline: "Rise With Us" / #HaywardUpward

The [2024–2025 Economic Development Strategic Plan](#) prioritizes corridor revitalization, downtown activation, workforce development. Notable programs include:

[Hashtag Hayward Grant Program](#) – storefront murals, branding, and signage improvements.

[Business Friendly Hayward](#) – July 2025 initiative to simplify permitting and improve corridor aesthetics.

The earlier brand ("Heart of the Bay") was phased out for lack of resonance.



Oakland uses a modular identity system that reflects a diversity of neighborhoods.

Oakland's placemaking brand is a tapestry woven together by the City, the Chamber, Business Improvement Districts, Community Benefits Districts and other nonprofits. Some sub-brands map back to the main City brand, while others maintain distinct visual identities that speak to their unique character.

Examples at: [Oakland BID Alliance](#)

Visually aligned with City of Oakland: [Oaklandish](#) is a vibrant grassroots brand embraced by the public and known for its creative, local-pride merchandise. The City of Oakland brand is also reflected in [Oakland Downtown](#) and [Oakland Central](#).

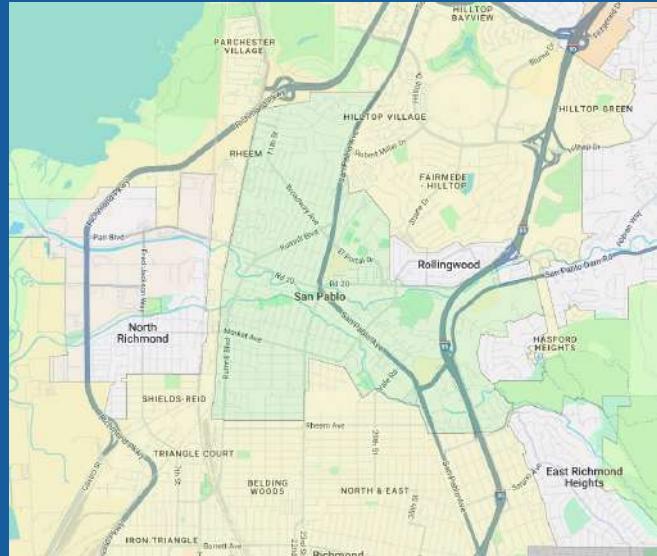


Visually distinct: some of Oakland's places highlight diversity (e.g. [Temescal/Telegraph](#) and [Koreatown/Northgate](#)). Other places reflect how the district looks and feels (e.g. [The Laurel District](#), [Jack London](#), and [Montclair Village](#)).



Richmond does not have a centralized economic development brand but demonstrates place-based branding through nonprofit and corridor-level initiatives:

[Richmond Main Street Initiative](#): focuses on Downtown revitalization, public art, small business support, and cultural events. Aimed at reinforcing cultural identity, economic opportunity, and local pride, while addressing perceptions of disinvestment. Visual identity includes a [RMSI logo](#) and community murals.



Regional Opportunity

Taken together, the regional landscape presents a compelling case for San Pablo to lead. Looking outside of San Pablo, one must go as far as Oakland and Berkeley to find placemaking powerhouses. With neighboring cities still developing their branding strategies or relying on limited corridor-level efforts, San Pablo has a rare opportunity to define itself through a clear, consistent, and culturally grounded economic identity. By building on local strengths, aligning with broader regional themes, and taking cues from cities that have effectively used branding to shift perception and drive investment, San Pablo can position itself as a city of momentum, character, and community pride.

RESEARCH SUMMARY

Methods

To develop a grounded understanding of San Pablo's current economic landscape, brand perception, and potential for growth, Tripepi Smith employed a qualitative research approach combining stakeholder interviews, focus groups, and immersive fieldwork. This methodology was designed to capture a wide spectrum of local perspectives, from civic leaders and business owners to long-term residents and youth representatives.

Stakeholder Interviews and Focus Groups

Tripepi Smith conducted individual interviews with three key stakeholders and facilitated three focus groups, engaging a total of 12 participants. These individuals represent a cross-section of San Pablo's civic, business, and community sectors. Collectively, they offered insight into how the city is currently perceived, where growth opportunities lie, and what values are central to the San Pablo community.



Participants included:

- City department leaders with long-standing tenures and involvement in community engagement and planning.
- Members of the Economic Development Corporation Board and local foundations.
- Local business representatives overseeing key retail and commercial centers.
- Residents and volunteers with decades of involvement in San Pablo's civic and cultural life.
- Youth and community advocates active in neighborhood programming, recreation, and education.
- Regional economic development professionals with ties to San Pablo's workforce and commercial ecosystem.

These conversations explored themes such as public perception of San Pablo's economic corridors, the city's brand identity, the existing business climate, and potential strategies for continued development.

Corridor Tour and Informal Interviews

To deepen the team's understanding of San Pablo's economic corridors and capture real-time community perspectives, Tripepi Smith conducted a day-long corridor tour across key parts of the city. This immersive fieldwork was paired with a series of informal interviews to gather unfiltered input from residents, students, workers, and small business employees.

The corridor tour focused on areas central to San Pablo's economic activity, cultural identity, and civic infrastructure. At each stop, the team observed the physical environment, assessed the character and condition of commercial areas, and engaged in spontaneous conversations with individuals familiar with the community's day-to-day rhythms. These engagements surfaced insights about economic development opportunities, public perception, and community needs.



Key activities and engagements included:

College Center and Contra Costa College:

Spoke with a student at Starbucks to discuss youth experiences in San Pablo. Explored the surrounding area and campus art gallery to observe cultural integration and connectivity to commercial zones.

San Pablo Avenue: Conducted on-foot observations of pedestrian activity, business conditions, and public realm characteristics. Evaluated potential for placemaking and infrastructure improvements.

San Pablo Towne Center: Interviewed the shopping plaza's security guard, gaining perspective on foot traffic patterns, safety perceptions, and retail dynamics.

San Pablo Lytton Casino: Briefly visited to assess audience scale and the facility's role as a major economic anchor in the city.

Old City Hall: Toured the neighborhood of modest, well-kept homes. Noted bougainvillea, roses and wrought iron fences of this residential neighborhood conveniently tucked between Rumrill and 23rd Street.

Rumrill Corridor: Held informal interviews with employees at R&R's Café and This and That, Inc., who shared reflections on neighborhood changes and customer demographics. Explored adjacent parks and the sports complex to better understand recreational assets and family engagement.

23rd Street Corridor: Interacted with patrons and staff at a Central American restaurant to capture impressions of cultural identity, economic activity, and corridor vibrancy.

San Pablo Community Center: Spoke with a group of middle school students about their experiences with local amenities, public space, and safety.

Civic Center: Visited the San Pablo Public Library and surrounding civic facilities to assess accessibility, design cohesion, and civic identity. Area also reflects strong county and medical influence.

The tour concluded with a guided drive alongside the City's Economic Development & Housing Manager, who provided further insight into land use priorities, development potential, and strategic focus areas across the city's core corridors. Together, these informal conversations and in-person observations provided a rich, place-based understanding of how San Pablo is experienced by its community and how its economic identity is evolving.

Key Insights from Stakeholder Interviews

Stakeholder conversations with community members, civic leaders, youth advocates and property managers revealed consistent and evolving themes across San Pablo's neighborhoods, corridors and economic landscape. The following themes represent the most resonant and recurring ideas that emerged from stakeholder interviews, field observations, and research. Together, they provide a framework for building a brand system that aligns with San Pablo's strategic priorities—supporting both external development positioning and internal placemaking. These themes will directly inform logo strategy, sub-brand development, and marketing content.

Each theme is presented with four directional prompts:

Placemaking

How the brand can enhance perception of place through storytelling and visibility.

Development Positioning

How the brand can support economic growth and attract investment.

Brand Language

Key phrases or tones to consider in messaging.

Brand Visuals

Visual cues and tactics relevant to logo design and photo imagery.

Themes

General Themes

Location, Location, Location	11
Public Safety	11
The Mosaic	12
Community Ownership and Business Engagement	12
Making Space for Community Connections	12
Targeted Development	13
Facelifts	13
Blend of Cultures, Coming Together	13
Underutilized Places	14
The New San Pablo	14
Authentic San Pablo / Pride of Place	14

Branding the Economic Development Corridors

23rd Street Corridor	18
Rumrill Corridor	18
San Pablo Avenue Corridor	19

Location, Location, Location

San Pablo sits between San Francisco Bay and the East Bay hills, centrally positioned along Interstate 80—one of the Bay Area’s main arteries. Its location offers quick access to regional job centers, ports, and transit, while still feeling rooted in its own distinct community landscape.

Placemaking: Emphasize San Pablo as a connected hub with easy access but a strong local identity.

Development Positioning: Highlight central location, transportation corridors, and proximity to regional economic centers.

Brand Language: Use terms like “at the heart of the Bay Area,” “between the Bay and the hills,” and “rooted, yet connected.”

Brand Visuals: Incorporate visual cues like freeway lines, transit maps, horizon lines, or layered topography to reflect centrality and movement.

Public Safety

Stakeholders acknowledged past challenges but consistently noted improved public safety over the last five years. Police outreach, presence and responsiveness are praised across business and civic voices. Cleanliness, order and visual maintenance are seen as core to building and sustaining this safety. There is still work to be done in addressing homelessness to help elevate the perception of public safety in San Pablo. But overall there is an ongoing positive trend in public safety, tied not just to police presence but to community-based policing strategies, including robust mental-health partnerships, a well-respected police department and new construction on a cutting-edge police center.

Placemaking: Reinforce a sense of comfort and welcome through language focusing on clean, well-maintained, and active public spaces.

Development Positioning: Communicate safety as a foundation for investment, supported by modern infrastructure and community-centered policing.

Brand Language: Use phrases like “growing trust,” “safe and cared-for,” “community-first safety,” and “visible progress.”

Brand Visuals: Convey order and cleanliness with clear, open layouts, inviting public space imagery



The Mosaic

San Pablo is described as a city of nodes (Rumrill, 23rd Street, Civic Center, College Center, etc.) rather than one clear downtown. Multiple stakeholders described San Pablo as a mosaic or quilt of nodes—civic hub, College Center, casino, 23rd Street—with each requiring distinct placemaking and tailored branding, yet woven together under one cohesive city-wide narrative.

Placemaking: Celebrate each node with unique place-based elements while reinforcing their connection to a shared San Pablo identity.

Development Positioning: Promote the city as a network of opportunity zones—diverse, complementary, and collectively vibrant.

Brand Language: Lean into metaphors like “mosaic,” “quilt,” or “tapestry”; emphasize themes of connection, diversity, and unity-in-variety.

Brand Visuals: Use modular or interlocking design elements that visually connote connected, vibrant elements



Community Ownership and Business Engagement

The City's grassroots character is a defining strength. From youth programs to park naming contests, civic pride is often expressed through small but meaningful local efforts. Business owners, too, see themselves as community stewards. Stakeholders uniformly supported economic development for San Pablo, and existing businesses get strong support from the San Pablo Economic Development Corporation while the City's Economic Development & Housing Division is driving a re-energized Economic Development Strategy.

Placemaking: emphasize community-led initiatives and the visible ways that residents and businesses share spaces.

Development Positioning: Highlight strong local-business support networks and a collaborative, people-first development culture.

Brand Language: Emphasize words like “stewardship,” “grassroots energy,” “local pride,” and “built together.”

Brand Visuals: Incorporate human-scale elements—hand-drawn textures, community photography, or symbols of collaboration (e.g., handshake, garden, storefront).

Making Space for Community Connections

Stakeholders expressed a desire for “places to go”. There's an opportunity to create multi-use spaces where the community can come together. Families, seniors and teens lack spaces for recreation and belonging, there is a desire for indoor facilities, gathering areas and more programming. Placemaking efforts in San Pablo should include branding that highlights the benefits of coming together, both to the community and business environment.

Placemaking: Prioritize flexible, inclusive nature of gathering spaces that encourage interaction across ages and cultures.

Development Positioning: Encourage development that includes community spaces as assets that boost quality of life, foot traffic, and business vitality.

Brand Language: Use phrases like “places to connect,” “spaces for everyone,” “gather and grow,” and “belonging in every corner.”

Brand Visuals: Highlight warm, active, human visuals

Targeted Development

While beloved local businesses abound, stakeholders desire more service-oriented retail, restaurant clusters, plazas with outdoor seating and public-private spaces that create vibrancy. Retail gaps include childcare, hardware, furniture and destination brands. There is growing enthusiasm for multi-level residential buildings with ground-floor retail or office, a built-form strategy seen as essential to activating corridors and creating vibrant, walkable public spaces.

Placemaking: Highlight vibrant corridors, active storefronts, and new developments as part of a growing culture of walkable, welcoming public life.

Development Positioning: Promote mixed-use projects and service retail as essential to revitalizing corridors and meeting daily community needs.

Brand Language: Use phrases like “vibrant streets,” “everyday essentials,” “live-work vitality,” and “spaces that serve.”

Brand Visuals: use elements that reflect vibrant, diverse movement, multi-use locations; consider vertical layering in layout to suggest mixed-use form.

Facelifts

Several corridors, including areas near the casino and along Rumrill, are perceived as in need of “facelifts.” Vacant storefronts, inconsistent signage and poor walkability reduce appeal. As the City improves the appearance of its corridors, branding should play a role emphasizing these changes and celebrating residents and businesses participating.

Placemaking: Emphasize visible improvements—fresh signage, new storefronts, cleaner streets—as signs of momentum and community pride.

Development Positioning: Frame upgrades as signals of investment-readiness and active civic care, inviting further business interest.

Brand Language: Use phrases like “fresh look, renewed spirit,” or “new energy on familiar streets.”

Brand Visuals: Use clean, modern forms in logo elements to suggest renewal; feature photo imagery of upgraded façades and actively improving corridors.

Blend of Cultures, Coming Together

The business and cultural makeup of San Pablo reflects a vibrant mix of Hispanic, Asian, Black and Central American communities. This blend is seen as an authentic strength and a distinction even within the Bay Area. Stakeholders referenced existing brand elements—blue and orange palette, fountain iconography—and Hispanic cultural heritage, as rich starting points for evolving the brand into a system with sub-logos and corridor themes.

Placemaking: Highlight cultural richness through stories, visuals, and events that reflect the lived experience of San Pablo’s diverse communities.

Development Positioning: Frame cultural diversity as a draw for visitors, businesses, and investment—offering authenticity, variety, and regional distinction.

Brand Language: Use terms like “woven cultures,” “richly rooted,” “authentically San Pablo,” and “diverse by nature.”

Brand Visuals: Incorporate vibrant color combinations and layered forms in logos to reflect cultural depth; Wildcat and San Pablo Creeks coming together; use photo imagery of multicultural storefronts, signage, and community gatherings.

Underutilized Places

Contra Costa College is a key but underutilized anchor, with limited perceived integration into the daily life of the city. Similarly, community centers, sports fields and even undeveloped lots hold more placemaking potential than is currently realized. As San Pablo works to weave places together into the community fabric, branding should emphasize the benefits of connecting places more holistically.

Placemaking: Highlight existing assets—like the college, parks, and community centers—as part of an emerging network of connected, active places.

Development Positioning: Position underused sites as opportunities for activation, partnership, and community-centered growth.

Brand Language: Use phrases like “connecting the pieces,” “hidden potential,” and “bringing places into focus.”

Brand Visuals: Use connective motifs or interlocking shapes in logos to suggest integration; show photo imagery of recognizable but under-celebrated places in use or reimagined.

The New San Pablo

The Civic Center area is a bright spot with healthcare, civic services and walkability—and it is a preview of where San Pablo is heading. Stakeholders described San Pablo as being in a “before” moment: on the cusp of transformation about to deliver visible, promised change that will inspire the other areas of San Pablo.

Placemaking: Highlight the Civic Center as a symbol of progress—an example of what’s possible and a preview of what’s coming citywide.

Development Positioning: Position the Civic Center as proof of momentum—where investments are paying off and setting the tone for citywide transformation.

Brand Language: Use phrases like “on the verge,” “be a part of the new San Pablo,” “don’t miss out,” “the change has begun,” and “leading the way.”

Brand Visuals: Use upward or unfolding forms in logo design to suggest transformation; show photo imagery of the Civic Center in active use—walkable, clean, and thriving.

Authentic San Pablo / Pride of Place

Many residents feel that San Pablo lacks a singular identity and is misunderstood by those outside the city. Proximity to Richmond shapes perception, while unclear boundaries further blur civic pride. The freeway is used by millions, and casino visitation is high, but San Pablo doesn’t garner much visibility from that. Branding must elevate San Pablo’s unique story and visibility.

Placemaking: Elevate symbols, landmarks, and narratives that clearly define San Pablo’s identity across its corridors and public spaces.

Development Positioning: Differentiate San Pablo from neighboring cities by telling a clear, confident story of who it is and what it offers.

Brand Language: Use phrases like “authentically San Pablo,” “only in San Pablo,” “defining our own path,” and “more than you’ve heard.”

Brand Visuals: Use distinct iconography or boundary-defining shapes in logos to reinforce identity; feature photo imagery that showcases places, people, or views unique to San Pablo—not easily mistaken for neighboring areas.

Other Sub-brand Considerations

San Pablo's current brand identity—centered around a blue and orange palette with a stylized fountain icon—is more modern than many peer cities. It's already in wide use, which supports consistency but may limit appetite for radical changes. Rather than reinventing the core brand, there's an opportunity to extend it with a thoughtful sub-brand system—especially one that gives distinct identities to corridors and dovetails with city-led partners like the EDC.

There is potential confusion between the Economic Development Corporation (EDC) and the City's Economic Development and Housing (EDH) division. There's a need for clear messaging around their separate roles and visuals that don't muddy that separation. EDC is similar to a Chamber of Commerce, BID or a Visitor's Bureau and EDH is more broadly integrated into city economic and housing planning.

Multilingual and Multicultural Audience

San Pablo's communications need to reach a diverse, multilingual population. Brand visuals must be culturally neutral or inclusive and work across translation.

Low Civic Recognition Outside City Limits

Though positioned on a major regional corridor (I-80) and hosting a large casino and community college, San Pablo has low brand recognition among Bay Area residents. Brand elements must work hard in first impressions—clarity, identity, and emotional tone are critical.

No Unified Downtown

The city's brand must stretch across multiple nodes, each with different economic functions and visual character. A modular or “kit-of-parts” brand system could allow for corridor-level variation without diluting city identity.

Strong City Capacity

San Pablo is better resourced and more administratively effective than its size or reputation might suggest. A modern, confident visual identity can help correct misperceptions and signal stability and investment-readiness.



RECOMMENDATIONS FOR BRAND DEVELOPMENT

A compelling and consistent San Pablo brand will serve as the cornerstone of effective communication and community interaction. By crafting a distinct identity that resonates with residents, San Pablo can expand on the community's sense of belonging and pride. A fresh, cohesive brand will help San Pablo build trust in city communications, ultimately strengthening how the public responds to San Pablo initiatives, events and civic issues.

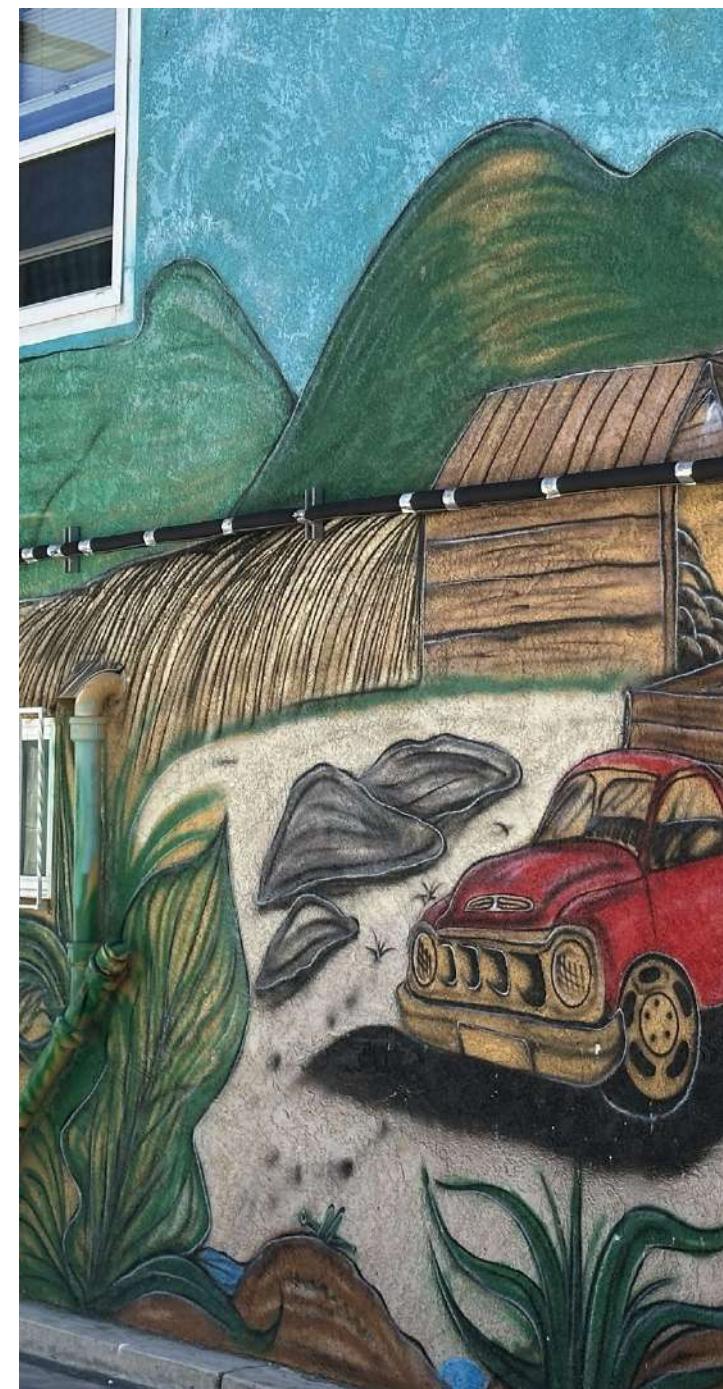
How Themes Relate to Branding

Developing a Brand Statement

Recommend the creation of a brand statement that distills the core themes into a clear, truthful expression of San Pablo's identity—one that reflects both its grassroots character and its forward-looking potential. The statement should balance the city's placemaking values (community connection, cultural richness, everyday pride) with its development positioning (regional access, investment readiness, visible progress). It should speak in plain, confident language that resonates with both residents and external audiences, portraying San Pablo as a mosaic of vibrant places moving together toward a shared future. Avoid jargon and emphasize what makes San Pablo distinct, cohesive, and full of promise.

Developing a Visual Brand

Recommend the creation of a visual identity system that reflects the themes through a flexible, modular design approach—one that can unify diverse corridors while allowing for localized expression. The logo and visual elements should draw from the city's existing palette and iconography where possible, evolving them with forms that suggest connection, movement, and cultural richness. Designers should balance clarity and boldness for regional visibility with warmth and human scale for community resonance. Emphasize versatility across digital, signage, and sub-brand uses, and ensure that imagery and graphics reflect the lived experience of San Pablo's people and places.



Considerations for the Development of Brand Pillars

Sense of Place

San Pablo's sense of place is more so known by its residents, but often overlooked or misconstrued by those passing through. The bridge on El Portal and the "Welcome to San Pablo" sign serve as potential key pieces of imagery to help further develop the City's unique identity. Visually, the City's inclination toward Spanish style architecture can also establish a more distinctive quality through the City.

Community & Belonging

The City of San Pablo is a close-knit and family-oriented community made up of diverse ethnicities and a large foreign-born population. The community has loyal ties amongst one another and to San Pablo. It is not unusual to enter an establishment and be familiar with other patrons, or to even have a personal connection to a member of City leadership. As residents have a connection with their city, fostering their local pride contributes to valuable buy-in toward City initiatives and communications.



Everyday Enjoyment

Areas such as 23rd Street serve as the City's most notable destinations for cultural and creative atmospheres, as well as more diverse dining options. Notably, casual restaurants serving Mexican and Central American food provide informal gathering spaces for the community. However, community gathering spaces, especially attractions for teenage youth, are lacking. There is a desire for more outdoor gathering spaces and increased accessibility between destinations.

History & Storytelling

As the oldest settlement in the East Bay, there is a rich historical background setting the foundation for the City of San Pablo. Its origins as a land grant ranch provide an opportunity to highlight the City's historical significance in the region and can bring awareness and distinction to the City's identity.

Opportunity & Growth

San Pablo's potential is expansive and well-recognized within its community. The City would likely find significant success through developing quality destinations that go beyond necessities, while continuing to support local business. Economic corridors such as the Rumrill and nodes along San Pablo Avenue are noted as key areas that could host the realization of these opportunities for growth. In these potential spaces, there's a desire for a wider variety of businesses and services and, while there's a robust tradition of family restaurants, even that is seen as an opportunity for more diversity of modern options.

Business-Friendly Environment

Small businesses make up the primary economic landscape of San Pablo. The City provides a convenient facilitation system for business owners to process permits and resolve problems. The casino in San Pablo also brings in a significant amount of tax revenue for the City. A functional system to support existing businesses increases the ease of introducing new businesses to the City. Continuing to support economic growth is also dependent on the quality of tenants and their investment in their businesses and the community.

The Economic Development Corridors

23rd Street Corridor

Among San Pablo's economic corridors, 23rd Street stands out with its potential to thrive and develop as a cultural center in the City, contributing to San Pablo's sense of place, community and belonging and everyday enjoyment. It is known for offering dining options from a variety of cuisines and is characterized by a more creative feel.

Development

The 23rd Street corridor's existing sense of character provides an opportunity for growth in innovating and expanding upon its cultural offerings in dining with businesses focused on other kinds of food, drink, markets, entertainment and services. The lack of parking management can have a limiting impact in terms of being business-friendly. It is a strong space locally, but could benefit from focusing on attracting outside patrons and rejuvenating its offerings. The Richmond side of 23rd Street has little coordinated programming, leaving few opportunities for collaboration. Building distinction from Richmond could strengthen the corridor's identity—perhaps even through a street renaming to better reflect the area's cultural vibrancy and support a future BID.

Recommendations: 23rd Street Corridor

Placemaking: Highlight 23rd Street as a lively, walkable destination rooted in everyday cultural experiences—food, creativity, and community gathering.

Development Positioning: Emphasize the corridor's potential as a unique regional draw for dining and home goods, while noting opportunities to improve access and attract non-local visitors.

Brand Language: Use phrases like “flavor around every corner,” “San Pablo's creative street,” and “where culture lives local.”

Brand Visuals: Use expressive typography or illustrative elements in logos to reflect creativity and diversity; feature photo imagery of street-level vibrancy—colorful storefronts, varied cuisine, markets, pedestrian activity.

Rumrill Corridor

Rumrill is viewed as disconnected—but interviewees stressed the potential brought by an innovative Rumrill Corridor Plan in review, a plan which balances new residential and job growth with protecting existing business and community character. The sense of place within the Rumrill Corridor is shaped by an industrial history that is largely gone, but there is strong opportunity to support the existing businesses there with residential/business mixed-use development and recreation that can foster a more connected business and community environment.

Development

Rumrill provides resources for local patrons, but the separated layout of businesses—scattered rather than clustered—suggests an opportunity for more interwoven development. The corridor is an award-winning Complete Streets project, primed for with new bike lanes and traffic-calming feature. As locals adjust to the changes, new mixed-use development will further strengthen the economic vision of a robust, more walkable and bike-oriented corridor.

Recommendations: Rumrill Corridor

Placemaking: Highlight the corridor's transformation story—honoring its working-class roots while emphasizing new efforts to reconnect and revitalize the area.

Development Positioning: Promote the Rumrill Corridor Plan as a blueprint for balanced growth, showcasing the potential for mixed-use development, community-serving businesses, and improved safety and access.

Brand Language: Use phrases like “reconnecting Rumrill,” “built for working communities,” “where new meets familiar,” and “reviving San Pablo's industrial spine.”

Brand Visuals: Incorporate strong, structured forms in logo treatments to nod to the corridor's industrial past; feature photo imagery of local businesses, developing streetscapes, and early signs of transformation.

San Pablo Avenue Corridor

San Pablo Avenue was specifically highlighted as backbone of the City, with particular opportunity for robust business and housing development. This report's research observations have gathered that San Pablo Avenue is not just one thing, but is recognized by differing qualities amongst its nodes and the current and potential opportunities they offer for both use and growth.

Recommendations: San Pablo Avenue

Placemaking: Emphasize the corridor as a civic and commercial backbone—linking public spaces, historic landmarks, retail destinations, and the college into a unified sense of place through storytelling, signage, and gateways.

Development Positioning: Promote San Pablo Avenue as a high-visibility growth corridor, ideal for mixed-use development, regional retail, institutional partnerships, and cultural destinations—with branding that guides visitors and reinforces cohesion across nodes.

Brand Language: Use phrases like “corridor of connection,” “historic roots, modern energy,” “where San Pablo comes together,” and “gateway to what’s next.”

Brand Visuals: Use linear or path-like motifs in logo elements to signal flow and connection; feature photo imagery that highlights civic architecture, educational life, gateway signage, and diverse business activity across nodes.

Places of note on San Pablo Avenue

Towne Center Node

The Towne Center Corridor is a large retail center located off the freeway, around the corner from the “Old City Hall,” composed of both local businesses and more major chain establishments. While it is an active commercial area, its potential for everyday enjoyment and community building is impacted by concerns with public safety, despite recent improvements. Towne Center’s visibility makes it uniquely suited for promoting businesses and taking advantage of opportunities for growth. However, the area deals with issues of homelessness, vandalism and theft. These issues can impede upon the area’s opportunity to attract “destination” businesses and a greater customer base.

San Pablo Lytton Casino

The Casino is one of the main ways that the City of San Pablo is known in the region and it is going through a significant expansion. The surrounding area hosts a variety of larger businesses such as Food Max, Ross and Planet Fitness. There is an opportunity to draw Casino visitors to the rest of San Pablo, and the Casino would ultimately benefit from a more engaging, vibrant San Pablo Avenue corridor. The area could benefit from better gateway entry in the surrounding area to encourage visitation of greater San Pablo.

Civic Center Area

There is a growing and significant civic presence with City Hall, the cutting-edge Police Headquarters and Regional Training Facility under construction, the library, and Contra Costa County and medical buildings. The San Pablo City Hall has been newly renovated. The area is a local landmark for civic operations and community engagement and its architecture, along with the other new buildings, creates a highly visible area with a relatively unified appearance.



Alvarado Adobe, Blume House, Old City Hall, Alvarado Gardens

“Historic” San Pablo is represented by these buildings at the city center. Their regional and cultural meaning is an opportunity to ground surrounding development to the historic San Pablo story. With the completion of Phase I of Alvarado Gardens and Phase II on the horizon, the Old City Hall location is transitioning into a new “place”: Alvarado Gardens.

College Center

Close to Contra Costa College, College Center attracts CCC students looking for food, boba, coffee and a place to hang out close to San Pablo Avenue’s transit. When asked, younger teens also mentioned College Center as a place to hang out, and a visit to the Starbucks there revealed a diversity of peoples and generations. CCC’s influence would likely be greater here except that campus buildings are on the other side of the athletic field.

Outside the Corridors

Contra Costa College

Serving as a major educational center, San Pablo can act as a leader in the region and further develop its unique identity, local strength and sense of place. The college also fosters a sense of community among its students. Taking advantage of the college's presence in the City and investing in shared cultural events and communications would help San Pablo's placemaking and development efforts. While CCC is a significant presence, it feels isolated from the City both physically and culturally.

There's an untapped opportunity to elevate Contra Costa College's arts, culture, entertainment, and athletics as a public-facing amenity. As an affordable, all-ages center of activity with access via transit and bike, and a newly remodeled gym that hosts regional playoff games, the college can play a larger role in the city's cultural and economic life.

Interstate 80 / Digital Billboard

The City of San Pablo sits squarely along the East Bay's high volume freeway, with a prominent LED digital billboard highly recognizable by motorists. The billboard is a local partnership with the Casino, providing a huge opportunity for branding and messaging about San Pablo.

San Pablo Community Center

When prompted, stakeholders described the Community Center as a series of modest meeting rooms but did not seem to particularly value the space. In person at the Center, a group of teens spoke of using it to hang out after school since there weren't other places to go, and seniors sat inside talking. Very anecdotally, the Community Center reflects the desire of different demographics to have a place to go, in a way not necessarily on the radar of City stakeholders. This supports the City's desire to have placemaking and economic development move forward in tandem, for the success of both its residents and its businesses.

Wildcat Creek

The Wildcat Creek Restoration and Greenway Trail Project has created a welcome greenspace in the heart of San Pablo. There is potential to tie it in with the civic center area or historic San Pablo, satisfying the desire for more "places to go" and to further connect nearby businesses and institutions.

San Pablo Dam Road / Princeton Plaza

The "area across the freeway," is an upper-middle class residential community that is home to Princeton Plaza and notably a Raley's grocery store. It is characterized by its comparative affluence within San Pablo, establishing a differentiated sense of place. It has a feeling of being in the foothills. Compared to other centers, there is less of a concern around crime or loitering. It feels like a different place and drivers going up San Pablo Dam road to points beyond may not even know they are in the City of San Pablo.

Schools & Churches

While not typically thought of as economic engines, San Pablo's schools and churches are among the most trusted and regularly used institutions in the city. They serve as natural gathering points, especially for families, youth, and elders, and they often reflect deep cultural and generational ties within the community. As San Pablo invests in placemaking and development, these institutions could serve as valuable allies—helping to host events, spread messaging, and strengthen neighborhood identity through their networks and presence.

SURVEY SUMMARY

Survey Background

To supplement insights from regional research and prior focus group and interview discussions, an online survey was distributed via email to gather additional input during the brand development process. Recipients included earlier focus group and interview participants, representing a cross-section of San Pablo's civic, business and community sectors, who responded anonymously. The survey was also distributed to the City's executive leadership team and economic development staff who had not participated in the earlier discussions for non-anonymous responses. This survey was designed to build on previous feedback, supporting the identification of key themes and the translation of ideas into visual brand elements and language.

The full survey is included in the appendix.

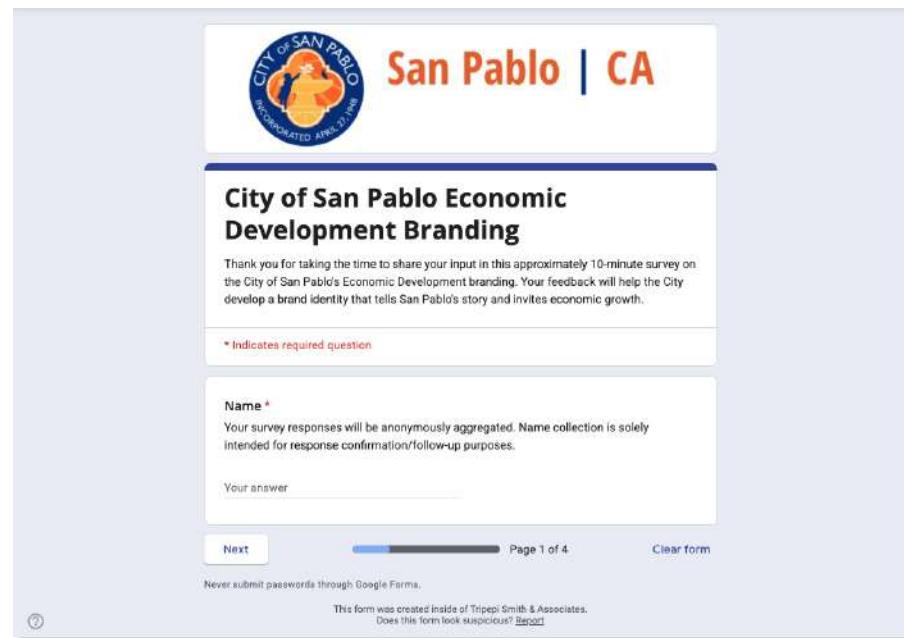
Staff: 7 responses

General Stakeholders: 8 responses

Notable Observations from Results

Based on the feedback from interview participants, the survey results provided a series of statements reflecting the City of San Pablo, its economic development and corridors, as well as visual elements relating to the City and the opportunity to provide more visual associations in an open-ended response format.

Respondents ranked statements based on the extent to which they felt it was accurate in describing San Pablo, its economic development or corridors.



The screenshot shows a Google Form titled "City of San Pablo Economic Development Branding". At the top, it features the City of San Pablo logo and the text "San Pablo | CA". Below the title, a message thanks respondents for their input and states that their feedback will help develop a brand identity for the city. A note indicates that an asterisk (*) marks required questions. The main section contains a "Name" field with a note that survey responses will be anonymously aggregated and name collection is solely for response confirmation/follow-up purposes. A "Your answer" text area is provided for input. At the bottom, there are "Next", "Page 1 of 4", and "Clear form" buttons, along with a note about never submitting passwords through Google Forms and a link to the form's creator.

Reflections on the City & its Development Value

#1 — The City of San Pablo is about pride in place (local focus, cultural strength).

The statement “The City of San Pablo is about pride in place (local focus, cultural strength)” resonated most strongly among general respondents and was also ranked generally high among several members of staff.

Both groups of respondents reported that the following concepts best reflect the City’s development value:

- ...small businesses are the foundation (a city that welcomes local commerce)**
- ...connection is core (regional access, cultural diversity, and interconnectivity)**
- ...the Bay Area intersects with value (prime location and affordability)**

General Respondents

Half of general respondents felt that the statement **“...economic corridors have strong identities (district-based economic distinction)”** resonated, while the majority of staff did not.

Staff Respondents

Staff respondents felt more strongly that the statement **“...progress is based on pride, place, and possibility (a future based on community strength)”** represented San Pablo’s cultural future.

Key phrases/words used to describe San Pablo’s business environment and economic character:

- Small business**
- strength in local community**
- “emerging”**
- “grassroots”**

Survey results indicated that the most relevant elements of the San Pablo logo to the economic development branding process are the colors, fountain and frame shape. Respondents reported that imagery or symbols like murals or public art, local items like fountains, San Pablo arch (local pride), landmarks like Alvarado Adobe, City Hall (heritage, civic pride) and tiles and colorful buildings would support a brand that attracts investment, supports local businesses and celebrates community identity. Respondents agreed that San Pablo’s economic development brand should be characterized as friendly, welcoming and community-focused.

Corridor Reflections

San Pablo Avenue

The San Pablo Archway was the most notable piece of imagery that came to mind for respondents when positively reflecting upon San Pablo Avenue. The statement “San Pablo Avenue is...a corridor of connection (regional link, commuter route, business flow)” resonated most strongly among staff, while general respondents were mostly split between seeing San Pablo Avenue as “...a corridor of connection” and as a place “...where investment intersects with success (city gateway, high volume traffic, infrastructure, high impact nodes, visibility).”

Visual: San Pablo Archway

Staff

“San Pablo Avenue is...a corridor of connection (regional link, commuter route, business flow)”

General Respondents

“...a corridor of connection”
“...where investment intersects with success (city gateway, high volume traffic, infrastructure, high impact nodes, visibility).”

Rumrill Boulevard

Rumrill Sports Park was the most notable piece of imagery that came to mind for respondents when positively reflecting upon Rumrill Boulevard. Both survey groups agreed with statements that Rumrill Boulevard is “...layered with identity (intersection of cultures, generations, and industries/purposes)” and “...grounded in authenticity (reflecting legacy businesses and working-class resilience).” However, while the statement “Rumrill Boulevard is... moving with purpose (transit-focused, evolving corridor, most direct way to 580)” resonated with the majority of staff, notably half of general respondents designated it as least accurate. The statement “Rumrill Boulevard is... unlocking potential (revitalization within community, award-winning infrastructure)” also resonated strongly with half of staff respondents, while general respondents had mixed responses.

Visual: Rumrill Sports Park

Staff + General Respondents

“...layered with identity (intersection of cultures, generations, and industries/purposes)”
“...grounded in authenticity (reflecting legacy businesses and working-class resilience).”

23rd Street

Among the visual themes respondents associated with 23rd Street (e.g. business), no specific or consistently noted images were identified. Similarly, responses regarding statements that accurately describe 23rd Street were largely mixed. However, both groups generally ranked 23rd Street as “...a corridor of cultural pride (rooted in Hispanic/Latinx heritage, known for food, festivals, and street-level vibrancy)” and “...a place of business with soul (defined by local ownership, expressive storefronts, and community presence)” as the most accurate statements. General respondents largely did not resonate with the statement “23rd Street is a space for familiar belonging (walkable, people-centered, and embedded in neighborhood life).” Staff also ranked the statement lower on the scale.

Visual: no clear agreement

Staff + General Respondents

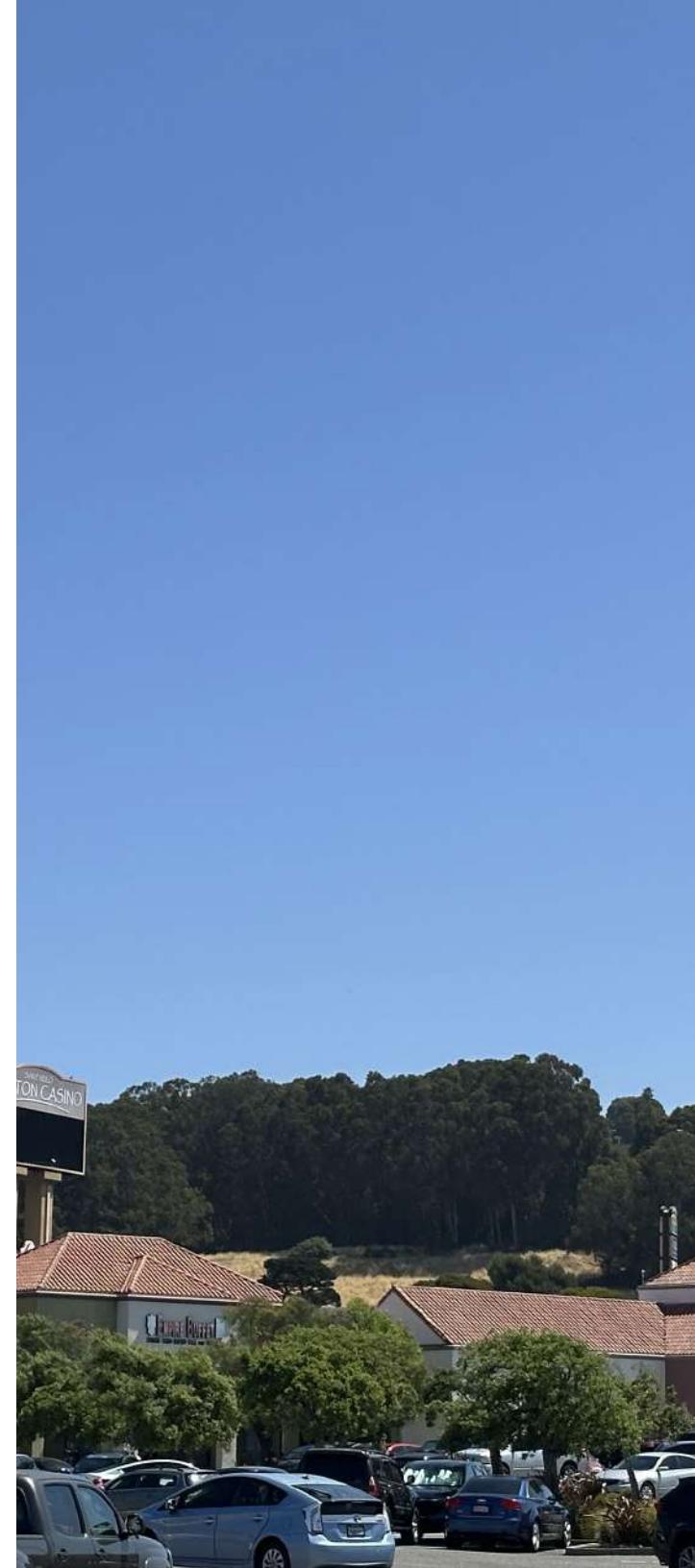
“...layered with identity (intersection of cultures, generations, and industries/purposes)”
“...grounded in authenticity (reflecting legacy businesses and working-class resilience).”

NEXT STEPS / CONCLUSION

With this research and insight phase complete, the next step is to shape the economic development logo, visual guidance and brand language. This includes developing a revitalized visual identity system, narrative messaging, and sub-brand tools that reflect the City's distinct economic corridors, character and ambitions. San Pablo is a city with deep roots and visible momentum. It has the opportunity to tell a story that is both grounded and aspirational — amplifying its cultural richness, civic progress, and economic potential. A bold and flexible brand can help make that transformation seen and felt.

Implementation Considerations

This brand is being built not just for what San Pablo is today, but for what it's becoming. Much of the City's economic development and placemaking is still in motion—new projects, reimagined corridors, and investments yet to break ground. The branding system must anticipate that growth, helping to shape perception ahead of physical change. Implementation should proceed in tandem with the City's Economic Development Strategy, ensuring the brand serves as a tool to support visibility, cohesion, and community pride as new developments take shape.



APPENDIX: SURVEY RESPONSES

Which of the following concepts best reflect San Pablo's cultural future?

The City of San Pablo is...

...about pride in place (local focus, cultural strength)

Arturo Castillo	Maria Ojeda	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	A	B	C	D	E	F	G	H
5	1	2	1	2	1	3	5	1	1	1	1	5	1	1

...where gathering builds belonging (events, shared spaces, foot traffic)

Arturo Castillo	Maria Ojeda	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	A	B	C	D	E	F	G	H
3	3	3	3	1	3	4	4	3	3	5	2	4	5	2

...where public safety partners with people (community confidence, safety for commerce)

Arturo Castillo	Maria Ojeda	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	A	B	C	D	E	F	G	H
4	5	1	2	5	2	5	2	2	5	2	3	3	2	3

...a city in motion (infrastructure, mobility, and growth)

Arturo Castillo	Maria Ojeda	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	A	B	C	D	E	F	G	H
2	4	5	5	3	4	1	1	4	4	3	4	2	3	5

...about creative opportunity (entrepreneurship, innovation, creativity, jobs)

Arturo Castillo	Maria Ojeda	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	A	B	C	D	E	F	G	H
1	2	4	4	4	5	2	3	5	2	4	5	1	4	4

1 (most relevant) to 5 (least relevant)

Which of the following concepts best reflect the City's development value?

Development in the City of San Pablo, where...

...connection is core (regional access, cultural diversity, and interconnectivity)

Arturo Castillo	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	A	C	D	E	F	G
-----------------	-------------	------------------	--------------	-----------------	------------------	---	---	---	---	---	---

...small businesses are the foundation (a city that welcomes local commerce)

Maria Ojeda	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	A	B	C	D	E	F	G	H
-------------	-------------	------------------	--------------	-----------------	---	---	---	---	---	---	---	---

...economic corridors have strong identities (district-based economic distinction)

Kieron Slaughter	C	D	G	H
------------------	---	---	---	---

...progress is based on pride, place, and possibility (a future based on community strength)

Arturo Castillo	Maria Ojeda	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	B	H
-----------------	-------------	--------------	-----------------	------------------	---	---

...the Bay Area intersects with value (prime location and affordability)

Maria Ojeda	Leslay Choy	Allan Panganiban	A	B	E	F
-------------	-------------	------------------	---	---	---	---

In a word or short phrase, how would you describe San Pablo's business environment or economic character?

Arturo Castillo	Opportunistic	A	N/A
Maria Ojeda	eclectic and underresourced	B	Opportunity
Leslay Choy	Small businesses catering to specific local needs or community populations.	C	Strength in local community and vibrant business corridors
Allan Panganiban	locally focused	D	Collection of small businesses with common goals and challenges.
Alicia Platt	Small local businesses	E	Underrated
Elizabeth Lopez	Welcoming	F	easygoing and competent
Kieron Slaughter	Grass roots and emerging	G	Small family owned businesses that need support in staying open

Which imagery or symbols could support a brand that attracts investment, supports local businesses, and celebrates community identity?

Arturo Castillo	Landmarks like Alvarado Adobe, City Hall (heritage, civic pride), Tiles, colorful buildings, Murals or public art	<p>A Bridges, transit lines or intersections (connections, mobility, flow, access), Natural elements: Hills and trees / Tree roots / branches / flowers (growth, cultural grounding), Upward arrows, gears (icons representing growth, work)</p> <p>B Local items like fountains, San Pablo arch (local pride), Landmarks like Alvarado Adobe, City Hall (heritage, civic pride), Small town, houses, small businesses, Bay views and blue sky, Murals or public art</p> <p>C Mosaic / Quilt / Patchwork (diverse but connected), Local items like fountains, San Pablo arch (local pride), Landmarks like Alvarado Adobe, City Hall (heritage, civic pride), Murals or public art, Latino heritage and pride</p> <p>D Mosaic / Quilt / Patchwork (diverse but connected), Local items like fountains, San Pablo arch (local pride), Landmarks like Alvarado Adobe, City Hall (heritage, civic pride), Tiles, colorful buildings, Murals or public art</p> <p>E Local items like fountains, San Pablo arch (local pride), Murals or public art</p> <p>F Bridges, transit lines or intersections (connections, mobility, flow, access), Local items like fountains, San Pablo arch (local pride), Tiles, colorful buildings, Bay views and blue sky, Murals or public art</p> <p>G Landmarks like Alvarado Adobe, City Hall (heritage, civic pride), Parks, schools and other gathering areas, Murals or public art</p> <p>H Mosaic / Quilt / Patchwork (diverse but connected), Bridges, transit lines or intersections (connections, mobility, flow, access), Natural elements: Hills and trees / Tree roots / branches / flowers (growth, cultural grounding), Local items like fountains, San Pablo arch (local pride), Landmarks like Alvarado Adobe, City Hall (heritage, civic pride), Parks, schools and other gathering areas, Tiles, colorful buildings, Murals or public art</p>
Maria Ojeda	Bridges, transit lines or intersections (connections, mobility, flow, access), Natural elements: Hills and trees / Tree roots / branches / flowers (growth, cultural grounding), Tiles, colorful buildings, Small town, houses, small businesses, Bay views and blue sky	
Leslay Choy	Local items like fountains, San Pablo arch (local pride), Tiles, colorful buildings, Murals or public art	
Allan Panganiban	Local items like fountains, San Pablo arch (local pride), Landmarks like Alvarado Adobe, City Hall (heritage, civic pride), Tiles, colorful buildings	
Alicia Platt	Mosaic / Quilt / Patchwork (diverse but connected), Bridges, transit lines or intersections (connections, mobility, flow, access), Local items like fountains, San Pablo arch (local pride), Landmarks like Alvarado Adobe, City Hall (heritage, civic pride), Parks, schools and other gathering areas, Small town, houses, small businesses, Bay views and blue sky	
Elizabeth Lopez	Bridges, transit lines or intersections (connections, mobility, flow, access), Local items like fountains, San Pablo arch (local pride), Landmarks like Alvarado Adobe, City Hall (heritage, civic pride)	
Kieron Slaughter	Natural elements: Hills and trees / Tree roots / branches / flowers (growth, cultural grounding), Upward arrows, gears (icons representing growth, work), Bay views and blue sky	

What tone should San Pablo's economic development brand convey to businesses, developers, and community members?

Arturo Castillo	Friendly and welcoming, Community-focused	<p>A Bold and ambitious, Professional and efficient</p> <p>B Friendly and welcoming, Community-focused</p> <p>C Friendly and welcoming, Community-focused</p> <p>D Friendly and welcoming, Community-focused</p> <p>E Trustworthy and reliable, Community-focused</p> <p>F Professional and efficient, Trustworthy and reliable</p> <p>G Friendly and welcoming, Community-focused</p> <p>H Friendly and welcoming, Professional and efficient</p>
Maria Ojeda	Friendly and welcoming, Bold and ambitious	
Leslay Choy	Creative and expressive, Trustworthy and reliable	
Allan Panganiban	Friendly and welcoming, Community-focused	
Alicia Platt	Friendly and welcoming, Community-focused	
Elizabeth Lopez	Friendly and welcoming, Creative and expressive	
Kieron Slaughter	Friendly and welcoming, Bold and ambitious	

Which parts of the current San Pablo logo are most iconic for the City?

Colors

Arturo Castillo	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	A	B	C	D	E	F	G	H
-----------------	-------------	------------------	--------------	-----------------	------------------	---	---	---	---	---	---	---	---

Font

Leslay Choy	Kieron Slaughter	F	G
-------------	------------------	---	---

Fountain

Arturo Castillo	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	A	B	C	D	F	H
-----------------	-------------	------------------	--------------	-----------------	---	---	---	---	---	---

Child

Arturo Castillo	Allan Panganiban	F
-----------------	------------------	---

Frame Shape

Arturo Castillo	Kieron Slaughter	A	C	F	H
-----------------	------------------	---	---	---	---

Fountain

Maria Ojeda	Allan Panganiban	A	E
-------------	------------------	---	---

Sun

D	E	F
---	---	---

Bird

Arturo Castillo	Leslay Choy	Allan Panganiban	F
-----------------	-------------	------------------	---

Is there anything else you'd like to share as we build a brand that supports business, community, and growth?

Arturo Castillo	maybe new seal/logo is needed.	A
Maria Ojeda	The current logo shows a child and a fountain speaking to the many families with children and honoring the lovely fountain at city hall (old city hall too) - the current logo in its current design does not reflect businesses	B
Leslay Choy	The framing of the forced ranking responses was asked to reflect reality today but was mostly aspirational; it felt more glib than sincere.	C
Allan Panganiban		D
Alicia Platt		E
Elizabeth Lopez		F no
Kieron Slaughter		G Some Cultural icon that embraces family and economic opportunities
		H

What are one or two iconic images that positively reflect San Pablo Avenue?

Arturo Castillo	Old San Pablo Arch & Casino	A	
Maria Ojeda	Contra Costa College and the Adobe	B	Gateway, Mobility
Leslay Choy	Casino, civic plaza, fountains, new housing (Alvarado Gardens)	C	San Pablo archway, views of hills in background and commerce in foreground
Allan Panganiban	view of SF from coming down from R Miller Dr	D	The San Pablo Archway. The Mission Bells.
Alicia Platt	San Pablo Arch and Nations	E	Archway on SP Ave, Award Winning Rumrill Complete Streets
Elizabeth Lopez	San Pablo Arch / Casino	F	adobe
Kieron Slaughter	Contra Costa College, AC Transit 72R Bus Rapid Transit line	G	The Arc, The Casino
		H	the library and the "welcome to san pablo" monument sign

San Pablo Avenue is...

...a corridor of connection (regional link, commuter route, business flow)

Arturo Castillo	Maria Ojeda	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	A	B	C	D	E	F	G	H
4	1	1	3	1	1	1	1	1	3	2	2	1	3	4

...where investment intersects with success (city gateway, high volume traffic, infrastructure, high impact nodes, visibility)

Arturo Castillo	Maria Ojeda	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	A	B	C	D	E	F	G	H
2	4	3	1	2	3	2	4	4	1	3	1	2	1	2

...a regional backbone for business growth (supporting commercial activity, branches of city services, and access to jobs)

Arturo Castillo	Maria Ojeda	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	A	B	C	D	E	F	G	H
1	3	4	4	4	2	3	2	2	2	4	3	3	4	1

...where East Bay opportunity still grows. (available space, business-friendly environment, relative affordability)

Arturo Castillo	Maria Ojeda	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	A	B	C	D	E	F	G	H
3	2	2	2	3	4	4	3	3	4	1	4	4	2	3

1 (most accurate) to 4 (least accurate)

What are one or two iconic images that positively reflect Rumrill Boulevard?

Arturo Castillo	Rumrill Park	A
Maria Ojeda	sports park and small industrial	B Community
Leslay Choy	Rumrill Sports Park, Complete Streets beautification	C Award winning complete streets, sports park, local storefront businesses
Allan Panganiban	water tower, soccer park	D Rumrill Sports Park.
Alicia Platt	Not sure	E Rumrill Sports Park
Elizabeth Lopez	Rumrill Sports Park	F noi dea
Kieron Slaughter	Rumrill Complete Streets Project, Rumrill Sports Field	G none
		H Rumrill soccer field

Rumrill Boulevard is...

...grounded in authenticity (reflecting legacy businesses and working-class resilience)

Arturo Castillo	Maria Ojeda	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	A	B	C	D	E	F	G	H
1	1	4	2	4	2	3	1	1	2	4	4	1	3	1

...moving with purpose (transit-focused, evolving corridor, most direct way to 580)

Arturo Castillo	Maria Ojeda	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	A	B	C	D	E	F	G	H
2	2	2	4	1	3	2	4	4	4	3	1	2	1	4

...layered with identity (intersection of cultures, generations, and industries/purposes)

Arturo Castillo	Maria Ojeda	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	A	B	C	D	E	F	G	H
3	3	3	3	3	4	4	2	2	3	2	3	3	2	2

...unlocking potential (revitalization within community, award-winning infrastructure)

Arturo Castillo	Maria Ojeda	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	A	B	C	D	E	F	G	H
4	4	1	1	2	1	1	3	3	1	1	2	4	4	3

1 (most accurate) to 4 (least accurate)

What are one or two iconic images that positively reflect 23rd Street?

Arturo Castillo	Resturants	A	
Maria Ojeda	strong business community	B	Connector
Leslay Choy	new development, e.g., Fire Station and a couple of local businesses	C	Colorful buildings, local grocers/storefronts
Allan Panganiban	palm trees, colorful building frontage	D	Kennedy Plaza
Alicia Platt	Not sure	E	Kennedy Plaza and Mission Bell
Elizabeth Lopez	Business strip	F	no idea
Kieron Slaughter	Andy's Donuts, Blue Rabbit Bar	G	none
		H	fire station

23rd Street is...

...a corridor of cultural pride (rooted in Hispanic/Latinx heritage, known for food, festivals, and street-level vibrancy)

Arturo Castillo	Maria Ojeda	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	A	B	C	D	E	F	G	H
4	4	4	1	1	1	1	1	1	3	1	2	1	2	3

...a place of business with soul (defined by local ownership, expressive storefronts, and community presence)

Arturo Castillo	Maria Ojeda	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	A	B	C	D	E	F	G	H
3	3	1	3	2	2	2	2	3	2	2	2	2	3	1

...a space for familiar belonging (walkable, people-centered, and embedded in neighborhood life)

Arturo Castillo	Maria Ojeda	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	A	B	C	D	E	F	G	H
1	1	3	2	3	3	4	4	4	4	3	3	3	4	4

...a destination in the making (centrally located with untapped potential for experiential retail, nightlife, and cultural expression)

Arturo Castillo	Maria Ojeda	Leslay Choy	Allan Panganiban	Alicia Platt	Elizabeth Lopez	Kieron Slaughter	A	B	C	D	E	F	G	H
2	2	2	4	4	4	3	3	2	1	4	3	4	1	2

1 (most accurate) to 4 (least accurate)



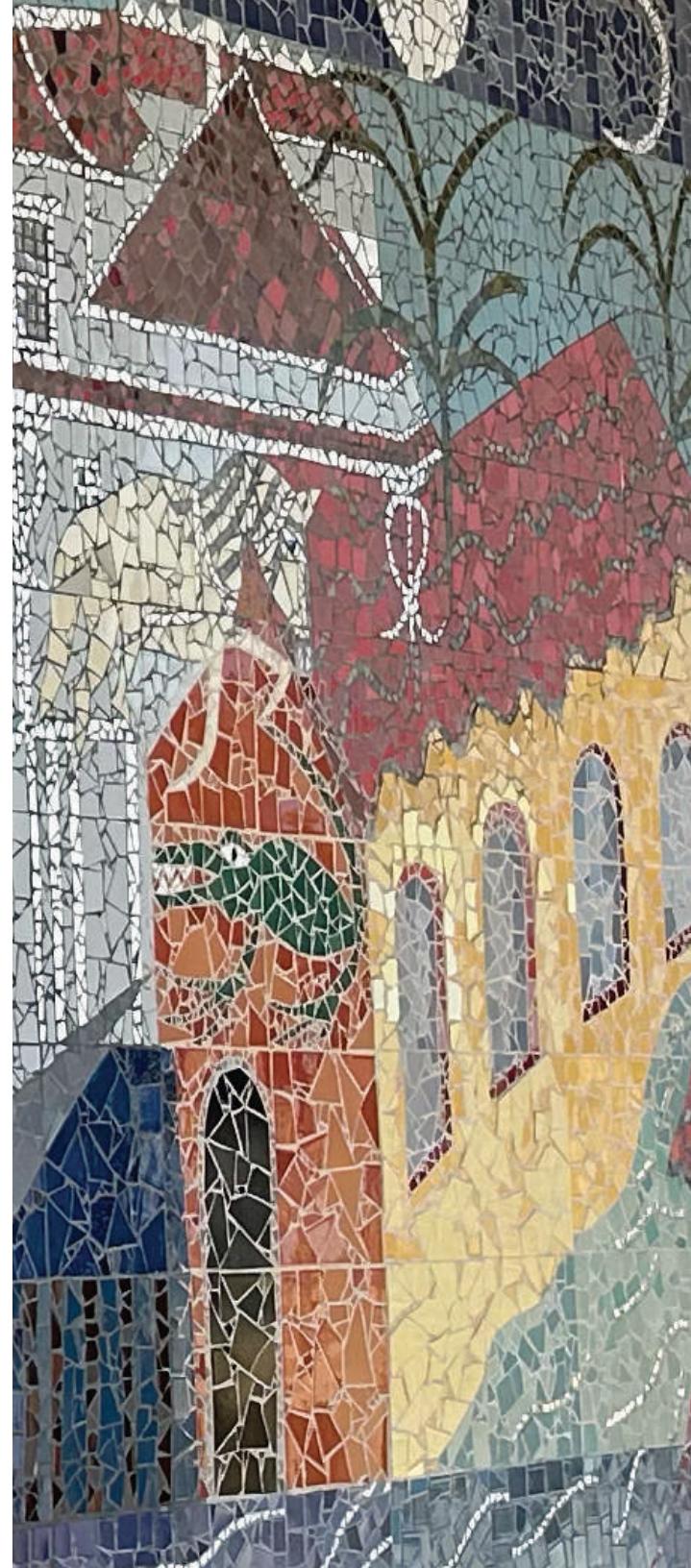
**San Pablo
Economic Development
& Housing Division**

BRAND GUIDELINES



TABLE OF CONTENTS

Logo Family.....	3
Corridor Logo Family.....	4
Logo Usage	5
Logo Integrity	6
Logo Placement	7
Color family.....	8
Typography.....	10
Verbal Identity.....	11
Citywide Pillars & Themes	12
About San Pablo Avenue.....	14
About 23rd Street.....	15
About Rumrill Boulevard	16
Appendix.....	17
What is Verbal Identity	17



LOGO FAMILY

Division Wordmark - Full Color



Division Wordmark - White Text



Division Wordmark - 1 Color



Corridor Diagram



Diagram Single



Diagram Single



Diagram Single



Corridor Emblem



CORRIDOR LOGO FAMILY

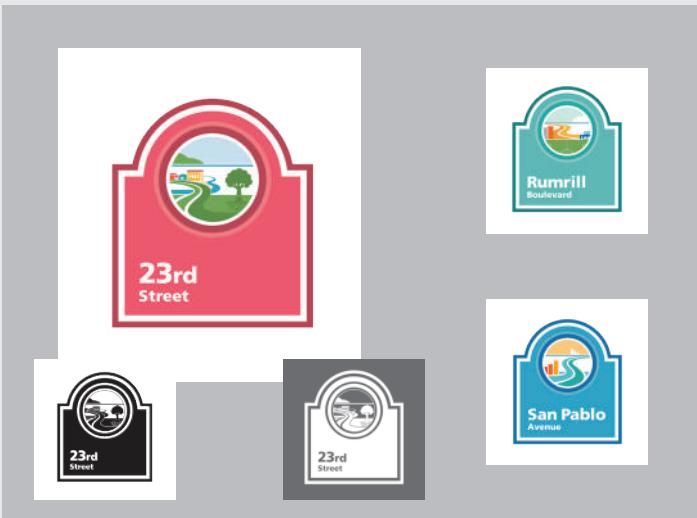
Corridor Logo



Corridor – Horizontal



Placemaker

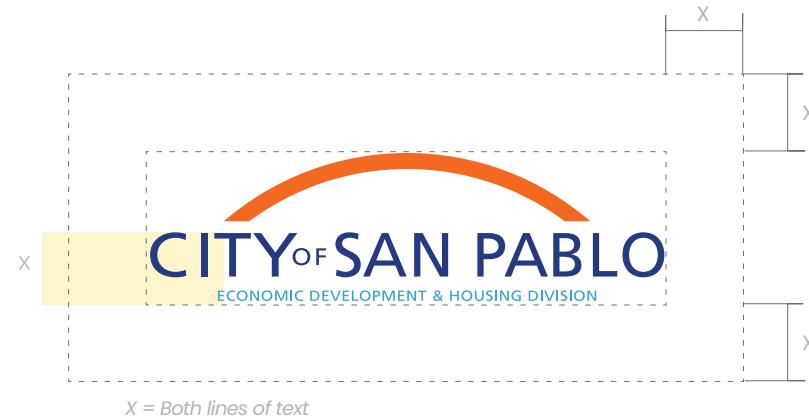
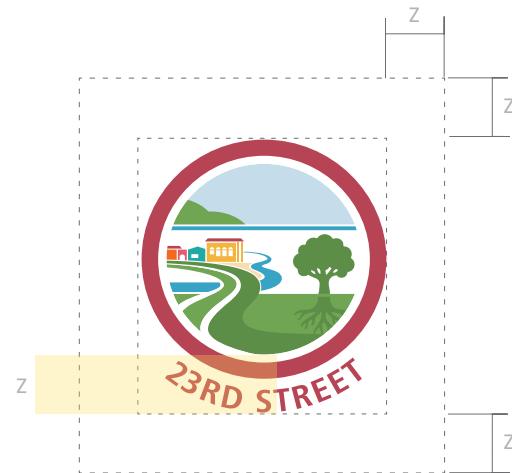


Slogan – Horizontal



LOGO USAGE

The logo must always be surrounded by the minimum required clear area as diagrammed here. This clear area protects the logo from other graphic elements (i.e. typography, photography or illustration, edge of the surface, etc.) that might compete with it visually, or confine it within a constricted or “cramped” area.



LOGO INTEGRITY

In order to maintain the integrity of the brand, it is important that the logo be used consistently and correctly. Please use the logo exactly as provided, maintaining its original color, font, orientation, and aspect ratio. Avoid adding any effects such as drop shadows, outlines, or other modifications to ensure consistent brand representation.



✗ DISTORTION



✗ COLOR CHANGE



✗ ROTATION



✗ ADDITION/REMOVAL



✗ CROWD



✗ DROP SHADOW

LOGO PLACEMENT

The color logo is best on white or light backgrounds. The correct placement of logos and other content on photos relies on the lightness or darkness of the specific area where they are to be placed.

- ✗ Beware of low contrast combinations



- ✗ Not all versions work on both light and dark.



- ✓ Facilitate Contrast by adding a background



When full color does not provide enough contrast or can't be used for other reasons, use a single color option with high contrast such as black for lighter backgrounds, or white or for darker backgrounds.



COLOR FAMILY

Brand colors play a key role in creating a clear, recognizable, and professional visual identity across all communications. They provide consistency and structure while supporting visual hierarchy and clarity. The color palette is not intended to be restrictive, but rather to serve as a flexible foundation that allows for thoughtful expansion when needed.

Primary Colors

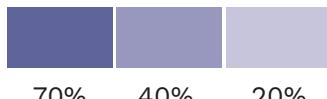
Primary colors form the foundation of the brand and should anchor most materials. Their consistent use establishes recognition and ensures a cohesive visual identity across all applications.



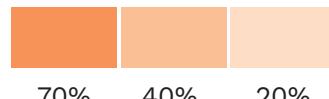
#263B80
RGB: 38, 59, 128
CMYK: 100, 91, 17, 6



#F26A21
RGB: 242, 106, 33
CMYK: 0, 73, 100, 0



70% 40% 20%



70% 40% 20%



#161747
RGB: 22, 23, 71
CMYK: 100, 96, 34, 46



#813400
RGB: 129, 52, 0
CMYK: 0, 73, 100, 57

A GUIDE TO COLOR FORMATS:

#####	Hex	web, digital, screens
RGB	Digital	digital, screens
CMYK	4C Process	professional, full color printing

It is permitted to use lighter tints — as long as materials are anchored plainly by a recognizable and undiluted brand color

It is permitted to use darker shades — as long as materials are anchored plainly by a recognizable and undiluted brand color

Secondary Colors

Secondary colors complement the primary palette by adding depth and flexibility. They expand the visual system while remaining clearly supportive of the primary colors.

San Pablo Avenue
Key Color



#006EA6

RGB: 0, 110, 166

CMYK: 100, 53, 15, 0



70% 40% 20%

Rumrill Boulevard
Key Color



#1DA9A5

RGB: 29, 169, 165

CMYK: 76, 11, 40, 0



70% 40% 20%

#004B75

RGB: 0, 75, 117

CMYK: 100, 53, 15, 37



#006967

RGB: 0, 105, 103

CMYK: 76, 11, 40, 47



Tertiary and Neutral Colors

Tertiary colors are used sparingly to provide additional flexibility when needed. **Neutral tones** work in harmony with the core brand colors, helping define layouts, improve readability, and support content without competing with or detracting from the primary and secondary palette.

23rd Street
Key Color



#B74554

RGB: 183, 69, 84

CMYK: 0, 79, 43, 28



70% 40% 20%



#F3BB55

RGB: 243, 187, 85

CMYK: 4, 31, 86, 0



70% 40% 20%

#ECF3FA

RGB: 236, 243, 250

CMYK: 6, 2, 0, 0



70% 40% 20%



#7B2834

RGB: 123, 40, 52

CMYK: 0, 79, 43, 60



#8C6D2E

RGB: 140, 109, 46

CMYK: 4, 28, 77, 50



#949AA1

RGB: 148, 154, 161

CMYK: 6, 2, 0, 44

The Economic Development brand uses the City's primary colors—Blue and Orange—as its foundational palette, ensuring clear alignment with the parent City brand across all communications.

In addition, each Economic Corridor is assigned a distinct **Key Color** within the secondary palette. These Key Colors may be used to establish corridor-specific identity and placemaking.

For general Economic Development communications, materials should primarily draw from the overall palette, with Blue and Orange serving as anchors. For corridor-specific communications, the assigned Key Color may be elevated to the primary color—used either on its own or in combination with other brand colors to a lesser degree.

TYPOGRAPHY

Consistent use of fonts strengthens an organization's communications, making them more recognizable and respected. It creates a cohesive visual experience across all materials, enhancing professionalism and trust. Consistency ensures clarity and readability, reinforcing key messages and establishing a strong, unified presence in both digital and print communications.

Primary Heading

Hind

Regular:

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Bold:

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Primary Subheading & Regular Text

Work Sans

Regular:

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

SemiBold:

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

The primary fonts balance expression and clarity by pairing a bold, character-driven font for headlines with a simple, highly readable font for body copy. This approach reinforces visual identity while prioritizing professionalism, clarity, and accessibility, helping ensure messages are easily understood by all audiences, including those for whom English may be a second language.

Font Flexibility

In some cases, brand fonts may not be readily available, particularly on platforms such as Microsoft Office. In these situations, the recommended substitute fonts should be used. While these alternatives may not be exact matches, they align closely with the spirit, tone, and intent of the brand typography and help maintain consistency, clarity, and visual continuity across all materials.

Microsoft Office Alternate

Verdana

VERBAL IDENTITY

Brand Statement

**Growing forward,
grounded in community.**

San Pablo is a mosaic of vibrant places. The city's sense of place is shaped by diverse cultures, strengthened by community pride and positioned at the heart of the Bay Area.

As the city invests in new civic spaces and revitalized corridors, it is defining itself as a destination where businesses, residents and visitors can thrive together. San Pablo's story is one of transformation: embracing opportunity and ready to showcase a new era of growth while staying true to its roots and the community that shapes it.

Brand Pillars

Connected
Opportunity

Safe &
Welcoming

Business
Equipped

Authentic
Roots &
Cultural Mosaic

Everyday
Belonging

Investing
in the
Future

Citywide Pillars & Themes

When promoting or educating about the City's economic development or placemaking, leveraging the pillars and themes will help communications maintain focus on San Pablo's value proposition and community building. Most planning and communications should map back to one or more of these concepts. A robust placemaking and communications environment will, over time, hit on each of these themes.

1. Connected Opportunity

A central location with easy regional access and room to grow, making San Pablo a hub of investment and innovation.

A Livable Place Right on I-80 —

showcasing visibility along the freeway and high casino visitation. Supporting the idea that there is more to know and experience by going deeper into the city.

Linking People, Places, and Possibility —

building stronger cultural links between the city, local businesses, the college, the casino and local cultural/athletic events. Creating a mindset of togetherness that translates into support for development of more distinct, vibrant gathering spaces.

Regional Nexus — framing the city as perfectly situated in the wider region, with easy access to San Francisco, south to Oakland and north to Napa. Emphasizing city support of transit, access and mobility.

Cultivating Connections Beyond City

Boundaries — leverage reach of institutions that attract people to the area (e.g. college students, casino visitors, Salesian College Prepatory families and athletes). Talk to wider audiences and build regional/national awareness where they are.

2. Safe & Welcoming

Public safety built on modern infrastructure, community-first policing and clean, cared-for streets that give residents, businesses and investors confidence.

Modern Police & Training Center —

showing cutting-edge public-safety facilities and programs as culmination of positive safety trend. Setting new facilities and strategies as a national model.

Clean and Active Corridors — messaging around facelifts on Rumrill, 23rd Street and San Pablo Avenue. Emphasizing mural projects, park upgrades, unhoused programs and strategies.

Community-First Safety — storytelling about visible progress from policing partnerships, mental health programs, emergency preparedness. Demonstrating easy access to City staff and council who prioritize creating a safe, clean community.

3. Business Equipped

A strong, supportive environment for local and small businesses, with efficient city systems and a track record of helping entrepreneurs succeed.

Ease of Doing Business — highlighting the Economic Development Corporation, streamlined city permitting and direct access to supportive staff. Focusing on successful case studies and testimonials.

Small Business is the Heart of San Pablo — spotlighting family-owned businesses that define the local economy, particularly those that represent a shift towards more diverse services and offerings.

Bookends of Opportunity — positioning the high visitation at Contra Costa College and the San Pablo Lytton Casino as strong business drivers on either end of the city, suggesting broader economic development opportunities.

4. Authentic Roots & Cultural Mosaic

Celebrating the blend of cultures, histories and neighborhoods that make San Pablo distinct in the Bay Area.

A Culture of Diversity — highlighting multi-cultural, cross-generational communities, businesses and events.

Historic San Pablo — leveraging the Alvarado Adobe, Blume House and Old City Hall to tell the city's origin story.

Community Pride, Block by Block — defining authenticity through everyday storefronts, murals and grassroots neighborhood gatherings.

5. Everyday Belonging

A close-knit community with safe streets, welcoming spaces and a culture that prioritizes families, youth and neighbors.

Family-Friendly San Pablo — focusing on facilities like parks, the library, sports and Wildcat Creek Greenway Trail as safe spaces for gathering and recreation. Highlighting organizations, events and city-supported programs that serve all ages.

Finding New Spaces to Make Places — encouraging new community gathering spaces that drive both well-being and economic development. The lack of a traditional “center” is an open invitation to build a network of spaces that are more authentic, inclusive and forward-looking than the typical suburban model.

Building for Youth and Energy — emphasizing Contra Costa College hangouts, College Center cafés and the Community Center as places to go. Planning for events and activations that position city youth and Contra Costa College students as the future of the East Bay.

6. Investing in the Future

San Pablo is showing visible progress with cutting-edge projects and smart urban planning that set the tone for its next chapter.

Civic Transformation — showcasing new City Hall, Police Headquarters, Library and other new architecture as examples of momentum and integration with the historic center of the city.

Corridors in Conjunction — emphasizing the three development corridors not just as individual areas, but as part of the whole well-being of the city. Communicating that stronger corridors improve both their own streets and spread momentum, linking together and creating the framework for overall community well-being and economic growth for the city.

Modern Planning, Local Impact — showing how urban planning, housing and mobility management investments are shaping the city's future through projects and programs. Highlighting when staff, EDC, Chamber of Commerce, etc., participate in thought leadership by way of conferences, writing and fresh strategic thinking.

About San Pablo Avenue

Brand Statement

San Pablo Avenue is the city's backbone. It connects historic San Pablo with today's civic center, retail hubs and neighborhoods—from the casino to the college. This is the corridor people see and it's where the city is manifesting its growth most visibly—new civic buildings, stronger gateways and space for more housing and business. San Pablo Avenue is where the city comes together, past and future, to show what's next.

San Pablo Avenue: building the heart of the city and pulse of the East Bay.

Pillars

Civic & Commercial Spine

The corridor that ties together civic spaces, retail, education and neighborhoods.

Gateway to Growth

High-visibility development that connects San Pablo to the region.

Themes

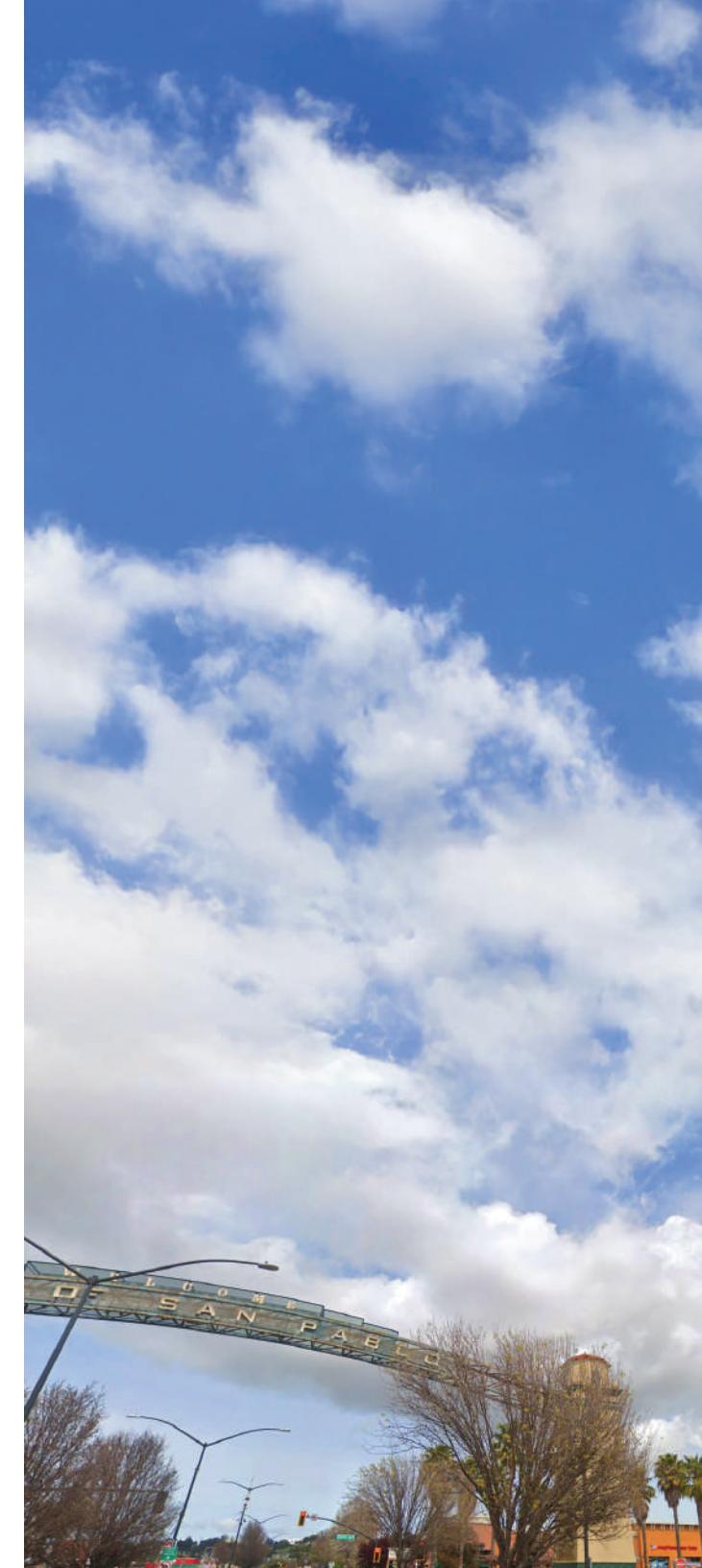
Corridor of Connection — linking civic life, retail and neighborhoods.

Historic Roots, Modern Energy — honoring heritage while building forward.

Gateway to the Region — positioning San Pablo to the wider Bay Area.

Civic Pride in Action — highlighting new city buildings, services and community anchors.

Momentum in Motion — growth, housing and investment opportunities along the corridor.



About 23rd Street

Brand Statement

23rd Street is San Pablo's street of flavor and culture. Known for its Latinx restaurants and small businesses, it's a place where families gather, neighbors connect and visitors come for something authentic. With fresh investment and new energy, 23rd Street is ready to fill in with a wider variety of food and beverage, places for entertainment and shopping and creative experiences that leverage the distinct 23rd Street character.

23rd Street: building on the foundation of our culture.

Pillars

Cultural Energy

A street alive with food, music and the voices of many cultures.

Destination in the Making

A corridor with the draw to bring in more people, more variety and more life.

Themes

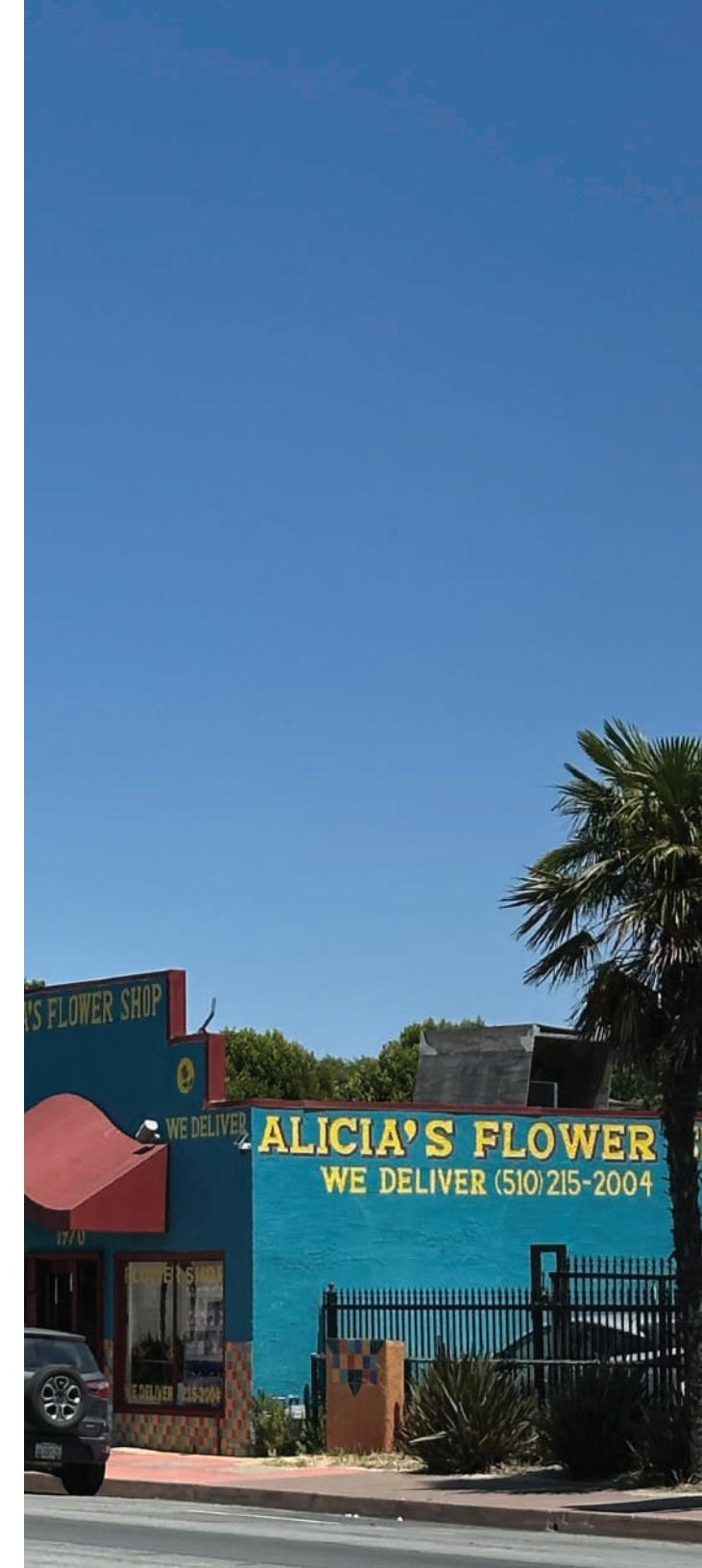
Flavor Around Every Corner — food, markets and authentic dining.

Creative Street Life — storefront vibrancy, murals and small business expression.

Everyday Gathering — plazas, restaurants and family-friendly spaces.

Pride in Diversity — celebrating 23rd as a cultural hub of the East Bay.

Fresh Momentum — emphasizing reinvestment, renewal and new opportunities.



About Rumrill Boulevard

Brand Statement

Once a working corridor, Rumrill is now turning the page. Its industrial past leaves space that few other parts of the city have — room for housing, small businesses and new mixed-use development. With recent upgrades like bike lanes and safer streets, Rumrill is positioned for its next chapter: a corridor ready to reconnect its blocks into an affordable, accessible space to live, work and experience.

Rumrill Boulevard: building character from the ground up.

Pillars

Community Emerging

A place of possibility, a transitioning space ready for intentional development of interwoven business and community that can define its own character.

Framework for Growth

One of the few city areas with ready opportunity for new housing, business and mixed-use vitality. City governance is committed to building up Rumrill Blvd.



Themes

Reconnecting Rumrill — moving from fragmented to connected.

Ready for the New Live/Work Reality —
flexible, affordable, practical, resilient,
business-friendly.

Opportunity Ahead — positioning Rumrill as investment-ready with room for development.

Moving Forward With Intention — emphasizing modern urban planning for safety, blended spaces and livability.

Building a Story of Transformation —
showing Rumrill as a corridor on the rise,
evolving step by step, emphasizing “then
vs. now”.



What is Verbal Identity

Verbal Identity

Verbal identity is the way an organization expresses itself through words — its tone, style, and core messages. It's the counterpart to visual identity, shaping how the organization sounds and tells its story so people recognize, trust and engage with organizational communications.

Brand Statement

Solves: The overall communications need to express the core personality and direction of the organization or city. A brand statement ensures that no matter the medium or audience, there's a single overarching image and tone. It provides clarity to external audiences while also aligning internal voices so everyone is speaking from the same page. **A brand statement is often supported by:**

Brand Pillars

Solves: The need for a reliable framework to anchor all communications. Pillars act as the brand's structural supports — every message, campaign, or visual expression should reinforce at least one. For communicators, this means always being aware of which pillar they are leaning on when writing, designing or presenting. Pillars prevent drift into generic messaging by ensuring each piece of communication connects back to a distinctive strength of the brand. **Brand pillars are often broken out into more granular:**

Brand Themes

Solves: The need for flexible, story-driven messaging at a more granular level. Themes translate abstract pillars into narrative directions and campaign ideas. They are especially useful for calendaring communications (e.g. rotating emphasis on different themes in social media, newsletters or activations) so the brand feels dynamic while staying consistent. They give content creators and planners a “menu” of aligned stories to draw from, helping avoid repetition and monotony while still reinforcing the pillars.

Visual Identity System

Division Wordmark
(to brand the division)

City of San Pablo
Economic Development
& Housing Division

Corridor Logos
(business facing)

23rd Street
Commercial Corridor

San Pablo Avenue
Commercial Corridor

Rumrill Boulevard
Commercial Corridor

Corridor Placemakers
(core icons signifying the corridors)



Corridor Slogan Logos
(community facing)

23rd Street
Slogan goes here

San Pablo Avenue
Slogan goes here

Rumrill Boulevard
Slogan goes here

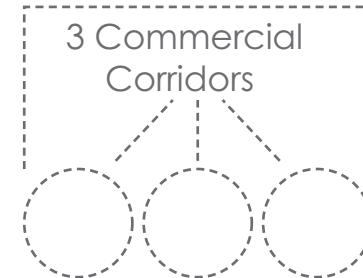
Corridors Emblem
(branding corridors as part of division)

City of San Pablo



Economic Development
& Housing Division

Corridors Diagram
(infographic explaining 3 corridors)



Division Wordmark (to brand the division)



San Pablo Arch
City Hall & PD Colonnades
East Bay Hills

EDC Logo, for reference



Corridor Placemakers (core icons signifying the corridors)



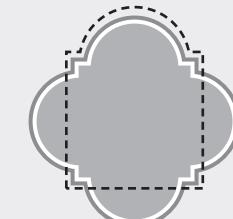
- Neighborhood
- Kennedy Plaza
- Wildcat Creek
- Roots



- Growth bar chart
- Connected to region



- Mixed Use
- Upward movement
- Sports Complex



Shape is based
on City logo

Corridor Logos (business facing)



Rumrill Boulevard

Commercial Corridor



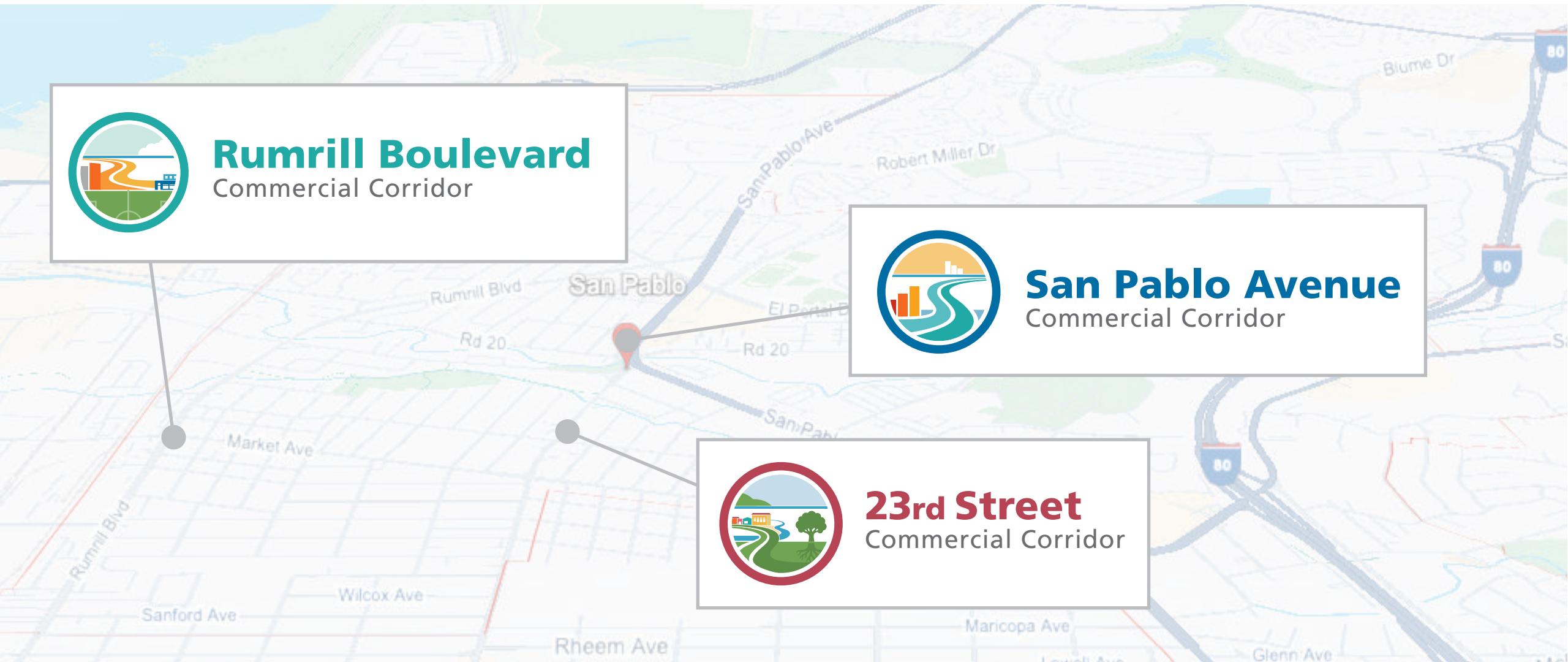
San Pablo Avenue

Commercial Corridor



23rd Street

Commercial Corridor

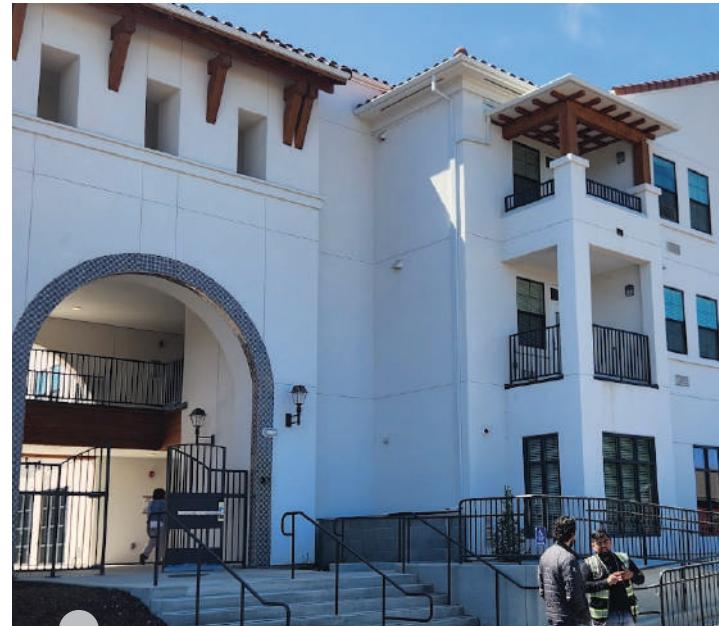


Corridor Slogan Logos (community facing)



23rd Street

Building on the foundation of our culture.



San Pablo Avenue

Building the heart of the city and pulse of the East Bay.



Rumrill Boulevard

Building character from the ground up.

Corridor Emblem (branding corridors as part of division)



Corridors Diagram (infographic explaining 3 corridors)



Info
Info
Info
Info

Info
Info
Info
Info

Info
Info
Info
Info



Info
Info
Info
Info