

Report Back to City Council – Communications Plan Update: Logo & Branding

September 21, 2009

Tonight's presentation



- ◆ Explanation of old logo, new logo, flag
- ◆ Logo vs. flag
- ◆ Timeline
- ◆ Facts
- ◆ Options
- ◆ Questions

Explanation of old logo, new logo, flag

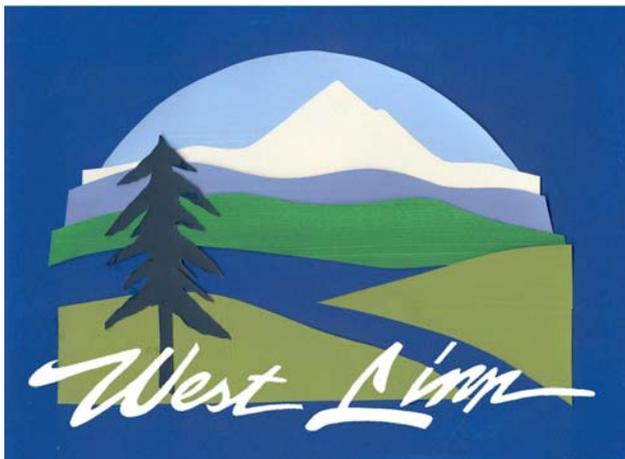


West Linn

 CITY OF
West Linn

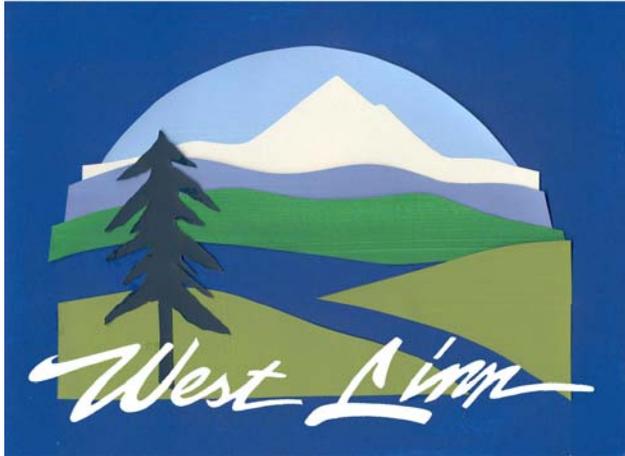

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Logo Vs. Flag

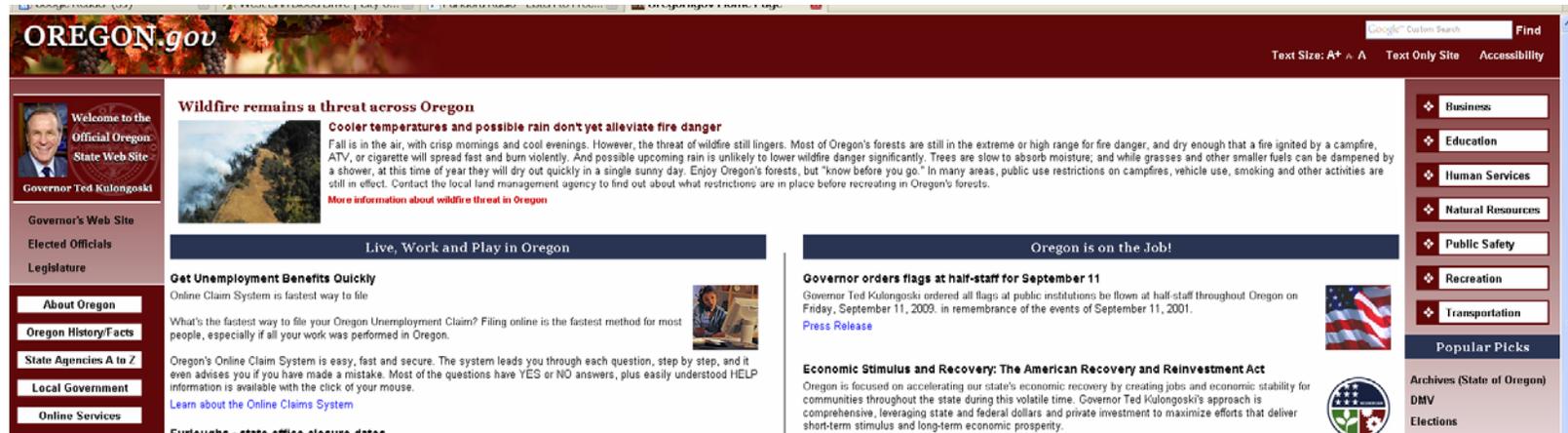
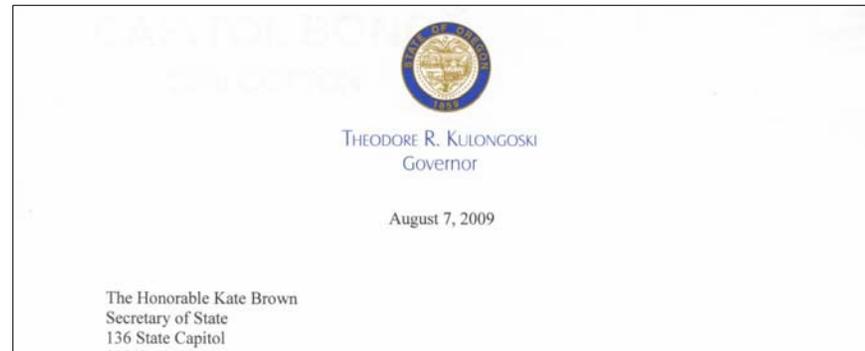


Flag
Pins
Commemorative items
Registered as an official flag with federal gov't
Selected as part of public flag design contest

Web site
Collateral communications materials
Financial documents
Signage
Professionally-guided branding process



Example – State of Oregon has three different presences



Timeline



July 2007

- Communications Plan presented to and agreed to by City Council

Excerpt of City Branding element:

- **Key Concept – City Branding**

- *West Linn is a beautiful community where residents care for their homes, yards, automobiles, and selves. The “brand” of the community – City Hall, and city communications – should reflect the same level of sophistication. This can be done through font selection, logo development, and establishing a consistent look and feel across all city materials – ranging from business cards, to city signs, to letterhead, to the web site.*

- **Goal:**

- *Develop a “City of West Linn” branding campaign that incorporates the unique qualities of city life.*

- **Objectives:**

- *Develop a consistent look and feel across all city mediums*
- *Create a sense of community in the visual presentation of the city*
- *Develop a timeless look to city templates that can be continued into future years without updates*

- **Measurable Outcomes:**

- *Consistent look and feel of all communications mediums incorporating a logo or brand that is unique to West Linn.*
- *Identifiable signals that materials are produced or affiliated with the city.*

Timeline



🍃 **September 2007**

- City hosts three meetings with NA and advisory group leaders, citizens, and identified professionals on City communications, including logo and branding; also meets with internal communications staff

🍃 **December 2007**

- City forms relationship with +alcheme creative and Aha! Consulting to develop web and logo/design elements of Communications Plan

🍃 **December, January, February 2008**

- +alcheme creative and Aha! Consulting conduct targeted research and planning on web and logo/design elements

Timeline



February 22, 2008

- From February 15, 2008 Council Retreat Memo:
 - *This session will begin at 8:30 am. The first topic will be an update on our communication strategy including receiving input from the Council on a new city logo. After much discussion including staff input, we have narrowed the choices to two different pictures and two different fonts. The four alternatives are attached for you to ponder before this session.*
- City Council selects new logo, and slow rollout begins
 - *“Slow rollout” – purchase of new materials as funding allows or as supplies are needed*
 - *Example: web presence includes new logo when it new site is rolled out*
 - *Example: letterhead with new logo is purchased when old letterhead is used*
 - *Example: new signage is purchased when funds are available*

April 2008

- City Council adopts 2008 goals and priorities, including:
 - *“Communications Strategy – Continue to implement communications plan as drafted.”*

May 2008

- City Council approves a contract to work with Aha Consulting and +alcheme creative on web and branding

Timeline



June 2008

- Council adopts FY 2009 budget that includes funding “to initiate a program for developing consistent signage throughout the City...”

October 17, 2008

- Communications Plan update presented to and agreed to by City Council
- The update includes a general status report on efforts thus far

February 2, 2009

- Communications Plan update presented to and agreed to by City Council
- Status report on efforts thus far
 - *Excerpt of City Branding element from that presentation:*
 - Branding process has come full circle
 - » Internal and external focus groups, Council decision

May 2009

- City receives County tourism funding for consistent signage throughout the City to promote tourism and recognition of place in West Linn.

Facts



- ◆ Since June 2008, the new logo, brand, colors have been used in “Update” newsletters mailed to all homes
 - 16 months at 9,500 newsletters per month = 152,000 printed newsletters using the new layout
- ◆ Since June 2008, the new logo, brand, colors have been used in the City web site
 - 380,506 external visits to web page (does not include staff visits)
 - 1,052,403 pages viewed (does not include staff visits)
- ◆ Since August 2008, most (if not all) presentations to the City Council have used the branded template that this presentation tonight is using
 - 14 months at average of three meetings per month = 42 presentations using the new layout

Council Options



- 🍃 New branding process
- 🍃 Leave brand the same

Questions?



Update: NA Signage



Interest in Neighborhood Association signs

Staff recommendation:

- Provide one 18” x 36” sign to each Neighborhood Association (City expense)
- Additional signs are at the NA’s expense from stipend funds – with a maximum number allowed per size of the NA (TBD)
- NA can pick the location(s) and work with staff to ensure appropriateness
- Signs will be ordered and made by the same vendor as City signs
- Sign font and layout will be the same, but NA will design the artwork
 - *Citizen design*
 - OR
 - *Staff can assist with graphic design (including online voting service)*

Examples of Consistency



City of West Linn
Marylhurst Neighborhood Association



City of West Linn
Bolton Neighborhood Association



City of West Linn
Robinwood Neighborhood Association



City of West Linn
Willamette Neighborhood Association



City of West Linn
Skyline Ridge Neighborhood Association