



“...meeting community needs...enhancing quality of life.”

OFFICE OF THE MAYOR

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MEMORANDUM

TO: Finance Committee
FROM: Sheng Riechers, Senior Communications Specialist
DATE: February 1, 2021
RE: Resolution #8-R-20 (City of Appleton Brand Study)

Resolution #8-R-20 regarding conducting a brand study for the City of Appleton was submitted on April 22, 2020 and referred to the Finance Committee. The Finance Committee referred the resolution to staff, in this case, the Mayor’s Office. Mayor Woodford sent a memorandum on September 29, 2020, requesting that the Office of the Mayor be allowed to further research and prepare a draft Request for Proposals (RFP), to be delivered by February 1, 2021.

As the City embarks on the second decade of the 21st Century, it needs a new logo and overall branding. Appleton’s current logo was commissioned by Mayor Richard De Broux, designed, and adopted in 1994 as City Hall moved into its current location in City Center. While the themes of the existing logo around economic vitality and sustainability remain important aspects of the community, our City has grown and changed over the last 27 years in ways that would be better represented by new imagery and typography. Leaving the City’s brand unchanged could put the City of Appleton at a competitive disadvantage.

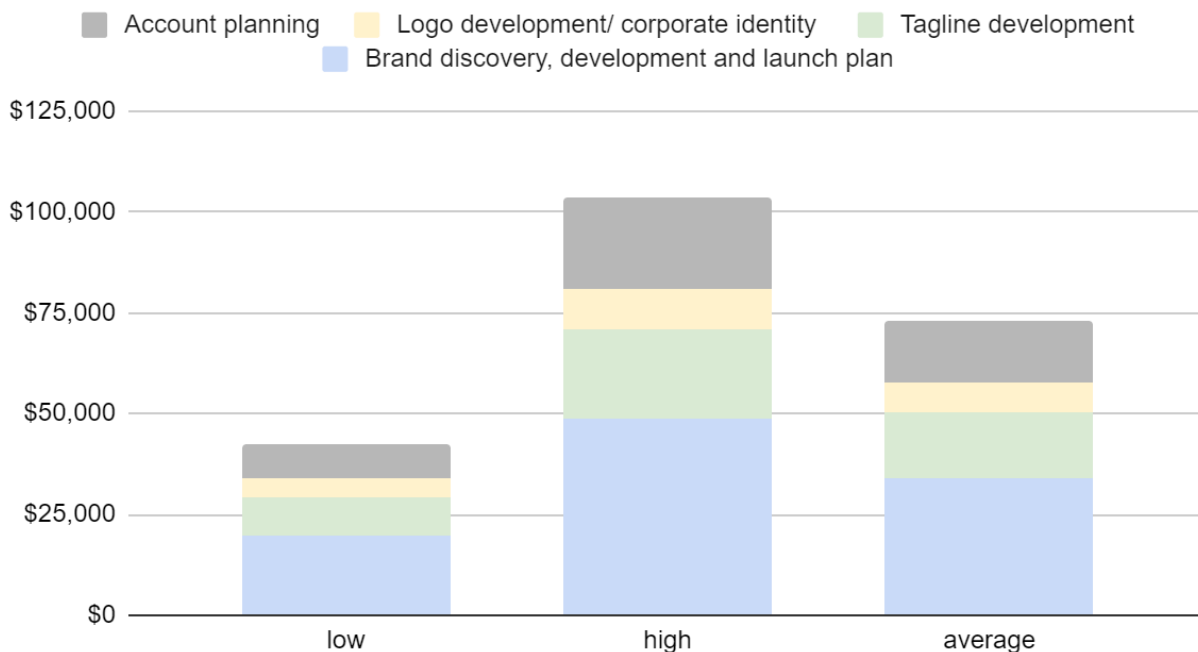
Branding is more than just the logo; it touches every aspect of the City's visual representation and the ways in which the City describes itself. Inconsistent use of the existing logo, including misuse of design elements such as color palette, not only weaken the City's brand identity, it can create doubt around official documents and City representatives. Presently, there are at least a half dozen graphic representations of the City of Appleton in official use that incorporate inconsistent design elements such as apples, trees, colors, etc.

A clear, consistent brand should support the City's strategic priorities. It should also improve service to residents by stating and reinforcing the City's values. Finally, the City's brand should serve as a point of pride for the taxpayers of Appleton.

The purpose of this RFP is to solicit proposals to establish a contract through competitive negotiation with a qualified consulting firm with experience in municipal identity/branding, including development of a brand values statement; logo development and associated graphic standards; marketing research (both quantitative and qualitative); message/positioning development; and recommendations for brand rollout through various marketing tactics.

According to a 2020 survey of small to mid-sized advertising agencies published by Second Wind, the City can expect to pay the following rates for a brand development initiative. Please note that this cost breakdown does not include the design, production or purchase of any collateral assets such as: website, signage, vehicle wraps, apparel, letterhead, business cards, or any other asset that may incorporate the City logo and/or brand. We are still working to gather comparable implementation cost information.

Branding Costs



Price Range	Brand discovery, development, and launch plan	Tagline development	Logo development/ corporate identity	Account planning	Totals
low	\$19,651	\$9,734	\$4,664	\$8,091	\$42,141
high	\$48,703	\$22,116	\$10,270	\$22,303	\$103,392
average	\$34,180	\$15,928	\$7,472	\$15,200	\$72,779

Brand discovery, development, and launch plan: Includes data collection, analysis and compiling of Brand Discovery Report; developing and writing a brand positioning statement; communications audit; writing an inward marketing plan including employee brand training; compiling visual and verbal brand communications guides, budget timetable and launch plan; all research, planning meetings and related materials; account service charges; and all associated costs of production and presentation.

Tagline development: Includes research, analysis, planning meetings, concepting, administrative and account service charges, and associated costs of production and presentation.

Logo development/ corporate identity: Includes research, concept, layout/design, digital file creation, photography/ illustration, digital proofs, art direction and account service charges; and completed digital files prepped for pre-press.

Account planning: Includes research and analysis (“discovery”), planning meetings, copy, account service charges and all associated costs of production and presentation.