

Date: August 20, 2026

To: Honorable Chair and Members of the Citizen Development and Enrichment Committee

From: Aram Chaparyan, City Manager

By: Jamie Le, Assistant to the City Manager | JLe@TorranceCA.gov

Subject: City Manager – Review and Provide Direction on Potential Logo Concepts for Torrance Municipal Airport Zamperini Field. Expenditure: None

RECOMMENDATION

Recommendation of the City Manager that the Citizen Development and Enrichment Committee review and provide direction on potential logo concepts for Torrance Municipal Airport.

DISCUSSION

As part of efforts to strengthen the identity of the Torrance Municipal Airport and create a consistent visual presence for signage, digital communications, printed materials, merchandise, and other Airport applications, Councilmember Gerson received City Council concurrence to direct staff to develop an official logo for the Torrance Municipal Airport. To ensure branding would be consistent with the City's new website branding, it was determined that the Airport logo would be incorporated into that project. The new website and branding launched May 2026 and staff have developed modern logo concepts that reflect both the Airport's history and its connection to the City of Torrance.

The concepts developed combine shared elements:

Aircraft

The aircraft serves as the most immediate representation of the Airport and its role as a general aviation facility. The vintage-inspired aircraft also recognizes Torrance's longstanding connection to aviation and gives the logo a distinctive identity rather than relying on a generic airport symbol.

Torrance Municipal Airport Wordmark

The word "TORRANCE" is emphasized as the primary identifier, with "MUNICIPAL AIRPORT" positioned below it. This hierarchy reinforces the City's name while clearly identifying the facility. The clean typography is intended to complement the aviation imagery while remaining legible across large and small applications.

Logo Concept 1 – Aviation / Flight Path

Airport first — a modern aviation identity with a subtle Torrance connection.

The first concept places greater emphasis on aviation. The single sweeping arch resembles a flight path over the P-38 and gives the logo a sense of movement and forward direction. Because the graphics are relatively simple, it has a clean, contemporary appearance and can translate well to signage, vehicles, digital applications and merchandise.

The P-38 provides the historical component, recognizing Torrance's connection to aviation and the aircraft's association with the City's aviation history.

Logo Concept 2 – Torrance Identity / Torrance Bridge

Torrance + Airport — a civic identity that combines a recognizable Torrance architectural element with the City's aviation history using existing Torrance branding.

The second concept strengthens the logo's connection specifically to Torrance. Rather than a single flight-path arch, the multiple rounded arches reference the architectural forms associated with the Pacific Electric Railway-El Prado Bridge; commonly known as "Torrance Bridge."

Pairing those arches, which are used in current Torrance branding with the P-38 brings together two ideas: Torrance's civic identity and Torrance's aviation heritage. The arches also create a stronger standalone emblem, meaning the graphic could potentially be recognizable as an Airport brand even when the words "Torrance Municipal Airport" are not included.

Staff requests that the Citizen Development and Enrichment Committee provide direction on the Logo Concepts for the Torrance Municipal Airport.

ATTACHMENTS

1. Logo Concept 1 – Flight Path/Aviation Focus
2. Logo Concept 2 – Torrance Identity/Torrance Bridge



STACKED



PRIMARY BLUE
#005B9B



DARK BLUE
#11497C



TWO-TONE BLUE
#1A6BB5 + #68B7FF



BLUE + GOLD ACCENT
#1A6BB5 + #FFB800

HORIZONTAL



ICON



STYLE GUIDE COLORS (FROM CITY OF TORRANCE STYLE GUIDE)



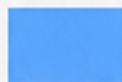
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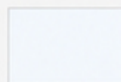
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#1A6BB5



#68B7FF



#F0F6FF



#A62121



#FFB800



#4D5457



#1F1F1F

TYPOGRAPHY

MONTSERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

OPEN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789





STACKED



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DARK BLUE
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#1A6BB5 + #68B7FF



BLUE + GOLD ACCENT
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LIGHT BLUE
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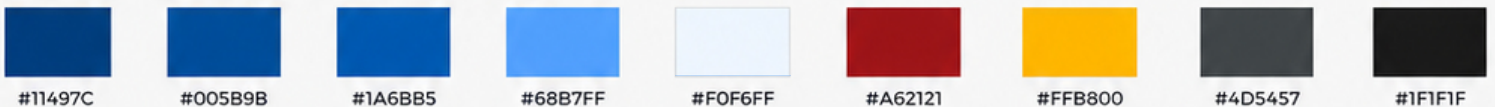
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