

**COUNCIL ACTION FORM**

**SUBJECT:** FUNDING REQUEST FOR LOGO STYLEBOOK

**BACKGROUND:**

Staff is moving forward on implementing a new City of Ames logo in partnership with other organizations that promote and market Ames. In moving forward with this effort, it has been recommended the City purchase and utilize an Ames Brand Standards Guide (often called a “stylebook”). Such a Brand Standards Guide will provide direction, conformity, and consistency throughout the City of Ames organization on proper use of the new logo.

By working in partnership with the Ames Conventions and Visitors Bureau and the Ames Chamber of Commerce to adopt the new logo, the City has not been asked to make any financial contribution toward the prior costs associated with developing the logo. At this point, the other entities have absorbed approximately \$30,000 in design fees. While each organization will have a slightly different Brand Standards Guide, the City’s guide will be used as the basis for the others and represents a cost savings for them.

The City has never had a detailed guide providing direction on logo usage. Therefore, the City’s logo has been used differently by various departments and divisions. Providing standards for logo usage will help ensure a uniform, standard, and professional appearance for the City of Ames. This work will be performed by PUSH Branding & Design, the same firm that developed the logo.

**ALTERNATIVES:**

1. Redirect \$7,500 of the remaining \$7,689 budgeted for the Ames Visioning Project to Push Branding & Design for development of a Brand Standards Guide for our new logo.
2. Deny redirecting cost-savings to purchase a Brand Standards Guide for the City.

**MANAGER’S RECOMMENDED ACTION:**

Because the City Council has expressed interest in updating the City of Ames logo and collaborating with other organizations working to promote the community, having uniform guidelines on the use of the new logo will help create a unified, cohesive brand. Additionally, this is the City’s first expense in development of the new logo.

Therefore, it is the recommendation of the City Manager that the City Council approve Alternative #1, thereby redirecting \$7,500 of the remaining \$7,689 budgeted for the Ames Visioning Project to Push Branding & Design for development of a Brand Standards Guide for our new logo.