

Los Cerritos Wetlands Authority

Date: May 14, 2026

To: LCWA Governing Board

From: Chad Oberly, Supervisor I

Subject: **Item 7: Consideration of a resolution authorizing the Executive Officer to finalize a selected branding concept and implement a standardized graphic design template**

Recommendation:

That the Los Cerritos Wetlands Authority Governing Board:

1. Review eight (8) branding and logo concepts developed by Prime Scale Creative LLC
2. Select one (1) preferred branding direction to serve as the basis for the LCWA's official logo and visual identity system
3. Authorize the Executive Officer to finalize the selected branding concept, including refinement of the logo, development of associated brand guidelines, and implementation of the standardized graphic design template across LCWA materials

Project Description:

Exhibit A: Proposed Branding and Logo Concept Samples

Prime Scale Creative LLC has been retained to develop a graphic design and branding system for the Los Cerritos Wetlands Authority. The scope of work includes the development of a new visual identity, brand guidelines, and a suite of adaptable templates for both internal and external communications.

The project began with a research and discovery phase, including evaluation of existing LCWA materials, audience considerations, and alignment on visual direction. Building on this foundation, the consultant developed eight distinct logo concepts, each accompanied by supporting visual elements such as color palettes and typography systems. These concepts are attached to this report as Exhibit A.

The concepts are intended to represent different potential visual directions for the LCWA and are designed to be scalable across a range of applications, including signage, digital media, reports, and outreach materials. Each concept includes demonstration mockups to illustrate real-world applications, such as merchandise, signage, and digital communications.

The broader branding effort includes the creation of a comprehensive brand identity system, including logo variants (full color, monochromatic, and single-color applications). The consultant will develop standardized templates for materials such as board reports, presentations, flyers, newsletters, and social media. Additionally, the consultant will prepare a brand guidelines document to ensure consistent implementation of the system across all LCWA materials and communications.

Implementation of the selected branding and logo will include providing direction to the graphic design consultant on refinement and finalization of the chosen design, as well as how the logo will be incorporated into the broader graphic design template and brand identity system. This direction will guide the development of standardized templates and establish consistency across all LCWA materials. Implementation will also include identifying and procuring priority outreach materials and branded applications, such as promotional items for community events, apparel for staff and volunteers. The selected branding will over time be integrated across the LCWA's public-facing and internal platforms including reports, signage, digital media, and other communication tools.

Background:

On November 13, 2025, the Los Cerritos Wetlands Authority Governing Board adopted Resolution 2025-09, authorizing the Executive Officer to negotiate and enter into an agreement for the development of a standardized logo and graphic design template for the Authority. This action was intended to address longstanding inconsistencies in the LCWA's visual identity and to establish a cohesive branding system reflective of the Authority's mission, values, and role in advancing restoration and public access within the Los Cerritos Wetlands.

Following Board authorization, LCWA staff conducted a competitive procurement process consistent with LCWA policies. A Request for Proposals (RFP) was publicly advertised, including outreach to Small Business (SB) and Disabled Veteran Business Enterprise (DVBE) firms. Proposals were evaluated based on qualifications, experience with public agencies and environmental organizations, creativity, responsiveness to the project objectives, and cost-effectiveness.

Based on this evaluation, Prime Scale Creative LLC, a Los Angeles-based firm, was selected to perform the work. The Executive Officer subsequently entered into an agreement with Prime Scale Creative to develop a comprehensive branding system for the LCWA.

Since contract execution, Prime Scale Creative has worked collaboratively with LCWA staff through a design process that included research, review of existing materials, and refinement of visual direction. This collaborative approach ensured that proposed

branding concepts reflect the LCWA's identity, the ecological significance of the wetlands, and the Authority's public facing role.

Fiscal:

Funding for this effort will be drawn from the multiple funding sources that are inclusive of outreach and marketing budgets. These include unused land management funds from FY 23/24, savings realized in relation to insurance costs in FY 25/26, the Southern Los Cerritos Wetlands Restoration Project's outreach budget, and the LCWA's marketing budget line item. The total expenditure for this outreach and marketing effort is not anticipated to exceed \$35,000 this fiscal year, inclusive of the amount for design services already retained.

BRAND. BUILD. SCALE

LCWA PSC BRANDS LOGO DESIGN

LOGO DESIGN OPTION 01



**Los Cerritos
Wetlands Authority**



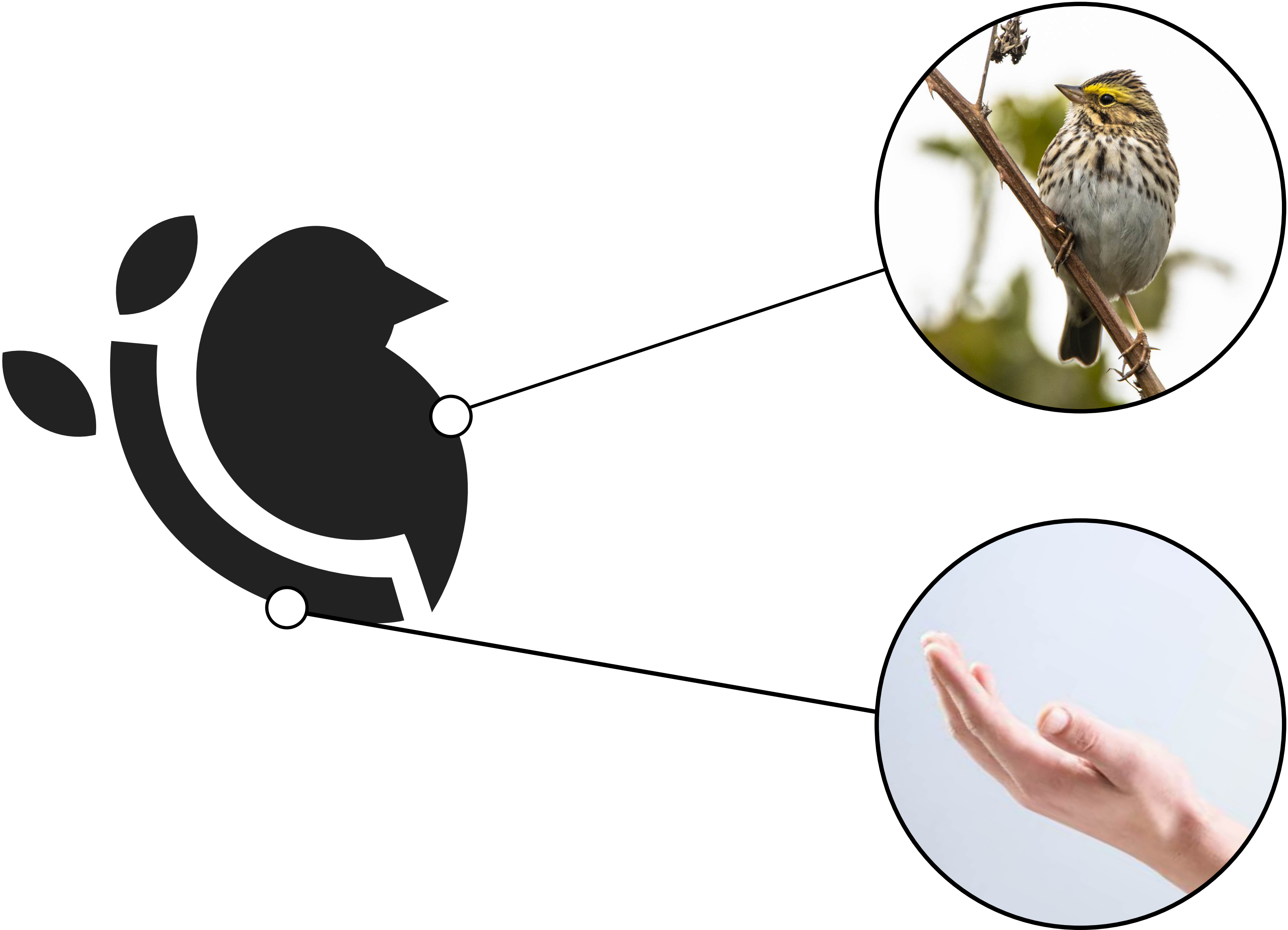
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MEANINGS







EXPANDED COLOR PALETTE



LOGO DESIGN OPTION 02



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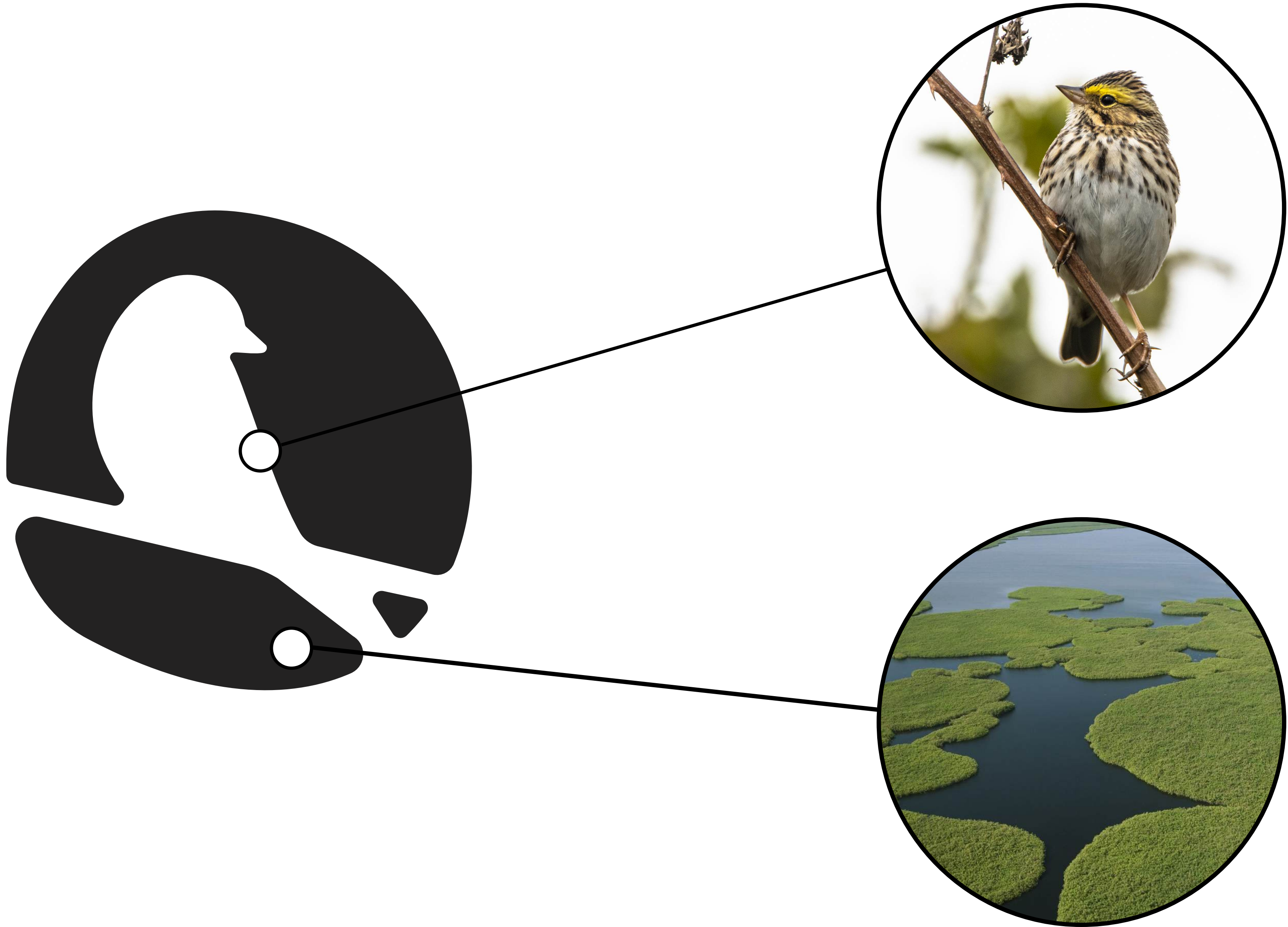


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MEANINGS



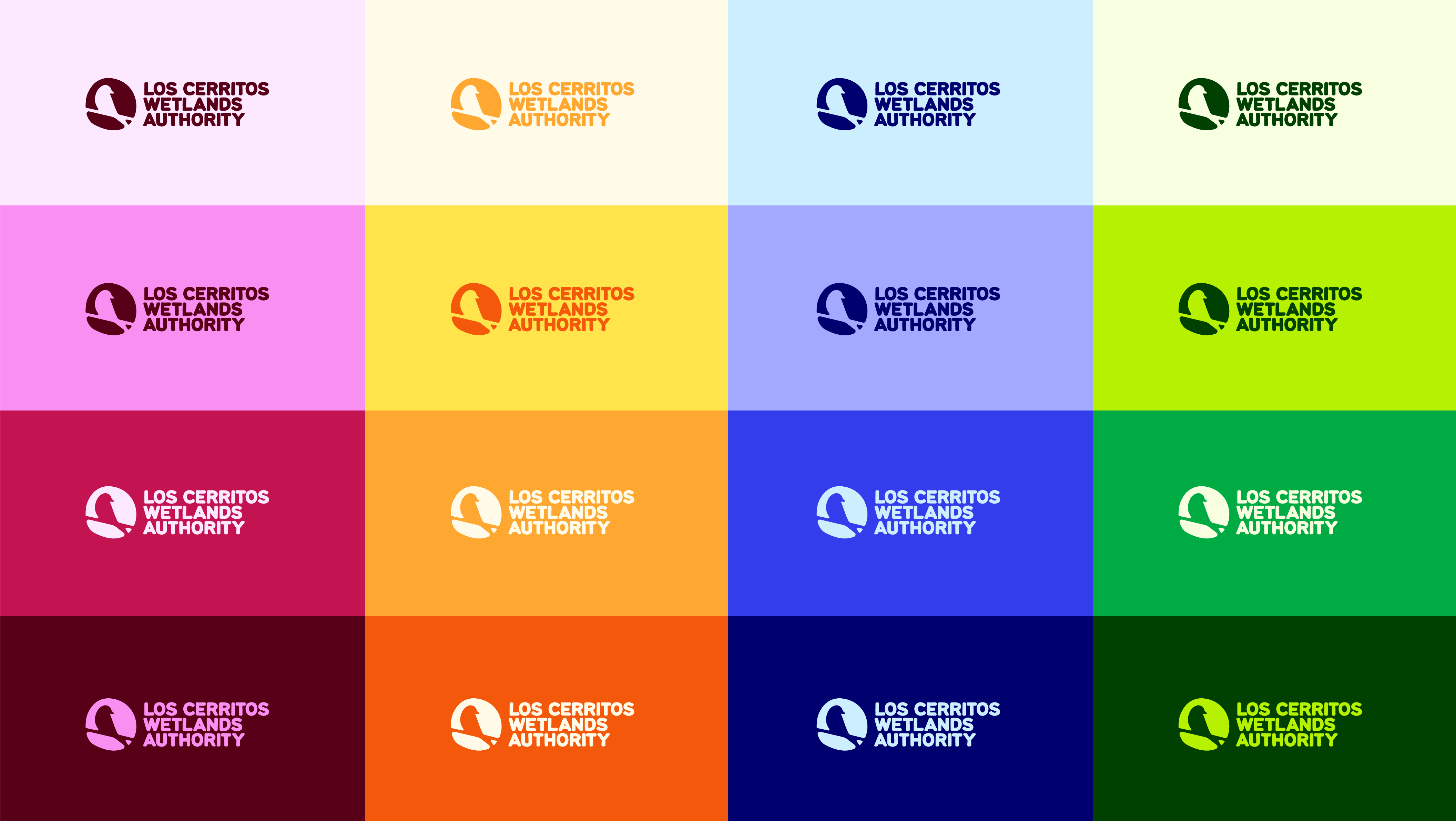


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EXPANDED COLOR PALETTE



GEOMETRIC VERSION





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LOGO DESIGN OPTION 03



Los Cerritos
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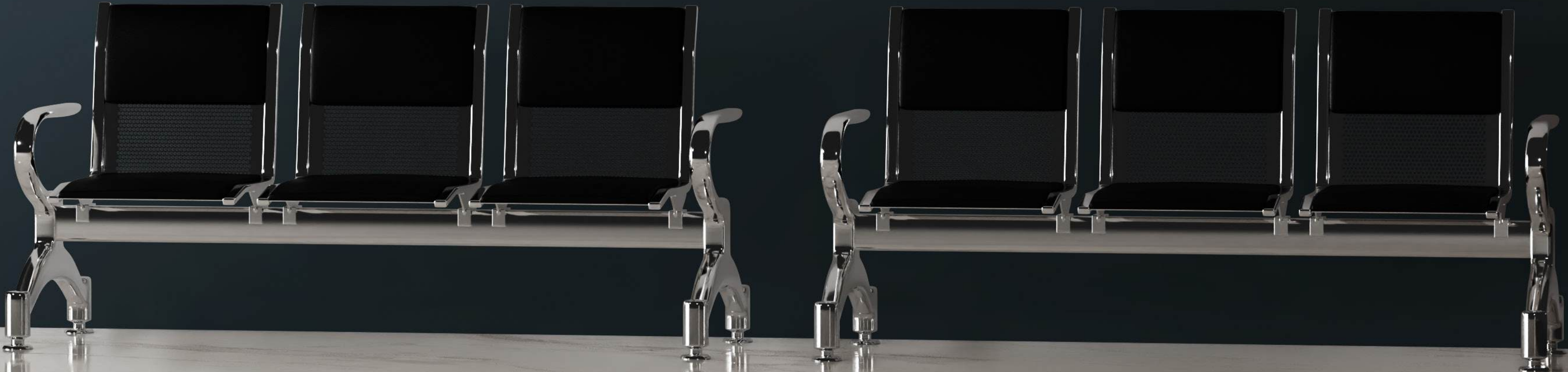
MEANING







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EXPANDED COLOR PALETTE



OTHER VERSION





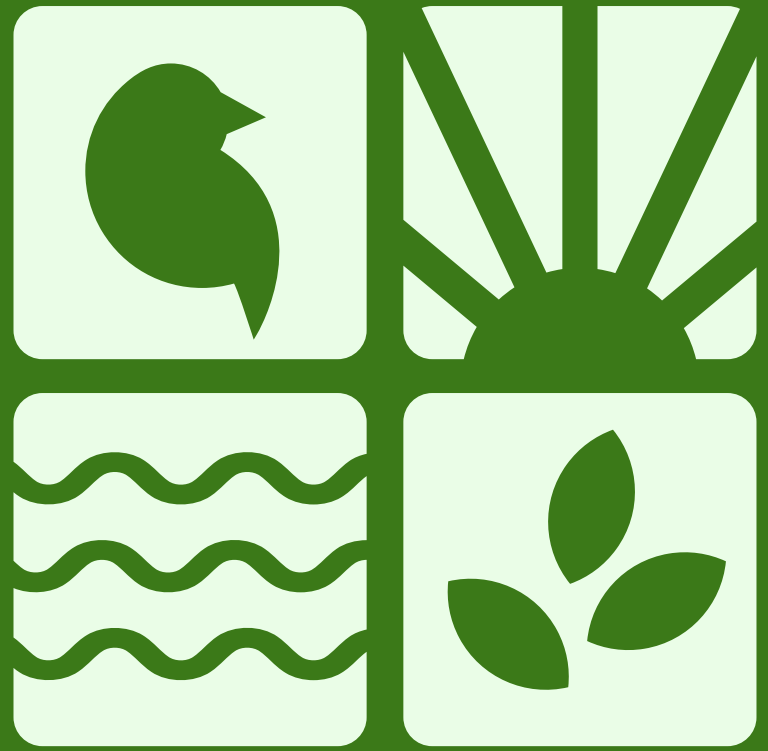
LOGO DESIGN OPTION 04



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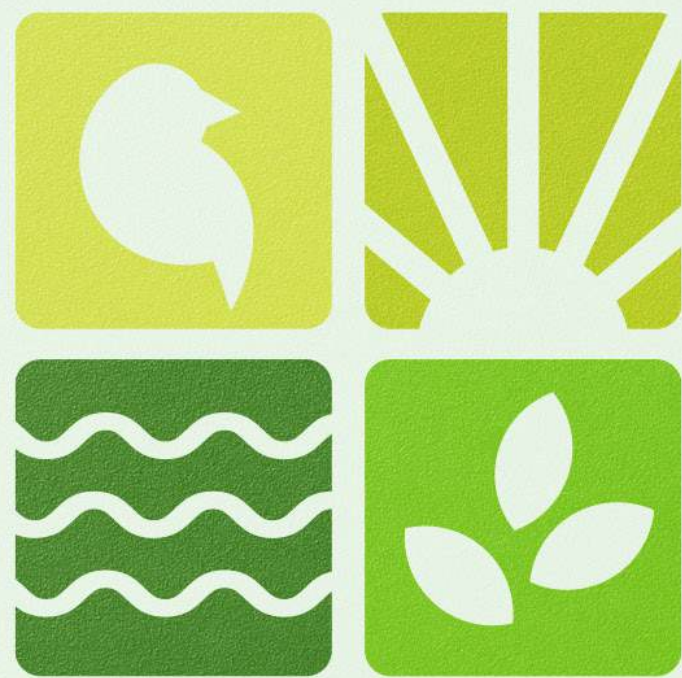
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LOGO DESIGN OPTION 05



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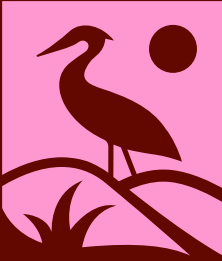
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EXPANDED COLOR PALETTE



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LOGO DESIGN OPTION 5.1



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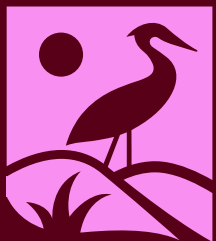
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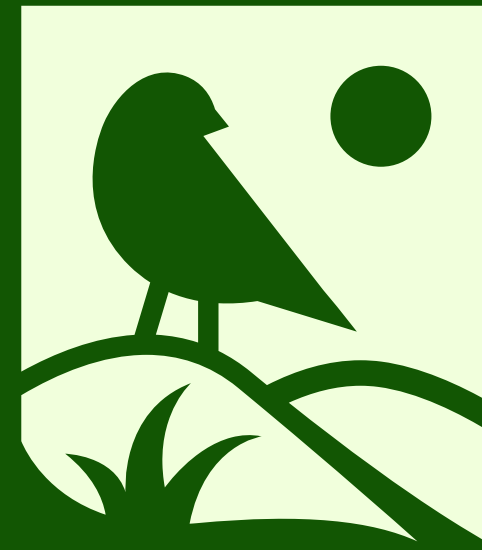


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LOGO DESIGN OPTION 5.2



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EXPANDED COLOR PALETTE



LOGO DESIGN OPTION 06



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LOGO DESIGN OPTION 07



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LOGO DESIGN OPTION 08



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THANK
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LCWA REBRAND



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CREATIVE
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CREATIVE
WITH DIRECTION

PSC



2026

SINCE-2016

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USA
2026



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Brand. Build. Scale



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SINCE-2016

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2026

BRAND. BUILD. SCALE

LCWA

PSC BRANDS

LOGO DESIGN

(V5 VARIATIONS)

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Item 7

RESOLUTION 2025-10

THAT THE LOS CERRITOS WETLANDS AUTHORITY (LCWA)
AUTHORIZE THE EXECUTIVE OFFICER TO FINALIZE A
SELECTED BRANDING CONCEPT AND IMPLEMENT A
STANDARDIZED GRAPHIC DESIGN TEMPLATE

WHEREAS, the Los Cerritos Wetlands Authority (Authority) has been established between the Coastal Conservancy, the San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy, the City of Seal Beach and the City of Long Beach to facilitate the acquisition, protection, conservation, restoration, maintenance and operation an environmental enhancement of the Los Cerritos Wetlands; and

WHEREAS, the LCWA has further been established to focus on projects which will provide open space, habitat restoration, and watershed improvement projects within the Los Cerritos Wetlands; and

WHEREAS, on February 11, 2009 the LCWA board last approved a logo to represent the authority; and

WHEREAS, the LCWA's graphic representation has been unofficially modified and applied inconsistently since adoption; this action will develop a standard graphic design template for use by LCWA; and

WHEREAS, the LCWA through a competitive procurement process has retained the services of a graphic design firm, who have considered the intended use, target audience, specific requirements for each use, and the benefit of the use; and

WHEREAS, a unified graphic design template will strengthen the LCWA's public visibility, ensure consistent presentation across projects and media, and support clear recognition among community members, partner agencies, and funding entities; and

WHEREAS, the LCWA board has considered the developed branding and graphic design template concepts, and provided their direction on a preferred and selected concept;

NOW, *Therefore be it resolved, that the LCWA hereby:*

1. FINDS that the actions contemplated by this resolution are exempt from the environmental impact report requirements of the California Environmental Quality Act.
2. FINDS that this action is consistent with the purposes and objectives of the LCWA.
3. ADOPTS the staff report dated May 14, 2026.
4. AUTHORIZES the Executive Officer to finalize a selected branding and graphic design template concept and implement said concept.

~ End of Resolution ~

Passed and Adopted by the Board of the LOS CERRITOS WETLANDS
AUTHORITY on May 14, 2026.

Motion _____ Second: _____

Ayes: _____ Nays: _____ Abstentions: _____

Kristina Duggan, Chair

ATTEST: _____
John Natalizio
Deputy Attorney General