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
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?