



CITY COUNCIL REPORT

MEETING DATE: 06/26/2018
SUBMITTED FOR: Brent Stoddard, Public Affairs Director
DEPARTMENT: Public Affairs

Subject

AUTHORIZATION TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH CATAPULT STRATEGIC DESIGN, LLC FOR LOGO AND COMPREHENSIVE GRAPHICS STANDARDS GUIDE SERVICES

Presented By: Brent Stoddard, Public Affairs Director

Purpose and Recommended Action

This is a request for City Council to authorize the City Manager to enter into a professional services agreement with Catapult Strategic Design LLC for consulting services related to brand positioning, designing and testing new logo concepts, and the creation of a comprehensive graphic standards guide in an amount not to exceed \$65,000 for a term of no more than one year.

Background

The current City of Glendale logo was developed by an outside firm and adopted by the Council over 28 years ago, in 1990, in anticipation of the 1991 centennial of the founding of Glendale. The City does not have a professionally produced graphics standards guide manual that establishes design specifications for the use/display of the city logo in a variety of mediums and on a variety of documents, structures, and devices.

Analysis

A city logo is an important tangible asset that is used to distinguish a municipality or community from others in the area which is important in a large metropolitan region like ours where municipal boundaries, infrastructure and assets are difficult for residents, visitors and businesses to identify. A logo has the ability to visually create a formal brand positioning statement for the city that creates recognition, awareness, and a positive image. The goal for this visual brand position is to represent a long-term view of the municipality to create continuity for Glendale's marketing activities. A city logo is used in almost every aspect of the public's interaction with the city as it is displayed on vehicles, monuments, letterhead, public art, business cards, entry ways, buildings, employee uniforms, and infrastructure.

As impactful as a logo can be, it is only effective if it is used in a consistent manner that allows it to be recognized. An unauthorized use or change to the logo may make it unrecognizable and compromise the message of the brand. A comprehensive graphics standards manual and guide puts in place specific rules and standards regarding color palettes, versions of the logo, graphic and resolution standards, spacing, fonts, and the placement of the logo on everything from letterhead to sewer covers.

This agreement includes gaining an understanding of Glendale's brand perception through individual meetings as well as conducting a brand positioning workshop with key stakeholders to develop a formal brand positioning statement that will represent the long-term view of the City. The consultant will work with staff and the Council to develop logo concepts that will be tested with the public. Final consideration and adoption of a new logo will be brought back to the Council. Once the final logo is approved, the consultant will develop a professional comprehensive graphics standards manual for

use throughout the city.

The timing of this effort is critical to the successful design of the City's new website. The logo and color scheme are critical elements of the website design and will be needed during the initial phase of development. The Council will be considering the award of the website contract on this same agenda. If awarded, the development of the website will begin immediately and will take 9-12 months. Because a community's website is a significant component of its public image, a recommended best practice is to incorporate any new branding initiatives or logo refreshing as part of the website design and launch. If a new logo or branding is not incorporated into the initial website design, it will result in additional cost in the future. As such, it is imperative that the city complete any changes to the logo, branding, or color scheme as quickly as possible to ensure that the website design is not delayed. Any delay is likely to result in additional cost in the future. **It is estimated that the process to develop and adopt a new logo will take approximately 12 weeks including public outreach efforts to get feedback on potential logos.** This item has been approved by the city's procurement division as a special procurement because adding an additional 8-12 weeks to conduct a formal bidding process would cause a delay on the much needed website project.

The city has identified Catapult Design as a qualified vendor with extensive public and private sector strategic design experience that is focused on building their clients' brands and moving them forward. They utilize a proprietary process called Visual Intelligence that helps clients think strategically before acting creatively to transform their businesses into remarkable brands that enable them to meet their objectives and generate long-term value. This firm is willing to perform the logo design work pro bono as a way to give back to local government, the cost to the city would be for the brand positioning workshops and the detailed design guidelines that will create uniformity for the presentation of our "brand" via the redesigned logo in a variety of mediums. This firm has experience in brand positioning through logo design, advertising, and packaging for a variety of public and private sector organizations. Notable clients that have used this firm for logo development in the private sector are Shamrock Foods, Macayo's, and US Egg; and, in the public sector Rio Salado, City of Phoenix, City of Mesa, Phoenix-Mesa Gateway Airport, Maricopa County and Sun City.

Additionally, research shows that other government entities have paid substantially higher costs for logo development so a competitive bidding process is not likely to result in a lower cost to the City.

Community Benefit/Public Involvement

A City logo creates recognition, awareness and generates a positive image and impression of the city by everyone who sees it. The comprehensive guidelines and standards manual will ensure that the city's logo is used appropriately and represent professional quality anytime it is used internally or externally.

Fiscal Impact

<u>Fiscal Year:</u>	FY18-19
<u>Fiscal Year Amount Requested:</u>	\$65,000
<u>Budgeted Y/N?:</u>	Yes
<u>Account:</u>	1000-11801-518200
<u>Transfer Required? Y/N:</u>	N
<u>If Yes, what account will be used?:</u>	
<u>Budget and Financial Impacts:</u>	

The project will be funded out of the strategic initiatives portion of the non-departmental division of the general fund.