

Staff Report
DISCUSSION REGARDING PROPOSED NEW TAGLINE AND LOGO
January 24, 2012

TAGLINE/LOGO UPDATE

TAGLINE

Several tagline options were provided to the City Council at the end of November, and the Council voted to provide direction on three potential taglines. The finalists were: Smart Move, Heartland's Leading Edge, and Smart Choice. Preliminary Internet searches had revealed some potential conflicts, so the Council was very prudent in providing direction on more than one option.

Smart Move: The City of LaGrange, Georgia, which has trademarked Smart Move and uses it as part of its marketing strategy, immediately sent a letter to our legal department after reading about our potential tagline through news wire services. This option was eliminated.

Heartland's Leading Edge: Council Bluffs, Iowa, was contacted about its use of "Iowa's Leading Edge," which is being used with the "TM" logo. From feedback received, it was very clear that Council Bluffs was not comfortable with another Iowa city using a tagline so similar to its own. Again due to the reaction and concern, it seemed likely our tagline would be challenged in the trademarking process. This option was eliminated.

Smart Choice: Smart Choice uses different vocabulary than our first option, but maintains the essence of the original. Smart Choice has been used to describe a business recruitment program for the City of Philadelphia (Philadelphia: Smart City. Smart Choice), but Philadelphia has not trademarked those words. Philadelphia uses the trademarked tagline of "Life. Liberty. And You." There are other businesses using variations of Smart Choice, but no other city was identified. Aside from Philadelphia, our legal department has confirmed "Smart Choice" does not have any obvious legal complications.

The Ames Chamber has approved moving forward with the tagline "Smart Choice" contingent on Ames City Council approval. **In conclusion, it is recommended moving forward on the tagline: City of Ames, Iowa: Smart Choice**

OPTIONS RELATED TO A NEW TAGLINE:

1. The City Council can approve "Smart Choice" as the new tagline.
2. The City Council can reject "Smart Choice" as the new tagline.

LOGO

As you know, the ACVB and Ames Chamber of Commerce contracted with Push Branding & Design for their own rebranding. When the City of Ames went through its visioning process, the City's consultant suggested the major organizations promoting Ames should work towards a coordinated, unified look to demonstrate we are a community that works collaboratively.

The purpose of our logo is to symbolize the vocabulary identified during the visioning process. Through visioning, we developed specific words that describe the community we want to be. Those words include smart, open-minded, decisive, collaborative, confident, and innovative.

Using a process presented to the City Council earlier, members of Public Relations, Advertising, and Marketing (PrAM) of Central Iowa met recently to discuss logo options provided by Push Branding & Design. At this meeting, the 20 attendees were given five design options. The group was asked to narrow the field to three finalists, which was accomplished quickly with little debate. From three, the group split on a favorite. The top two logo options are Option 2 and Option 3.

In general, the comments regarding the Option 2 and Option 3 were "these are both very good," and "I'd be happy with either one." The feedback from the designer about Option 2 and Option 3 suggested that Option 3 could be more versatile in multiple uses (promotional items, signage) because of the simplicity of its shading.

Option 1 received comments including "It's strong and exciting," "I think it really suggests 'discovery' because the more you look at it, the more you see," "Very strong," and "It symbolizes collaboration." As was noted before, the comment was made, "It looks similar to the Adobe logo." Other comments included, "Too boxy," and "I don't love it, but I like it."

For Option 2, the comments from those who preferred this logo included "It's distinctive," "It's very dynamic – it comes alive," and "Very creative." The drawbacks included noted problems with reversing the logo and the possibility of the "A" mark taking on the look of a "V" when reproduced on certain products.

For Option 3, the comments from those who preferred this choice included "clean, simple and uncomplicated," "I can see the letter A, but it's not obvious," "I like how it looks like it's moving forward," "versatile look," "It's traditional, yet modern," and "edgy." When asked about drawbacks, comments included "It's flat – no depth" and "It's plain."

OPTIONS RELATED TO A NEW LOGO:

1. The City Council had discussed narrowing down the choices to three and asking the public to vote on the top three vote getters. This could be achieved through posting the options on the City's website, tallying results, and identifying

a winner. We do not have the ability to limit the number of times a person votes, and input would be limited to those who went on the website to express their preference, so it should be noted this is not a scientific representation of community preference.

2. The City Council has been given three design options that received favorable feedback from local marketing and communications professionals. The City Council can decide to move forward on one of the three options to be used immediately in combination with the new tagline.



Smart Choice



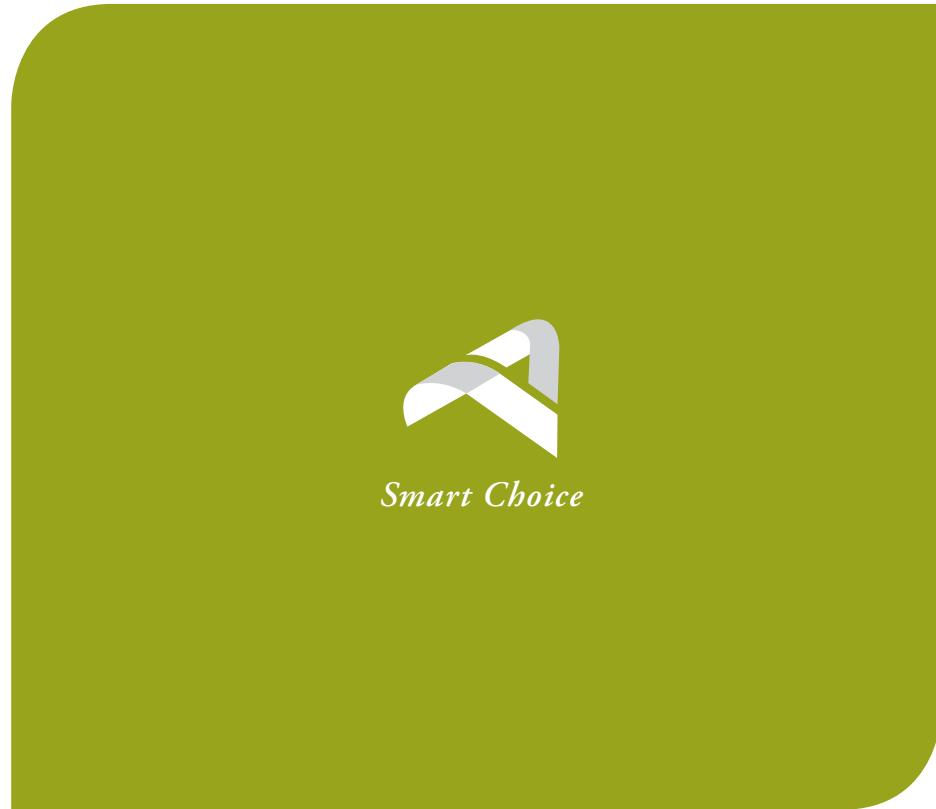
Smart Choice



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