



cityofnovi.org

CITY of NOVI CITY COUNCIL

Agenda Item 6
September 24, 2007

SUBJECT: Continued discussion of proposed City logo and vision statement.

SUBMITTING DEPARTMENT: Neighborhood and Business Relations

CITY MANAGER APPROVAL:

BACKGROUND INFORMATION:

The City of Novi is at a critical stage in its evolution. As we embrace new City Council Goals and an Economic Development strategy, we have additional opportunities to build our brand as part of new development activities. At the April 16 City Council Meeting, the concept of developing a City branding/identity initiative before embarking on a large-scale project, such as the entryway signage program, was presented and the need for building a consistent image for the City and its services discussed.

Recognizing the City of Novi marketing and service strategies run across many different areas and departments, the importance of building a consistent brand image for the City and its services is now more important than ever. As Novi competes around the region, state, country and world, the image of the brand will determine the success of current and future initiatives. It was also discussed that while a new logo and vision statement would depict a state-of-the-art image for Novi, transitioning the current City logo into the official City seal would retain use of the historic graphic. The seal could be used on proclamations, official City records, etc.

The City posted an RFP for Branding Identity & Graphic Standards to Bidnet, soliciting qualified firms for this initiative and on June 4, 2007, City Council awarded the Branding/Identity/Graphics Standard contract to Ford & Earl Associates, Inc.

On June 13, Ford & Earl conducted a half-day visioning session with more than a dozen community stakeholders to glean clear direction for developing a Brand/Identity program for the City of Novi. In addition to the ideas generated and visions shared, the Ford & Earl team developed a proposed Vision Statement for the City of Novi:

Novi is an energetic and creative community proudly committed to outstanding education, vibrant local and international business and quality recreational and cultural services in a safe hometown atmosphere.

On August 27, proposed City logos were presented to City Council for review. Following this discussion, staff worked with Ford & Earl representatives to incorporate common themes, ideas, and suggestions in revising the various proposed logo options.

A Graphic Work Session with more than 30 community stakeholders was conducted on Monday, September 10. Attendees had the opportunity to view 73 different brand identity options and weigh in on each concept. A consistent theme heard throughout the work session was

maintaining tradition while giving the City a fresh, new look. Based on this input, four new designs were presented in an off-week packet for review and are attached to this motion sheet.

DISCUSSION

When contemplating these proposed choices, consideration should be given as to how the logo appears in a variety of applications. Ford & Earl recommends proposed logos #2 and 3. Both designs work well at all required sizes, incorporate a “cleaner” version of the current City logo, and project a distinct, progressive image for present and future marketing materials. Although proposed concepts #1 and #4 also incorporate the current logo into their design, the artwork, when replicated in small sizes, is challenging to decipher and reproduce and compromises the logo integrity.

Based on citizen input from the Graphic Work Session and City staff recommendations, including the Economic Development Manager, Information Technology Director, Community Relations Coordinator, and Parks & Recreation Communications and Marketing Supervisor, proposed logo # 2 emerges and is considered best for a variety of uses. This logo holds fast to the Novi tradition, while transforming the logo into a modern, bold, stately image. The deep, rich blue maintains Novi’s tradition and the secondary gold color lends to superior quality. From the smallest possible uses, such as lapel pins and business cards, to larger uses, as seen on vehicles, banners, and entryway signs, this logo provides for good, visual reproduction across the board. Samples of the uses are attached.

The implementation of a new logo would occur over time, with the updating of letterhead, business cards, and forms as current supplies were depleted. There would not be an immediate “retrofit” expense, but worked-in as new equipment and marketing material is produced. One mass publication in which a new logo would be used, with a distribution of more than 35,000 to all Novi residences and businesses, is the Annual City Calendar. The creation of style guides and templates would direct the use of the logo on flyers, brochures, publications, etc. as they were created.

RECOMMENDED ACTION: Continued discussion of proposed City logo and vision statement.

	1	2	Y	N
Mayor Landry				
Mayor Pro Tem Capello				
Council Member Gatt				
Council Member Margolis				

	1	2	Y	N
Council Member Mutch				
Council Member Nagy				
Council Member Paul				



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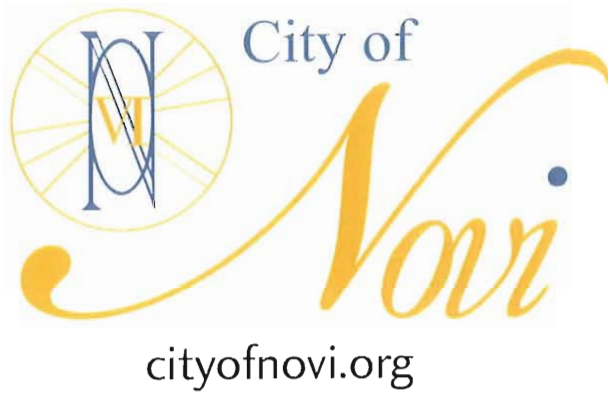


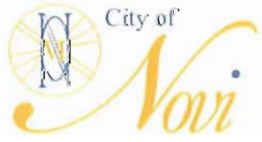
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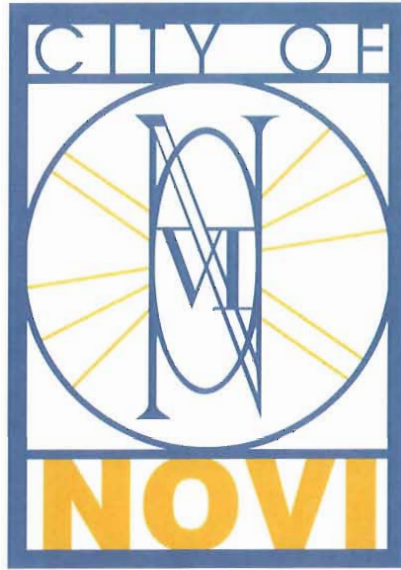
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<p>David B. Landry <i>Mayor</i></p>	



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Lapel pin
Actual size



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City Marker Sign







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Actual size