



CITY COUNCIL ACTION FORM

Department	Presented by	Date
Administration	Kristen Knoll, Slate Communications	October 5, 2021

ITEM

Municipal Logo Selection

BACKGROUND

The City of Salida is changing, and the current logo no longer reflects the City's unique and vibrant culture or identity. In March 2021, the City began an inclusive process to redesign its current municipal logo.

Why is a new City logo needed?

- The current logo was created before 2008 and has become outdated over time.
- The current logo was designed without a cohesive brand, and brand guidelines were never incorporated, leading to inconsistent logo use.
- Production of the logo on apparel, signs and other digital materials does not reproduce well, often resulting in additional printing costs and other issues.
- The current logo doesn't fully represent the City government organization, its responsibilities or its core values.

Goal

The goal of this project is to create a new logo that better represents the City government organization. The logo design must be flexible and work in various applications, including buildings, signage, vehicles, apparel, printed material and online/digital formats.

Process and Timeline

Project management and oversight have been led by Slate Communications, the City's communication consultant partner since 2019, with input and guidance from City staff. Below is an overview of the project timeline-

- March – May- City staff met with Slate Communications to develop a logo redesign process that incorporated input from residents and allowed local graphic designers to create a new logo. A Brand Committee was established.
- May – June- Stakeholder interviews with residents, business owners and artists to gather insights about the community.
- May – September- The Brand Committee made up of local graphic designers, artists, community leaders, City staff and City Council members met five times beginning in May.



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- July – August: Local graphic designers who reside in Chaffee County were invited to submit previous portfolio work. Their work was critiqued by the Brand Committee using a Design Matrix. Twenty-one local designers responded to the opportunity and submitted their artwork. The top two local graphic designers, with the highest overall scores from the Scoring Matrix, were invited to create new logo options for the Committee's consideration.
- August – September: The two local graphic designers, and graphic designers from Slate Communications, spent about a month designing eleven logo options for the Committee to review.
- September: Slate Communications presented the logo options to the Committee and the field of logos were narrowed down to five. The top logos were edited at the Committee's request and reviewed again at another Committee meeting.
- September: The top three logos were shared with the community for review and feedback via an online visual survey. Survey responses will be shared with City Council and the Committee when the opportunity closes on October 4.

Outcome

The Brand Committee has selected a top logo for City Council approval. The chosen logo design meets all the requirements and goals of the project and is a strong visual representation of the City organization. The top logo choice is attached.

FISCAL NOTE

The total cost for the development of a new City logo, paid to Slate Communications, is \$14,375, broken down as follows:

- Phase 1: Community and Stakeholder Coordination - \$2,625
- Phase 2: Brand Development - \$11,750

Included in the Brand Development total is compensation of \$2,500, each, to two local graphic designers who created several logo options for the Brand Committee's review and consideration. A breakdown of expenses is attached.

Not included in the project cost is production and printing of City collateral incorporating the new logo. Brand and logo integration will take place over time and on an as-needed basis to save money and coincide with project needs and City priorities.

STAFF RECOMMENDATION

Staff and the Brand Committee recommend approval of a new municipal logo.



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SUGGESTED MOTION

A Council member should move to approve the selected new municipal logo for the City of Salida organization.

THE CITY OF SALIDA
WANTS YOUR OPINION.

**WHAT'S
YOUR
FAVORITE
LOGO?**



VISIT [CITYOFSALIDA.COM/LOGO](https://cityofsalida.com/logo) TO GIVE US YOUR OPINION.

CITY OF SALIDA BRANDING

PHASE 1: COMMUNITY COORDINATION

\$2,625

Identify and communicate with stakeholder groups

- City representatives (staff & council)
- External stakeholders - SBA, Chamber, Arts, Rec

One-on-one conversations with community Influencers

Establish Brand Committee (core decision making team)

Gather brand preferences from brand committee

PHASE 2: BRAND DEVELOPMENT

\$11,750

Synthesize findings into creative brief (i.e., direction for graphic designers to develop new logo choices)

Vet local talent and choose two designers/firms to design logo options

Provide direction and compensation for designers/firms to create two logos each

Slate creates two logo options

Discussion/evaluation of logos by Brand Committee

Rounds of revisions as necessary

Public feedback of top logo options

Based upon feedback from Committee, stakeholders and community feedback, chosen logo is presented to Council

Update existing brand guide with new logo

Develop implementation schedule

DELIVERABLE: LOGO

FINISHED LOGO & BRAND GUIDE COST

\$14,375

BRAND INTEGRATION & TEMPLATE CREATION

TBD

Development of templates, specific needs determined by City staff

- Apparel & vendor selection
- Vehicles
- Print collateral
- Sign templates

Update existing Brand Guide with new collateral examples

DELIVERABLE: COMPREHENSIVE BRAND GUIDELINES









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Heart of the Rockies







SALIDA

HOT SPRINGS AQUATIC CENTER

800



Thonhoff Park

PARK USE INFORMATION ON REVERSE



CITY OF SALIDA BRANDING

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