



City branding efforts



Presentation overview

- Recent communication projects
- Richfield's lack of visual identity
- Branding process
- Proposed brand elements
- Feedback

Recent communication projects

- Summer of Community Development
- “Best Burb” campaign with RTPB
- “Now, that’s Rich(field) podcast



Summer of Community Development

- The Community Development Department's efforts touch everyone in Richfield, but their programs and initiatives are less understood than other departments.
- Tactics
 - Website articles
 - Facebook longforms
 - Social media channels
 - Videos
 - News releases (as necessary)

“Best Burb” campaign

- Worked with RTPD to promote Richfield
- Used the increase traffic in metro during state fair to increase message reach
- Timeline: August 23-September 21
- Campaign elements:
 - I-494 Billboard
 - Radio ad on Cities 97 (51 airings)
 - Social media posts (60 posts)
 - Blogs (4)
 - Print advertisement (City Pages)
 - Online ad campaign (two ads, running all month)

Now, that's Rich(field) podcast

- Starts airing in September
- Once a week
- 15-20 minute podcast
- Downloadable on iTunes, Google Play, Sound Cloud and Spotify
- Discuss city projects, issues and history

Lack of visual identity



Friends of Wood Lake Nature Center
... Benefit Dinner ...

Friday, April 27, 2018
Minnesota Valley Country Club
6300 Auto Club Road, Bloomington



Enjoy a delicious meal, a silent auction, ticket prizes, and a cash bar while supporting this gem in the midst of the city.

Dr. Gary Johnson, professor of Urban Forestry from the University of Minnesota, will share insights on how a changing climate could mean a change in which trees are best for Minnesota.

Joining us as MC this year is **Sue Scott**, from *A Prairie Home Companion*, local theater scene, and both film and television.

Be a part of FOWL's biggest event of the year! Our annual dinner brings people who love Wood Lake together for an evening of celebration!

Schedule of Events:

- Social hour and silent auction opens - 5:30 pm
- Chef-prepared dinner - 7 pm
- Evening program - 8 pm

Cost: \$50.00 per person

Reserve your tickets today!
Call 612-861-9365, or register online at www.woodlakenaturecenter.org

100% of proceeds go to supporting the programs and facilities of the Wood Lake Nature Center.



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Branding process

- Research
 - Branding trends
 - Regional preferences
- Created city branding taskforce
- Hosted facilitated conversations with city branding taskforce
- Conferred with external designers

Proposed brand: Personality

- Richfield is/strives to be:

- Diverse
- Robust
- Grounded
- Balanced
- Budding
- Conscientious
- Spritely

Proposed brand: Not our personality

- Yuppie
- Stuffy
- “Poor Edina”
- Old
- Out of touch
- Unhelpful
- Transient
- Backwards thinking
- Shabby
- Lazy
- Worthless
- Wasteful
- Bureaucratic
- “Small town”
- Shrinking

Proposed brand: Style

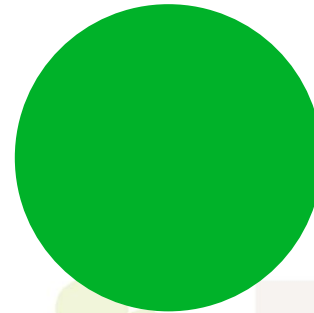
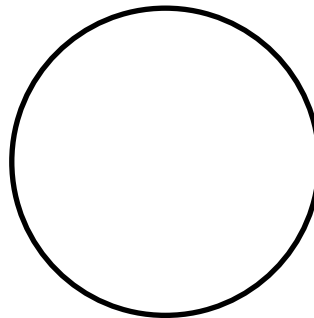
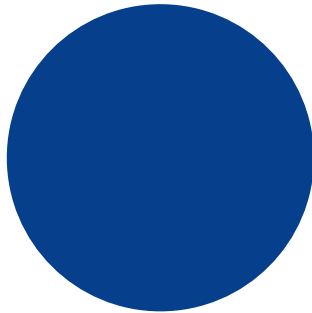
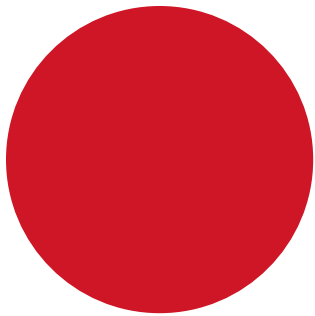
- Clear. Concise. With Personality.
- Government fails to connect with citizens because:
 - Complicated messaging
 - Longwinded
 - Boring
- Richfield is none of those things, the city's messaging should reflect its personality

Proposed brand: Voice

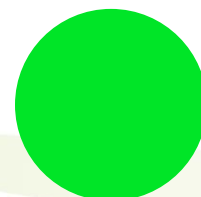
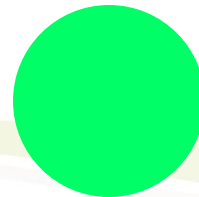
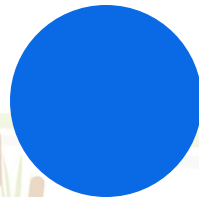
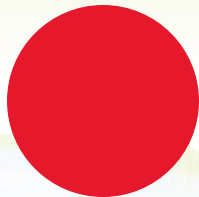
- The language we use to communicate with residents is just as integral as the visual elements of our brand.
- Like our style we will be clear, concise, and have a personality.
- As an organization, we want to sound like a person that is approachable and helpful, to build a relationship with residents
- When crafting messages we will strive to be casual, clever, optimistic and matter-of-fact

Proposed brand: Color

Core colors



Accent colors



Proposed brand: Typography

Proxima Nova Bold

Proxima Nova Bold Italic

Proxima Nova Regular

Proxima Nova Regular Italic

Proxima Nova Light

Proxima Nova Light Italic

Proposed brand: Logo usage

Primary



Secondary 1



Secondary 2



Next steps

- Present to division managers for feedback
- Make final tweaks
- Finalize branding guide
- Update current materials to reflect new brand guidelines
- Create templates
- Revise writing style guide



Feedback?

