



<b>Meeting Date:</b>	June 1, 2026
<b>Submitter:</b>	Blaine Wing, City Administrator Ashley Monroe, Assistant City Administrator/HR Director
<b>Department:</b>	Administration
<b>Agenda Item:</b>	Approve Brand Standards Guide+ for 2026-2027

**Summary:** The City of Crest Hill has a vested interest in effective communication with its residents, businesses, and the public. The goal of updating and focusing the City’s communication efforts resulted in entering into an agreement with communications consultant Method Engine, LLC, on December 15, 2025 (Res. 1368). Method Engine has coordinated with City staff to support a range of communications and branding initiatives, including assisting with the transition to an updated website management platform, and creating a plan for targeted strategic communications for print, digital and social media platforms.

Staff and Method Engine have also developed a comprehensive Brand Standards Guide that will help the City execute clear and effective branded communications. An overview of the draft guide was presented at the May 11<sup>th</sup> Work Session and City Council provided an opportunity to share feedback by May 22, 2026.

The Guide establishes information about the City, goals for communication style, tone, and messaging, offers instructions on making changes to the City’s website, posting processes for social media, and aligns all use of the City’s branded logos and colors for digital and printed materials. Especially while the City does not have a single individual creating content and distributing it on behalf of the City, this guide is an essential ingredient for the multiple staff responsible for City communications in their respective departments.

The flexible nature of the content in each year’s guide is the reason it is titled, “Brand Standards Guide+”. As this is a working guide, the initial version (2026-2027) includes instructions for moving to the City’s new website platform. After we complete that process and analyze the success of our communication strategy, the document may require editing. The document will be reviewed annually and proposed edits made by City staff. The next update will be brought back to Council for review in summer 2027.

**Recommended Council Action:** Adopt Brand Standards Guide+ for 2026-2027.

**Attachments:**

- Resolution
- Brand Standards Guide (May 29,2026)