

CITY OF VISALIA BRAND REFRESH

A Community Process

The brand refresh contract and process appeared on six City Council agendas between March 2021 and November 2023, including two meetings where pictures of possible logos were presented. The community outreach included an online survey that was promoted on our City's social media and website. The City takes pride in being transparent and open about the work it is undertaking for the community. We believe significant efforts were made and regret that those efforts still did not reach many who are interested in this item.

A number of community leaders, organizations, and City employees were asked to give feedback, about **800 people responded**.

BRAND REFRESH SURVEYS

- 1) Declined Position Survey - **0 Responses**
- 2) City Employees Survey - **89 Responses**
- 3) Community Survey - **658 responses**



Three proposals were received and evaluated. The proposal evaluation process included an in-depth review of each proposal as well as an interview with each company. The highest scoring proposer was We The Creative (WTC).

REQUEST FOR PROPOSAL WAS GRANTED TO WTC

\$75,000 + \$75,000 = \$150,000

HUMAN RESOURCES

CITYWIDE

TOTAL CONTRACT COST

REBRANDING DELIVERABLES

1,225 ITEMS

Human Resources Deliverables

- Brand Audit
- Visual Identity Design and Guidelines
- Website Content
- 1,165 professional photos
- 2 recruitment videos
- 15 Drone B-roll/footage
- Marketing Campaigns
 - 1 HR Tagline
 - 4 page Brochure Template
 - Marketing Ad/Flyer Template
 - 4 Social Media Templates
 - Presentation/Deck Template
- Recruitment Strategy
- Brand Hierarchy
- Visual Identity Guidelines

Citywide Deliverables

- Brand Audit
- Visual Identify Design and Guidelines
- New Logo (12 versions)
 - 1 Logomark, 1 Wordmark, 1 Lock-Up
 - Vertical and Horizontal Logo
 - Vertical and Horizontal Logo with Tagline
 - Vertical and Horizontal versions in white and black
- New Color Palette
- Brand Promise
 - Mission Statement
 - Vision Statement
 - City Values
 - Brand Promise
- General Use Templates
 - 2 Letterhead
 - 2 Business Card
 - Tri-Fold Brochure Template
 - Marketing Ad/Flyer Template
 - 8 Social Media Templates
 - Mailchimp Newsletter Template
 - Presentation/Deck Template
 - Fleet Branding
 - Removable/Magnetic Signage
 - Solid Waste Truck Branding
 - Website Content

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