

INDIAN WELLS CITY COUNCIL

October 16, 2025



To: City Council
From: City Manager Department
Prepared by: Micaela Wilkey, Senior Management Analyst
Subject: **Branding Ad Hoc Recommendations – City Seal, Color Palette, Mission and Vision Statement**

RECOMMENDED ACTIONS:

Council **REVIEWS** and **APPROVES** the various recommendations of the Branding Ad Hoc Committee; and

FINDS the action exempt from California Environmental Quality Act (CEQA) review under Guidelines Section 15061(b)(3).

DISCUSSION:

As part of the City Council adopted Strategic Plan, the Council created a “Branding Ad Hoc Committee” to review the City’s branding schemes and assigned Mayor Whitman and Councilmember Taylor to the committee. The Committee convened on July 1, 2025, and September 3, 2025, to discuss the City’s Brand Identity and specifically looked at the City Seal, the City’s approved Color Palette, and the City’s Mission and Vision Statement.

City Seal:

After evaluating the seal and considering its alignment with the City’s identity and strategic goals, the committee recommends updates to the seal as shown in the attachment (Attachment No. 1). The intent of the changes is to enhance visual appeal and modernize the City’s image and recognize the City’s unrivaled recreational opportunities for both golf and tennis. As recommended by the Committee, changes to the City Seal include:

- Add a female tennis player to reflect inclusivity and the City’s tennis legacy.
- Adjust the placement of figures to improve visual balance.
- Retain original color scheme for brand continuity.

Color Palette:

The Committee also reviewed the City's color palette. The city uses a refined and elegant color palette of cabernet and platinum to reflect its sophisticated brand identity. These colors are typically reserved for official city communications, signage, and materials that represent the municipal government. In contrast, tourism marketing materials utilize a border color palette that expands the spectrum to include inviting colors designed to capture the attention of visitors and convey the city's appeal as a luxury destination. The tourism color palette allows for more flexibility and creativity on promotional content, helping to highlight the city's hospitality offerings. The Ad Hoc committee recommends incorporating the tourism color palette (Attachment No. 2) into digital platforms such as the website, newsletters, and social media.

Tripepi Smith and Visit Greater Palm Springs were consulted and expressed support for the proposed updates, noting they align with ongoing branding efforts and enhance consistency across platforms. Should Council decide to move forward, Tripepi also recommend that the City's guidelines be updated to reflect how the new color palette can be used. City staff will review current guidelines and work with the Committee on any potential revisions for color palette use. As recommended by the Committee, changes in use of the color palette include:

- Adopt the tourism color palette for use in digital platforms (website, social media, etc.).
- Exclude the use of the additional tourism color palette for physical signage or wayfinding.

Mission and Vision Statements:

The Committee has proposed a revised Mission Statement and recommends adding a Vision statement to better reflect the City's meaning and purpose for the future. The Committee believes that the revised Mission Statement is more concise and focused, while the new Vision Statement articulates the City's aspirations and identity as a premier destination. As recommended the revisions to the Mission Statement and proposed Vision Statement include:

- **Current Mission Statement:**
Create an unsurpassed quality of life for our residents and guests by providing superior public safety, exceptional service and outstanding amenities that will further enhance our image as a prestigious community and international resort destination.
- **Recommended Mission Statement:**
Indian Wells provides exceptional service, outstanding amenities and superior public safety for our residents and guests.

Recommended Vision Statement:

Indian Wells will continue to be a famed Southern California destination where we thrive amidst desert beauty, luxury living, globally renowned sports, fine cuisine, and world class events.

Additionally, the City Council directed staff to pause efforts to redesign the City's website or to initiate discussions with the Grand Hyatt and Renaissance Esmerelda on potential changes to the Indian Wells Lane Fountains and entry into the Golf Resort Campus, until the Branding Ad Hoc Committee was ready to move forward with these projects.

The Branding Ad Hoc Committee recommendations:

1. Approve the changes to the City's logo and adopt as the Official Seal of the City.
2. Approval to incorporate the tourism color palette for use in digital platforms (website, social media, etc.).
3. Approve the changes to the City's Mission Statement and the addition of a Vision Statement.
4. Authorize staff to move forward with the website redesign, with the new palette of colors.
5. Authorize staff to move forward with discussions with the Grand Hyatt and Renaissance Esmerelda on potential changes to the Indian Wells Lane Fountains and entry into the Golf Resort Campus.

CITY COUNCIL STRATEGIC GOAL:

The Branding Ad Hoc Committee was created in the direction of Council on April 17, 2025, Strategic Planning Session. Aligning with Council's April 17, 2025, Strategic Planning Goal of directing staff to enhance the City's brand identity and digital presence to reflect the unique character and prestige of Indian Wells.

OPTIONS:

The City Council has the following options:

1. Approve all recommendations as presented.
2. Approve selected recommendations and direct committee to revise others.
3. Decline recommendations and retain current branding elements.
4. Refer the matter back to the Branding Ad Hoc committee for further review.

FISCAL IMPACT:

The fiscal impact is anticipated to be minimal, and sufficient funding is available in 1012702 531002. Costs may be incurred for:

- Graphic design services to update City Seal logo.

- Style guide revisions and digital asset updates.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA):

This action is not a project within the meaning of Section 15378 of the California Environmental Quality Act (CEQA) Guidelines, because it has no potential for resulting in physical change in the environment, directly or indirectly; and that action is nonetheless exempt from the requirements of CEQA in that the activity is covered by the general rule that CEQA applies only to projects that have the potential for causing a significant effect on the environment. (15061(b)(3).)

ATTACHMENTS:

1. Recommended Revised City Seal Logo Design
2. Tourism Color Palette