

Public Communications Memorandum
2016-06

DATE: September 12, 2016

TO: Honorable Mayor Joyce Downing and City Council

FROM: James A. Hayes, City Manager *JH*
Margo Aldrich, Communications Manager *MA*

SUBJECT: **CR-96: Decision to Change Logo**
CR-97: Adoption of New City Logo

BACKGROUND

During the July 22 Study Session, Slate Communications presented seven logo concepts to council, three of which were recommended by staff. During that presentation council narrowed the selection to two options with minor modifications requested. At the August 15 Study Session, the modified logos were presented to council. After discussion, one was ultimately selected in an informal process to be included in branding as the new city logo.

Once a decision is made regarding a logo, the final steps of the branding initiative will be conducted. This will include the creation of brand and graphic standards, and templates for print communication vehicles.

A detailed implementation plan for a new logo has been prepared and is included with this memo.

RECOMMENDATION

The staff recommendation is for council to provide direction regarding two decisions: (1) if a logo change for the city is requested as part of the branding process; and if approved, (2) if the logo identified during the August 15 Study Session is the selection.

If the logo change is accepted, staff is also seeking direction regarding the implementation plan and the proposed timeline.

STAFF REFERENCE

If you have any comments or questions please contact Margo Aldrich, communications manager, at maldrich@northglenn.org or by calling 303.450.8713.

ATTACHMENTS:

Re-Branding Implementation Plan and Cost Analysis
Examples of Logo Usage

**City of Northglenn
Re-Branding/New Logo
Implementation Plan and Projected Costs**

Pending adoption of a new city logo, this implementation plan begins with the Kick-Off Phase for the remainder of 2016, and continues through 2020. The 4 ½-year plan will allow for a gradual change, which will accommodate both the budget impact and limited staff time. The timeline can be adjusted as needed.

The goals of the implementation plan for the re-branding/new logo roll-out are:

- Gracefully and respectfully retiring the current logo
- Develop graphic and brand standards
- Conduct workshops or one-on-one meetings with staff who is responsible for development and distribution of communication vehicles.
- Tease new logo to the residents and others before launch, building anticipation and excitement
- Explain our process and reasoning to all audiences through our information channels: the Connection, social media, www.northglenn.org, the economic development newsletter, Nextdoor, and other vehicles.
- Use existing materials that contain current logo and as they are reordered/reprinted implement the new logo and branding
- To be thoughtful and strategic in reordering, acknowledging that we may be able to let go of some items and processes and revise others for maximum efficiency
- Phase in signage and decals on vehicles
- Phase in new decals on city street signs and overhead signs
- Launch new logo Jan. 3

Note: the asterisk * by some items indicates a new cost to the city.

Kick-off Phase: Remainder of 2016

Estimated implementation cost: \$30,000. This amount to be absorbed into the existing 2016 operating budget.

Sept. 2016

Decision about logo

Oct. 2016

Develop brand and graphic standards

- Completion date Oct. 31.

*Provide brand standards and logo to NURA for 104th Ave. and I-25 monument signs

- By Nov. 1

Create talking points for council and staff and Q&A sheet for residents explaining why the city has a new logo and the process that led to the decision

- Complete by Oct. 31
- Distributed to employees at open house, Nov. 14
- Distributed to council on Nov. 7
- Available to public Dec. 15

Nov. 2016

Employee open house- introduce new logo to all staff, week of Nov. 14. Open house in three city locations- City Hall, M&O and the Water Treatment Plant, on different days

- Provide refreshments
- Poster boards on easels with the new logo and how it will be used
- Make available the Q&A sheet that explains why the city has a new logo and the process that led to the decision.
- Welcome discussion with staff, have committee members present at each event

Begin teasing logo launch to the public via social media, the Connection and website

- Campaign Nov. 28-Jan. 3

Retirement ceremony for current logo and transition to new logo

- Nov. 28 City Council meeting
- The current logo warrants honoring and acknowledgement of a job well done.
- Proclamation at council meeting
- Video for Northglenn Now; history of logo, how it evolved, duration of use, etc. for airing after transition

Brand training for directors and staff; council as requested.

- Primarily for staff that is responsible for the development and implementation of printed materials or other communication vehicles, anyone is welcome to attend the workshops or request a one-on-one meeting.
- Presentation to be made at Leadership Meeting

Inform printers and other vendors about the logo change and provide guidelines and artwork to them.

December 2016

Creation of logo for Northglenn TV (NGTV) currently Channel 8

- Complete and implemented Jan. 3

*Update introductions to Northglenn Now and City Council meetings on NGTV

- Complete and implemented Jan. 3

Integrate the brand including logo and color into the Connection newsletter

- Complete and implemented for Jan. issue

Update e-newsletter

- Updated for Jan. 3 launch

Apply brand to advertisements on digital signs on I-25

- Launch Jan. 3

Develop and begin printing/ordering as needed during November and December, utilize starting January 3

Begin applying brand to promotional items and banners

Begin applying brand to apparel items purchased for staff or as a give away

Begin applying brand to print materials as they are created; brochures, flyers, banners, Rec Guide, etc.

*Print new business cards for council and staff

Begin applying brand to letterhead, envelopes, forms, utility billing statements, etc. as they are reprinted

*Replace logos in framed council photos in City Hall and Rec Center

Apply brand to current and re-design of city website

*Apply brand to employee name tags and ceremonial name tags for council, boards, and staff

*Apply brand to online forms

*Lapel pins

- Ordered by city manager adm., these are used for staff and council name tags and given to guests as appropriate

***Redesign and purchase new city flags**

- Investigate sources for flags
- Purchase five

***Welcome mats in city buildings**

- Consider non-logo mats instead of mats with city logo
- Investigate sources

***Apply brand to exterior signage and monument signs for City Hall, the Rec. Center, M&O Building, Wastewater Treatment Plant, and Water Treatment Plant for implementation Jan. 3.**

- Working with contracted sign companies and city sign and decal production staff, evaluate building signage and replace inserts, decals, and metal plates as needed.

Phase 1: 2017

Estimated cost: \$50,000, note this is a conservative estimate

January 3, 2017-Launch

Introduce new logo and branding to the community via social media, the Connection and website. The “unveiling.”

- Start Jan. 3
- Cover story in the Connection
- Announcements on social media
- On the website rotator
- Special page on website for Q&A sheet, logo variations, etc.

***Apply brand to monument signs**

- Begin process in Jan. 2017, complete in summer 2017.

January-March 2017

Design process for application of brand to police vehicles, patches and badges

- In collaboration with Chief May, a design that meets the needs of the Northglenn Police department will be developed

***Design process for application of brand to city vehicles**

- Appearance and layout of decals for various vehicles will be developed. Internal stakeholders will be consulted and approval will be obtained before implementation.

April-December 2017

***Apply brand to city vehicles**

- Current decals on vehicles will be systematically removed and new decals applied.

***Apply brand to police vehicles**

- Current decals on vehicle will systematically be removed and new decals applied.

***Apply brand to Welcome to Northglenn signs**

- Artwork for new signs will be provided and new signs created and hung.

***Apply brand to signs at city parks**

- The metal plates containing the current logo will be removed and replaced with plates containing the new logo

***Apply brand to signs on trails**

- Artwork will be provided and new signs will be created and installed

***Begin applying brand to street signs and overhead signs**

- A decal of the new logo only will be adhered to current street and overhead signs

***Apply brand to Partners with Parks signs**

- Artwork will be provided for new signs or a decal will be created to update current signs

Apparel with former city logo must be retired

Phase Two: 2018

Estimated implementation cost: \$5,000

***Continue applying brand to street signs and overhead signs**

***Apply brand to trash cans in parks**

- Decals with new logo will be applied

Phase Three: 2019

Estimated implementation cost: \$5,000

*Continue applying brand to street signs and overhead signs

*Begin replacing tiles embedded in brick pillars around the city

- Obtain bids for tiles to replace current tiles embedded in brick pillars
- Order tiles and in collaboration with Public Works develop installation plan.

Phase Four: 2020

Estimated implementation cost: \$5,000

*Continue replacing tiles embedded in brick pillars around the city

*Apply brand to street and overhead signs

Total estimated cost is \$100,000



CITY OF Northglenn



SPONSORED BY: MAYOR DOWNING

COUNCILMAN'S RESOLUTION

RESOLUTION NO.

No. CR-96
Series of 2016

Series of 2016

A RESOLUTION TO AUTHORIZE THE REVISION OF THE CITY OF NORTHGLENN LOGO

WHEREAS, changing the logo is a multi-generational decision for the city; and

WHEREAS, development of a marketing plan and rebranding with the evaluation of the city's current logo is a key element of the 2014 Strategic Plan; and

WHEREAS, City Council granted permission to contract with the second branding consultant; and

WHEREAS, rebranding is consistent with the vitalization projects in the city; the Justice Center, Civic Center Master Planning, and several new city festivals and events; and

WHEREAS, a new city logo would represent the city Northglenn has become and is becoming.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF NORTHGLENN, COLORADO, THAT:

Section 1. The City Council hereby determines to revise the city logo as part of the rebranding effort.

DATED at Northglenn, Colorado, this _____ day of _____, 2016.

JOYCE DOWNING
Mayor

ATTEST:

APPROVED AS TO FORM:

JOHANNA SMALL, CMC
City Clerk

COREY Y. HOFFMANN
City Attorney