

Staff Report

LOGO DESIGN

July 9, 2011

One year ago the City Council approved a Request for Proposals (RFP) to seek a visioning consultant to lead the community through a process to address the Council's goal to "Create and Promote a Community Vision." In June, representatives from Brand Endeavor, the consultant selected, presented their final report to the Council, which included the final version of the vision and implementation strategies. In July, the Council approved the tagline, "Heartland's Leading Edge," and supported moving forward with implementation of the vision.

One implementation suggestion from the consultant was developing a new logo for the City incorporating the new tagline. A second option was sharing the logo with other organizations that market and promote Ames. The consultants suggested that a shared logo would not only represent our community as one which values partnership and collaboration, but would also provide a common look, tagline, and vocabulary for all users.

LOGO DESIGN:

Prior to beginning the visioning process, the Ames Chamber of Commerce, in conjunction with the Ames Convention and Visitors Bureau and the Ames Economic Development Commission, had already begun working with a graphic design company to develop a new logo. Once the City's visioning process began, those organizations put their redesign plans on hold. With the completion of the visioning process, these organizations went back to the design company and began working on logos that incorporated visual representation of "Heartland's Leading Edge" into the design.

The Chamber, ACVB, and AEDC have asked the City to partner with them on a collaborative logo that represents the "Heartland's Leading Edge." The new symbol, a stylized letter A with an arrow suggestive of forward momentum, would be used by each organization (Attachment A).

Options:

- 1) The City Council can choose to adopt the logo developed by the ACVB and Ames Chamber/AEDC.
- 2) The City Council can ask the ACVB and Ames Chamber/AEDC to go back to their consultant and request development of other logo designs for consideration.

- 3) The City Council can ask the ACVB and Ames Chamber/AEDC to partner with the City to hire a new consultant to develop other logo designs.
- 4) The City Council can ask the ACVB and Ames Chamber/AEDC to partner with the City to sponsor a public competition for the development of a new logo design.

COLOR SELECTION:

Once a decision is made regarding the joint logo, selecting a color to represent the City of Ames would be the next decision. Color selection becomes somewhat subjective, due to each person's color preferences. The ACVB has requested that its logo be reproduced in "Iowa State" red, due to the marketing opportunities done in partnership with ISU. The Chamber has not requested a color yet, and is willing to let the City select its color choice next.

Options:

After reviewing color psychology research, talking to the designer, and holding internal focus groups, staff has developed three options for selecting a color for the City.

- 1) The City Council can allow the graphic designer hired by the ACVB and Ames Chamber/AEDC to recommend a logo color for the City of Ames based on professional expertise.
- 2) The City Council, or City employees, can determine the color for the City of Ames logo.
- 3) The City Council can establish an input process whereby the public would be able to "vote" on a color for the City of Ames logo based on three color choices recommended by an internal focus group (green, blue, or maroon)

CITY MANAGER'S RECOMMENDATION

The City has the opportunity to work in partnership with other Ames organizations committed to the community's future growth, stability, and success. Due to fortunate timing, the City is able to take advantage of work already completed by consultants hired by the Ames Convention and Visitors Bureau and the Ames Chamber of Commerce/Ames Economic Development Commission.

Deciding on a new logo to represent our City organization, or for that matter any organization, is a subjective decision based on personal preference. Some of you may not like the proposed logo, while others, I'm sure, will be very fond of it.

Staff is confident that should we decide to hire a new consultant to develop a different logo, unanimous support will not be forthcoming. Therefore, in terms of design, it is the recommendation of the City Manager that the City Council adopt the logo recommended by the ACVB and Chamber of Commerce/AEDC as long as

they incorporate the suggested tagline: “Heartland’s Leading Edge,” into the design.

In order to be successful, some level of personal commitment to the logo is required. Staff believes public input into the color choice is advisable, especially since no input was solicited in developing the final logo design. Therefore, it is the City Manager’s recommendation that the City Council initiate a “pubic vote” on the three suggested color options. This type of public input process was also used successfully in adopting a design for CyRide’s new hybrid buses.

Attachment A

