DESIGN MATTERS
Fellowship with the City of Long Beach

SUMMER 2015
Chase Airmet
Graduate Industrial Design
The i-team extends the City of Long Beach’s capacity to rapidly advance research and development through a bold, data-driven, and a transparent approach to innovation. Funded by Bloomberg Philanthropies and the City of Long Beach, the aim is to design and have the city implement solutions that improve the lives of the residents of Long Beach, CA. The i-team is lead by Mayor Robert Garcia and City Manager Pat West. Currently, the i-team focus is on identifying economic development opportunities that will stimulate new investment, create jobs, strengthen our workforce, and improve the city’s business friendliness.

From Right to Left: Ryan Murry, Harrison Huynh, Alma Castro, Eric Romero(back), Alex Chavez, John Keisler, Heidi Wiersma, Chase Airmet, Dr. Holly Okonkwo
My task as a Designmatters fellow with the i-team was two fold. To design the outward communications of the team i.e. graphics, branding, media, and design work for other people or organizations within the city. As well as providing the perspective and experience of a designer. Additionally I was acting as a liaison for the Designmatters program and ArtCenter.
I began my task by creating a branding guide providing clear direction for the team’s design choices. This established a similar starting point for all communications, ensuring a cohesive feel and quality to all our work. The brand was inspired by both the stakeholders of Long Beach and our partners at Bloomberg Philanthropies.

I worked closely with the team’s full-time designer (Harrison Huynh) creating the website, business cards, letterhead, fliers, and email signatures.

Branding

Purpose

This branding guide is meant to unify our visual communications among our internal and external partners. This guide is not definitive but should be seen as a fluid document that can change and adjust to the needs of the users.

The City of Long Beach and Bloomberg's personalities, to express themselves and education and guidance to define their brands are like living beings. They need blending of colors look strange to you they will look strange to anyone.

CMYK is only used for printing and ink can symbolize aggression and excitement, while blue can symbolize professional and calming.

The expanded palette we can use include both dynamic and neutral colors that compliment each other and can be suited to use.

HELPFUL DESIGN TIPS

Shapes for displays of serious information, the purpose of the information, and the target audience. Keeping with the trends we should keep our graphics flat, using strong illustrations and images. As an example this may call for a very different style paying homage to both.

Branding types:

- Regular
- Bold
- Italic
- Semi-Bold
- Outline

With this we are seeking to have designs that use of modern sans serif and block serif typefaces. Try to only use typefaces that have the appropriate look and feel keeping in mind scale, proportion, tension, contrast and form.

Raleway should be used for any titles, or headings and use the different typeface’s within the font-family at your discretion. Regular, bold, Headings/Titles Raleway

Open Sans should be used for any text body and use the different typeface’s within the font-family at your discretion. Regular, Bold, Semi-Bold are good choices but thicker and thinner options will work as well.

EMAIL/OTHER

Arial should be used for any headings or titles; however, not being a web-safe font it can result in issues with word spacing. Arial as a substitute such as in emails or when typing on a tablet. Try to only use typefaces that have the appropriate look and feel keeping in mind scale, proportion, tension, contrast and form.

When you do not have access to either of the above Typefaces use another such as Arial, Verdana, sans-serif, or Cabin.

Arial as a substitute such as in emails or when typing on a tablet. Try to only use typefaces that have the appropriate look and feel keeping in mind scale, proportion, tension, contrast and form.

Office of the Mayor

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Working for the city government we had a lot of meetings as we organized and established the i-team. It was very important that we quickly met as many stakeholders as we could to earn trust and support throughout our projects.
During my time I designed for, the Mayor Robert Garcia, Breakthru LB and City Mart. Mayor Robert Garcia commissioned a series of infographics that displayed the accomplishments from his first year in office. Breakthru LB and City Mart had me design digital fliers for crowdsourced surveys at city hall.
Our process utilized the Bloomberg Philanthropies: City Hall Innovation Team Playbook. This playbook broke down our process into 4 sections:

1. Investigate the Problem
2. Generate New Ideas
3. Prepare to Deliver
4. Deliver and Adapt

Once substantial progress is made, return to step 1 for a new priority.

We started by tackling economic development in three ways; business services, job opportunities and workforce development. After finishing the first phase we presented our findings to the mayor, the data showed that in order to remain competitive focus should be on the economy of the future, such as tech and creative jobs.
In the next phase, Generate New Ideas or the ideation phase, I was able to use my skills learned as a designer. Still using the guide from the playbook, we discussed using human-centered techniques to gather information from stakeholders and residents in order to identify insights and opportunities that could lead to solutions and programs. It was during this phase that my time ended with the i-team.
I had the opportunity and privilege to meet and work with talented, highly motivated and passionate people all who love where they live and want to make it a better place. This enthusiasm was contagious and instilled in me a sense of civic pride. I learned to collaborate with a group of people with very different skill sets then my own and work within the confines of a government. I learned how design can improve the brand of the city and how the design process can better the way cities research, develop and ideate solutions. We found as a team how to balance the needs and wants of the city employees and its citizens while striving to be data-driven versus politically minded. I had a great experience and have grown to love the people of Long Beach.

I will miss this team and the work we were doing and I will look anxiously as they work to effect change in the City of Long beach.
Special Thanks

The i-team
Alma Castro
Alex Chavez
Harrison Huynh
John Keisler
Ryan Murry
Dr. Holly Okonkwo
Eric Romero
Heidi Wiersma
& all those who I worked with in city hall

Designmatters
Dr. Mariana Amatullo
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Stephanie Sigg