

## NAMING AND BRANDING POLICY

### SECTION 1. PURPOSE

This policy sets forth guidelines for naming and branding all public assets, including trails, memorials, benches, commemorative signs, flags, banners, as well as all city departments and subunits, such as committees, commissions, and boards, within the City of Richland Center. It reserves exclusive authority for these naming and branding decisions in the Common Council, while incorporating community engagement and integrating marketing strategies to promote the city's identity, history, and values.

### SECTION 2. SCOPE

This policy applies to the naming and branding of all city departments, subunits, and public assets owned or managed by the City of Richland Center, with exclusive authority vested solely in the Common Council.

Departments and subunits include, but are not limited to:

- Departments of Administration, Clerk, Treasurer, Zoning, Tourism, Parks & Recreation, Economic Development, Public Works, Police, Library, and City Utilities.
- All standing and ad hoc committees, commissions, and boards.

Examples of public assets include but are not limited to:

- Trails and pathways
- Memorials and monuments
- Benches and seating areas
- Commemorative signs and plaques
- Flags and banners
- Parks, buildings, and other public facilities

### SECTION 3. DEFINITIONS

- **Branding:** The consistent use of visual and verbal elements, such as logos, colors, slogans, and signage to represent the City of Richland Center's identity.
- **Brand Identity Guidelines:** Includes logos, color palettes, typography, tone of voice, layout specifications, and standards for digital and physical materials.
- **Commemorative Sign:** A sign or plaque recognizing historical, cultural, or individual significance.
- **Department:** Operational units of the city responsible for management and delivery of services.
- **Flags and Banners:** Decorative or commemorative fabric displays, such as street banners or flags, installed on public property to mark events, history, or community identity.
- **Naming:** The assignment of a name to a public asset, including new names, renaming, or commemorative designations.
- **Marketing:** Activities to promote the city's identity, tourism, and community pride through public assets.
- **Public Asset:** Any city-owned or managed property, structure, or feature accessible to the public, including flags and banners.
- **Subunit:** A subordinate body established or authorized by the Council to fulfill advisory, oversight, or specialized functions in support of local governance.

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## SECTION 4. POLICY STATEMENTS

### 1. Authority for Naming & Branding Decisions

- The City of Richland Center Common Council (hereinafter “Council”) holds final authority for approving the names and branding of all public assets, departments, and subunits. This authority is vested solely in the Council and does not extend to its subunits.
- The Public Works Committee is responsible for reviewing naming proposals, soliciting community input, and making recommendations to the Council.
- The City Administrator oversees implementation of naming and branding decisions and ensures compliance with this policy.

### 2. Naming Criteria

- Names shall reflect:
  - Historical, cultural, or natural significance to Richland Center or Wisconsin.
  - Contributions of individuals or groups to the community, state, or nation.
  - Geographic or environmental features of the asset’s location.
- Names shall avoid:
  - The inclusion of commercial or corporate names and branding, unless part of a sponsorship agreement approved by the Council in accordance with the Donation Policy, if applicable.
  - Controversial or divisive figures/events, as determined by the Public Works Committee and Council.
  - Duplication of existing names within the city to prevent confusion.

### 3. Community Engagement

- The Public Works Committee *may* solicit public input through public meetings, online surveys, or written submissions for each naming proposal.
- Proposals from community members, organizations, city departments, committees, boards and commissions are encouraged and must follow the applicable Standard Operating Procedure (SOP). The Public Works Committee shall prioritize names that foster community pride.

### 4. Branding & Marketing Integration

- Naming decisions shall align with the city’s branding and marketing strategy to promote tourism, economic development, and community identity.
- All branding activities shall adhere to the Branding Identity Guidelines as adopted by the Council, most recently updated on February 7, 2023.
- Names and associated signage, flags, or banners shall incorporate elements of the city’s brand (e.g., logo, tagline, or color scheme) where appropriate, as approved by the City Administrator or designee.
- The Tourism and Economic Development Departments shall develop promotional materials (e.g., brochures, website content, social media campaigns) to highlight newly named assets, emphasizing their historical, cultural, or natural significance.

- Commemorative signs, flags, and banners shall include QR codes or website links (where feasible) to direct visitors to city tourism resources.

### 5. Installation and Maintenance

- The Public Works Department shall oversee the installation of signs, plaques, flags, banners, or other naming markers, ensuring compliance with Wisconsin Department of Transportation (WisDOT) regulations (if applicable) and local zoning ordinances.
- The Public Works Department shall be responsible for maintenance, of which costs shall be budgeted annually.
- Donations for long-term care may be accepted in accordance with the Donation Policy.
- Installation of commemorative signs, flags, and banners shall adhere to Wisconsin Historical Society guidelines for design and durability (e.g., cast aluminum for signs, weather-resistant materials for flags/banners).

### 6. Renaming and Removal

- Renaming proposals shall follow the same process as new naming, with additional justification for why the current name is no longer appropriate.
- The Council may remove a name for any reason, with or without public input or Public Works Committee recommendation. Examples of reasons for removal include, but are not limited to:
  - The name no longer aligns with community values.
  - New historical evidence undermines the name's appropriateness.
  - The name causes confusion or lacks relevance to the asset's purpose.
  - Community feedback indicates significant opposition to the name.

### 7. Compliance with State and Federal Regulations

- Naming and signage, including flags and banners, shall comply with WisDOT regulations for highway-adjacent assets, Wisconsin Historical Society marker guidelines (if applicable), and federal accessibility standards (e.g., ADA-compliant signage).
- Historical or memorial signs, flags, or banners in historic districts shall align with local Historic Preservation Commission policies, if applicable.

## SECTION 5. ROLES AND RESPONSIBILITIES

- **Common Council:** Approves final naming and branding decisions.
- **Public Works Committee:** Reviews naming proposals, engages community, recommends naming to Council.
- **City Administrator:** Oversees policy implementation, ensures compliance with branding guidelines, and coordinates departments.
- **Tourism and Economic Development Departments:** Develops promotional materials, ensures brand consistency.
- **Public Works Department:** Manages installation and maintenance of signs, plaques, flags, and banners.

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- **Historic Preservation Commission:** Advises on historical accuracy and compliance with preservation guidelines.

**SECTION 6. REVIEW AND AMENDMENT**

- This policy shall be reviewed as needed by the Council or its designated committee.
- Policy amendments require Council approval.

**SECTION 7. EFFECTIVE DATE**

This policy shall take effect on May 6, 2025 and apply to all development incentive requests submitted on or after that date.

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**ADOPTED** by the Common Council of the City of Richland Center on this 6<sup>th</sup> day of May by the following votes: AYES \_\_\_\_\_, NOS \_\_\_\_\_.

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Todd Coppernoll, Mayor

Attest:

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Amanda Keller, Clerk