City of McMinnville
Brand Presentation

January 12, 2021

Agenda for Brand Presentation

Intros
Nicole Sakai / Factory North
Jen Wick

Project Goals Overview
Goals of the Project
Goals of the System
Why It Matters
Design Process
Design Deliverables
Collateral Deliverables
Considerations

Factory North : Nicole Sakai

The Factory North team has been working with Visit McMinnville since 2016. In 2018 we set out to build the strategic creative plan and tools to promote McMinnville as a year-round travel destination. After research, surveys, and lots of time getting to know the community, we:

- ➔ Designed the new brand identity package
- ➔ Defined the brand voice for all communication
- ➔ Created a series of marketing campaigns that resulted in magazine ads, billboards, radio spots, commercials, and a town anthem video.

We are pairing the historic partnership I have with Visit McMinnville (*and sincere love for the city*) with Jen's civic design and academic experience for the best approach to meet the goals for the City of McMinnville.

Jen Wick

About

WBE Certified State of Oregon
MFA Graphic and Interactive Design
Adjunct Educator/Mentor at Portland State University, and Pacific Northwest College of the Arts
Art Director, Oregon Humanities Magazine

Design Partnerships (over 6 years)

Regional Arts and Culture Council
City of Portland
Portland Community College
Portland State University
Oregon Humanities

Work Examples

Branding, templates, design system

Previous logo

Office of
Community
& Civic Life

Promoting a
culture of civic
engagement
by supporting
and partnering
with Portlanders
working
together
and with
government
to build
inclusive, safe
and livable
neighborhoods
and
communities.

OFFICE OF
Community
& Civic Life
Suk Rhee
Bureau Director
Promote the common good
Best Wishes,

13.33 x 5.375

OFFICE OF Community & Civic Life

Presentation Title Goes Here

OFFICE OF Community & Civic Life

JUNE 2018

Presentation Title Goes Here

Additional info about what this presentation is about goes here (optional).

Descriptive Copy Here (Optional)

Event Title Goes Here

OPTIONAL SUBHEADER HERE

Month ##, 2018
6:00pm – 8:00pm

LOCATION
City Hall, 1221 SW 4th Ave., Portland, OR 97204
Space is Limited - Please RSVP

CONTACT
Name of Program
503-823-4520
OR
emailhandle@portlandoregon.gov

OFFICE OF Community & Civic Life

OFFICE OF Community & Civic Life
PROGRAM TITLE

City of Portland

EVENT TITLE GOES HERE

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JOIN THE CONVERSATION

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CALL TO ACTION HERE

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Childcare provided

For more information visit:
www.portlandoregon.gov/civic

For language and or ADA accommodations please contact the Program at least 3 days before the event at 503-823-4411, TTY 503-823-6868, the Oregon Relay Service at 711 or email at emailhandle@portlandoregon.gov

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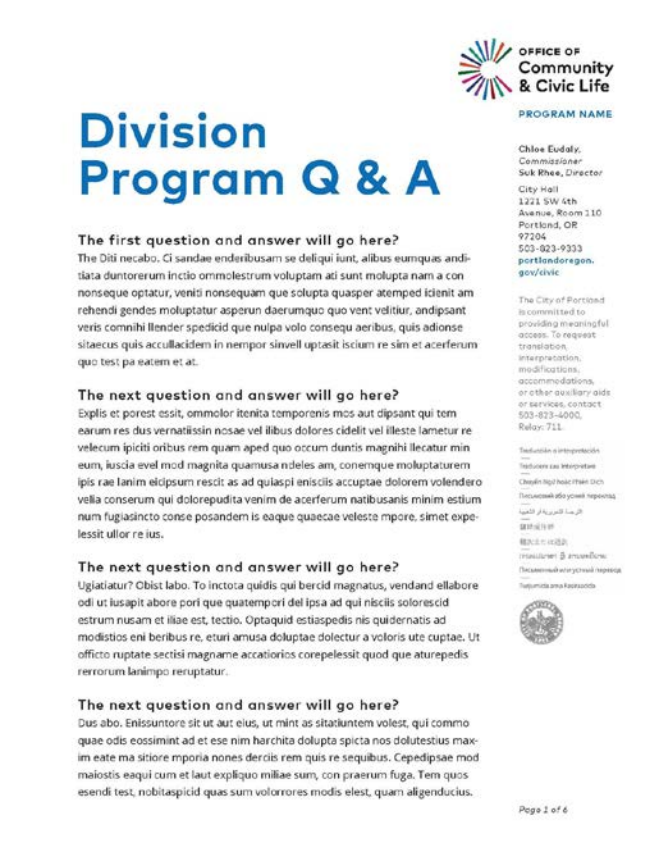

OFFICE OF Community & Civic Life

PROGRAM NAME

Division Program Q & A

Chloe Eudaly, *Commissioner*
Suk Rhee, *Director*
City Hall
1221 SW 4th Avenue, Room 110
Portland, OR 97204
503-823-9333
portlandoregon.gov/civic

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Traducción e interpretación
Traduciere sau interpretare
Chuyển ngữ hoặc Phiên Dịch
Письменный або устний переклад
الترجمة التحريرية أو الشفوية
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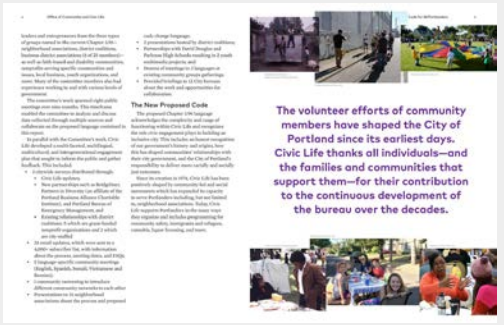
OFFICE OF Community & Civic Life

OCTOBER 2019

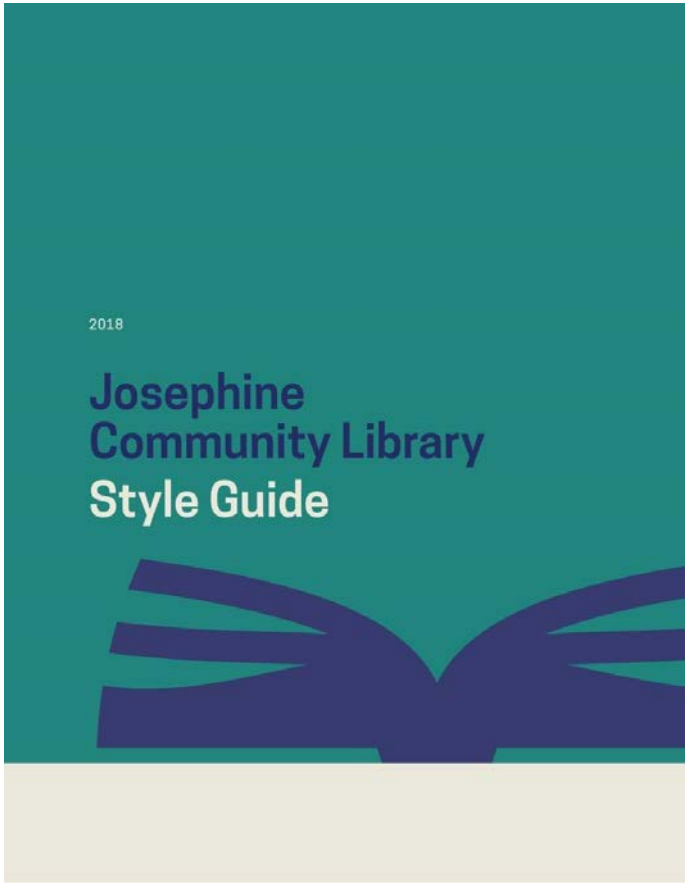
A Code for All Portlanders

A Code for All Portlanders: Writing Racial, Disability, and Social Justice into the Office of Community & Civic Life

Executive Summary



The volunteer efforts of community members have shaped the City of Portland since its earliest days. Civic Life thanks all individuals—and the families and communities that support them—for their contribution to the continuous development of the bureau over the decades.


2018
Josephine
Community Library
Style Guide

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Together we can
Together we help
Together we succeed
Together we thrive

Explore.
Play.
Read.
Make.
Grow.

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The Foundation

Project Goals, Design Principles, Design Process, Deliverables

What is a Brand

A brand is the personality of an organization (or business). It’s the first thing you think of, or how you feel, when you see a logo, interact with them, or engage with their services.

The brand is also their relationship with the public, their communication, and can be captured by the images, symbols and products of that organization.

For the City of McMinnville, the product is public service.

Project Goals + Benefits

Education through Communication
Provide practical information about City services, and what the City does for them.

To Connect & Engage
We want to connect people to the City and create opportunities to engage residents from all backgrounds and ages.

Optimize Collateral
We will optimize City communications, with design best practices, increasing efficiency, and strategy (digital and print).

Unity in the Design System
Build a sense of unity between City departments. This cultivates a stronger sense of community pride and cohesive sense of place throughout McMinnville.

Benefits of a Branded Design System

- ➔ A design system creates cohesion between City departments
- ➔ Tools and templates make it easier to create assets and communication pieces
- ➔ A good design system is recognizable and accessible, leading to clearer communication
- ➔ People respond to good design (clarity and resonance).
- ➔ Consistency across materials communicates maturity, authority, and trust. It expresses unity.
- ➔ Good design can engage, inform, inspire and motivate.

Bringing McMinnville Values to the Design System

The values driving the City of McMinnville Brand system:

Community
The community needs and values are important to us.

Collaboration/Partnership
We want all stakeholders to be heard and considered.

Service
The branding and tools are oriented to serve the community and the departments using them.

Accessibility/Clarity
All our communications will be easy to read and understand for a variety of users.

Design & Collateral Deliverables

- Logo(s) for the City of McMinnville and individual logos in the same typeface design for each of the City departments:
- Typography System: Easily acquired supporting fonts will be chosen.
- Colors: Your identity's colors and define how they should be applied in print, digital, and physical space.
- Illustration: A system of icons to represent the 9 different City departments or services.
- Visual Identity Guidelines and Digital Design Style Guide
- Letterhead template system to work across 9 City departments for print and digital
- Press Release mockup using letterhead design
- Email Signature template
- Slide Deck template (Built in Powerpoint) with 3 -5 unique page layouts
- Postcard Mailer template

Considerations/ Things We're Thinking About

Recognizing potential challenges/opportunities

- Individuals may not always trust new design, that sometimes takes time
- Getting folks to adapt to new templates and assets needs to be easy, fun and worthwhile.
- We want everything we produce to follow good design guidelines: clear hierarchy, legible, official feeling, recognizable.
- Designs follow a clear usefulness/utility
- Design tone can move from playful (parks) middle of the road, or more serious.
- We want to be respectful towards existing community pride, nothing trendy, radical
- Accessibility is at the center of all communications

Where We're At + Next Steps

- Design Process Audit
- Survey With Staff
- Feedback
- Concepts & Art Direction
- Alignment (Check ins with Core Team)
- Final Deliverables & Style Guide
- Templates
- Training

Thank You!