

Richland Center - Citywide Branding Project Synopsis

2/3/2023

By: Jasen Glasbrenner – Economic Development Director

Fourth Quarter of 2021

- The Economic Development Office began working on an official Branding Project with Southwestern Wisconsin Regional Planning Commission. The project would cover the development of branding for both the City and the County and the costs would be covered by a USEDA Grant that the County received in 2021. Kristin Mitchell Design was identified as the brand design consultant.
- A County Branding Committee and a City Branding Work Group was established. There were seventeen (17) people in the Work Group for the City, nine (9) people on the appointed County Committee, and three (3) people on the design consulting team.

First Quarter of 2022

- A series of three Committee and Work Group public meetings were conducted on Jan 27th – 2022, March 9th – 2022, and April 6th – 2022.
- At the Jan. workgroup meeting we outlined the process we would work through and began idea generation. There were 26 Committee and Work Group members in attendance.
- In Feb. there was a public input process conducted where ideas for the mottos and logos were solicited from citizens of the City and County. This was announced on the radio and published in the paper. There were around 20 submittals from the process.
- At the March meeting the ideas that were gathered from the Jan meeting and public input process were presented back to the group by the design consulting team. The consultants led the group through a process where the mottos were identified for both the City and the County. Initial concepts of the logos were reviewed refining suggestions were made. There were 18 Committee and Work Group members in attendance.
- At the April workgroup meeting the refined logos were reviewed and the final concepts were selected. There were 20 Committee and Work Group members in attendance.

May 2022

- The County Board approved of the logo and motto concepts and authorize the final development phases to be conducted by the design consulting team and the County Administrator.
- The refinement process continued on the City Logo. An electronic survey was submitted to the City workgroup for further input.

June 2022

- An additional survey was sent out to City workgroup and a final logo concept was selected for presentation to the City Council.
- On June 21st – 2022 the Council approved of the Logo and Motto and authorized the final development phases to be conducted by the design consulting team and the City Administrator.

July – Dec 2022

- Work continued under the design consulting team and the City and County Administrators to develop a Branding Manual that outlined departmental variations.
- Departmental variations were presented at both County and City Department Head Meetings and input from the departments was sought.
- In late December 2022 the completed branding manual and all graphic files were delivered to the County Administrator for implementation throughout the County.

Jan – Feb 2023

- The final draft of the Branding Manual for the City was completed by the design consultant during the week of Jan 30th – 2023 and an implementation timeline is discussed with City Administrator – Ashley Oliphant, City Utility Office Manager - Vanessa Mueller, and Economic Development Director - Jasen Glasbrenner.
- The Branding Manual with implementation time line is presented to City Council on Feb 7th – 2023 and to the City Utility Commission on Feb 8th- 2023.