

**City Hall
American River North Community Room
2729 Prospect Park Drive, Rancho Cordova**

Tuesday, September 29, 2009

5:30 p.m. – Work Session



WORK SESSION

1. Discussion of City of Rancho Cordova Logo Concept Evolution

PUBLIC COMMENT

At a special meeting, citizens wishing to address the Council for any matter on the agenda may do so at the time the matter is discussed. Note, under the provisions of the California Government Code, the City Council is prohibited from discussing or taking action on any unagendized item.

ADJOURNMENT

CERTIFICATION OF AGENDA POSTING

City Clerk's Certificate of Posting of Agenda

I, Mindy Cuppy, City Clerk for the City of Rancho Cordova, declare that the foregoing agenda for the September 29, 2009 Special Meeting of the Rancho Cordova City Council was posted on September 24, 2009 at the office of the City of Rancho Cordova, 2729 Prospect Park Drive, Rancho Cordova, California, 95670 and was available for public review at that location. The agenda is also available on the city web site at www.cityofranhocordova.org.

Signed this 24th day of September 2009 at Rancho Cordova, California.


Mindy Cuppy, City Clerk

Public documents related to items on the open session portion of this agenda, which are distributed to the City Council less than 72 hours prior to the meeting, shall be available for public inspection at the time the documents are distributed to the Council. Documents are available for inspection at the City Clerk's office located in Rancho Cordova City Hall.

In compliance with the Americans with Disabilities Act, if you need a disability-related modification or accommodation, including auxiliary aids or services, to participate in this meeting, please contact the City Clerk's Office at (916) 851-8720 at least 48 hours prior to the meeting.

MEMORANDUM



DATE: September 29, 2009
TO: Honorable Mayor and Council Members
FROM: Nancy Pearl, Communications Director
SUBJECT: **DISCUSSION OF CITY OF RANCHO CORDOVA LOGO CONCEPT EVOLUTION**

RECOMMENDATION

That Council:

- a) Review the City of Rancho Cordova logo concepts;
- b) Provide feedback to staff on logo concept and usage;
- c) Direct Staff to prepare a graphic standards manual to ensure consistent and complementary usage of the updated logo.

RESULT OF RECOMMENDED ACTION

Creation of an updated logo and development of a graphics standards manual to ensure consistent and complementary usage (font size, type, style, colors) in the development of City brochures, letterhead, handouts, mouse pads and various marketing materials.

BACKGROUND

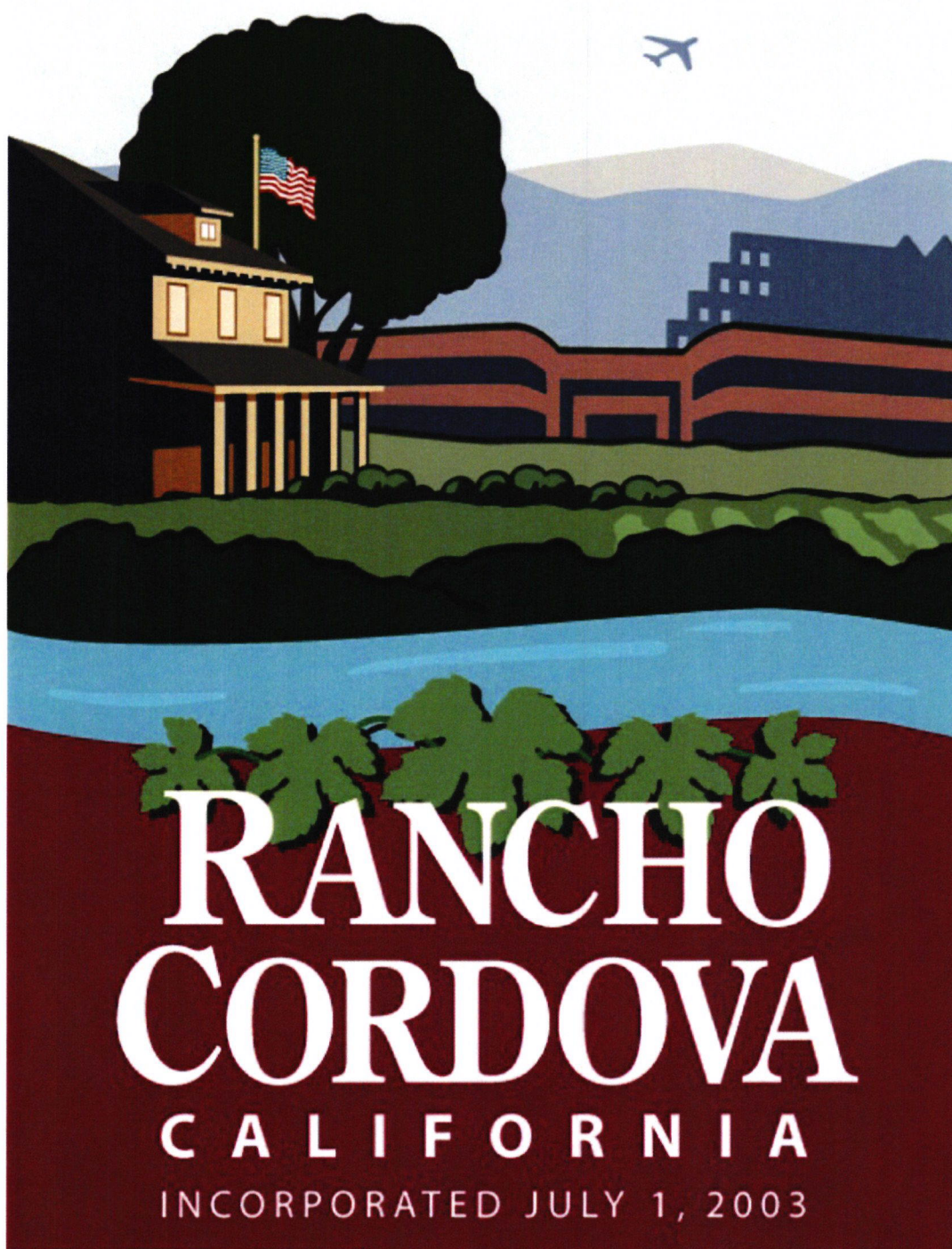
Staff has created a new logo concept to create a more contemporary, if not forward-thinking visual concept. Key elements from the seal and brand were incorporated into the new concept and refined for better use of the 4-color printing process.

We have retired the 5th Anniversary logo and intend to retire our current logo and will replace them with a more contemporary logo concept. The new logo will be revised or replaced as appropriate as time goes by.

Staff would like feedback from Council on the logo concept presented and on the ways in which it would be used in conjunction with the City Seal. If Council chooses to provide process guidance regarding future logo updates we welcome that too.

ATTACHMENT

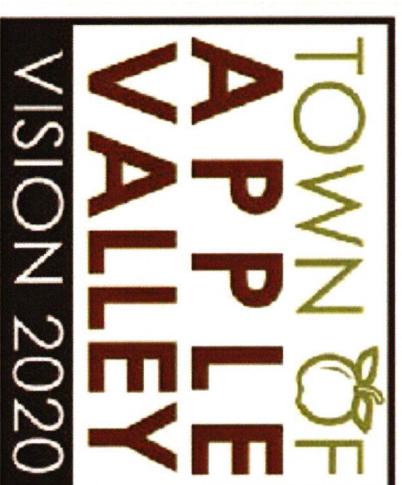
Logo Concept



The Seal and the Logo



Town of Apple Valley, CA

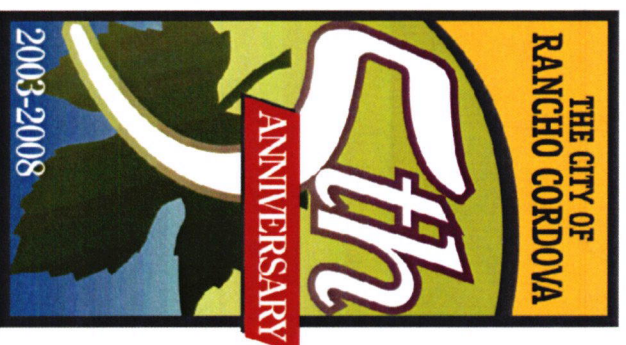


City of Rancho Cordova, CA



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CORDOVA**

City Life. Reinvented.



WHY
City Hall
ONLINE

Brand Purpose

- Distinguishes one city/entity/product from another
- Establishes identity, ideally unique
- Reflects characteristics of an entity
- Creates **emotional** connection





Developing a Brand Strategy

- Research
 - Community stakeholders
 - Competition/other cities
- How do we want to be perceived?
- How do we differ from others?
- Is the brand a component of a larger program or plan?
- How/when do we implement elements?
- What are our success indicators?



Timeline

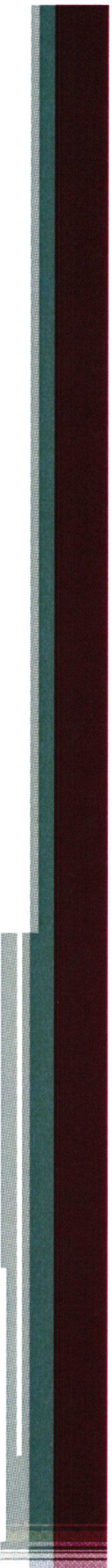
- Interviews with stakeholders
- Analysis of research with internal teams
- Development of design concepts to reflect goals
- Further testing with stakeholders of concepts
- Refinement of concept(s)
- Introduction, phased or universal
- Approx. 6-9 months



Costs

▪ \$88,000	2009 NorthStar
▪ \$70,000	2003 RTC (N. Nv.)
▪ \$40,000	2007 Elk Grove
▪ \$15,000	2006 Rancho Cordova (Ward)
▪ \$ 5,000 *	2009 Ward

***Design only**



Current Seal and Logo



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Seal/Logo

- Seal conveys an official capacity
 - Legal documents
 - Agendas
 - Letterhead
- Logo is a more informal impression, conveys a personality
 - Marketing/Economic Development materials
 - Popular-usage graphics
 - Promotional materials

Official City Seal





RANCHO CORDOVA

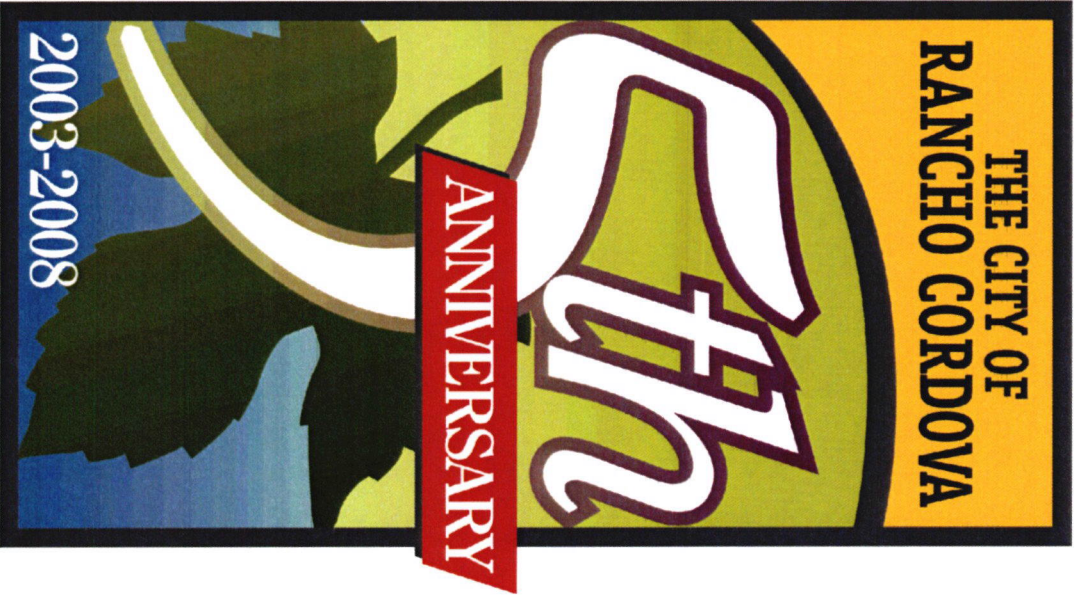
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CORDOVA**
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Graphic Analysis

- 4-color process, monochromatic effect
- Where is that skyline?
- Quality of art
- Different, though similar font to seal
- What does it convey?
- How does it establish our community as different from others?
- How does this reflect/demonstrate reinvention?





5th Anniversary Logo/Brand

- Used original art as inspiration, a different approach to branding
- Designed to be used through anniversary year, retire on or around July 1, 2009, replaced by new brand
- Visioning discussions did not yield clear concept that could be translated into graphic image for replacement brand



Visioning Discussions

- Council Retreat, January, 2009
- Study Session, March, 2009
- Good discussions, many ideas



Discussion Topics

- Destination
- Full spectrum of retail
- Keep our economy moving
- Vision in General Plan, need to improve infrastructure
- Don't have a mall
- Real estate has dropped in value
- What should we focus on



Topics, Continued . . .

- Need great services, not necessarily in our control
 - Schools
 - Parks
- Sense of pride
- Commercial
- Internet will deplete retail
- Some old-timers badmouth Rancho Cordova



Topics, Continued . . .

- **Youth Activities**
- **Kid friendly**
- **Safety**
- **Senior housing**
- **Singapore vs Havana, 50-year plan**
- **Diversity of employment base**
- **Economic slowdown, less development**



Good Ideas, No Consensus

- Where do we want to be in 5-10 years?
- How do we want to be perceived?
- How do we stand out from the 'competition'?
- How to convey in graphic image?



Brand Reflects Vision

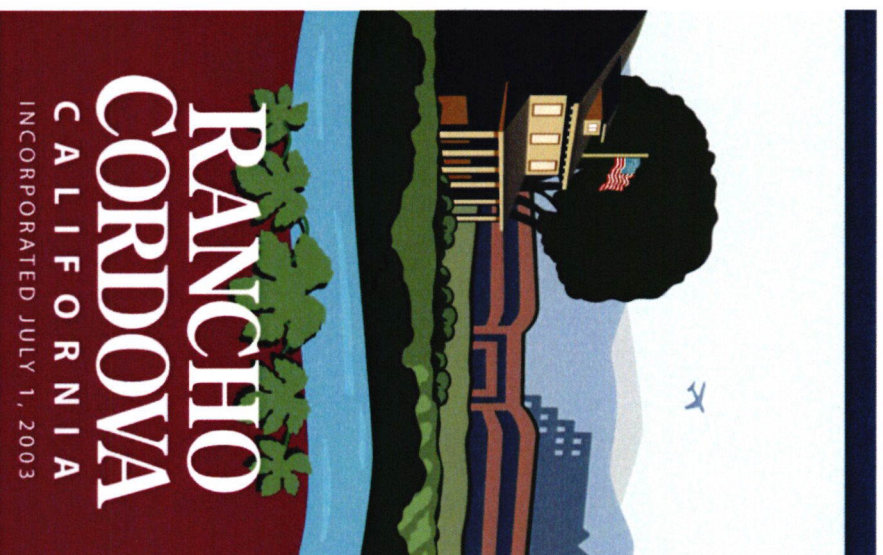
- Not ready for a brand
- Develop an informal logo for non-official purposes
- Can be revised without jeopardizing long-term goals
- Develop guidelines for consistent use of seal and logo



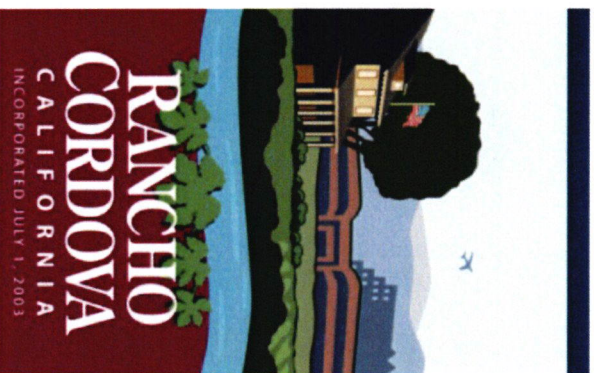
New Logo Development

- Design budgeted in 2008-09
- Not ready to reflect long-term goals
- Took elements from seal and brand
- Contemporary look
- Refined, refined, refined
- Heard comments from various staff
- Worked closely with designer on minute details

New Logo Proposal

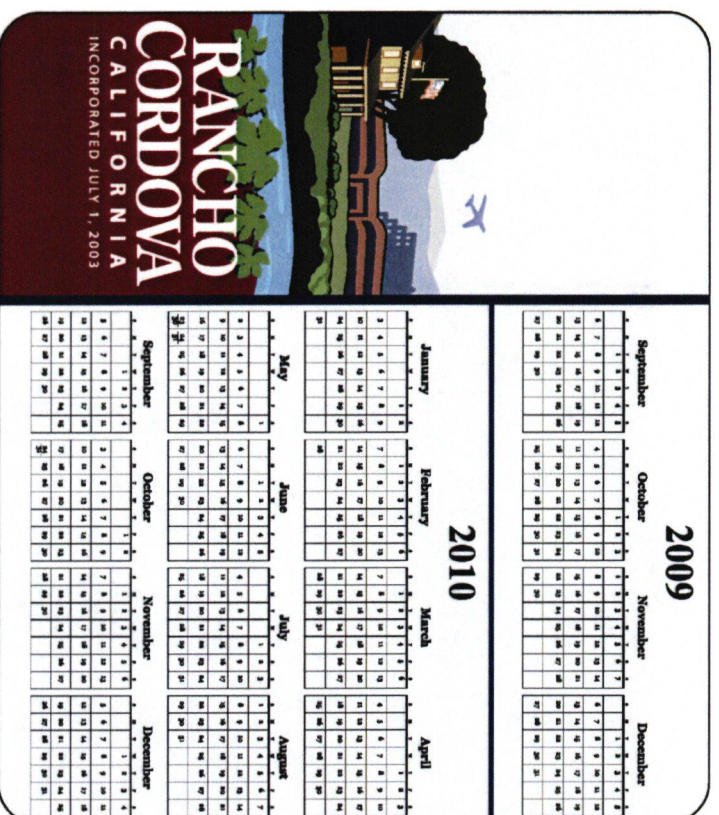


Elements of New Concept



- Retains elements desired by community
- Combines past and present, looks to the future
- Broader use of color (4-color process)

Test Marketing



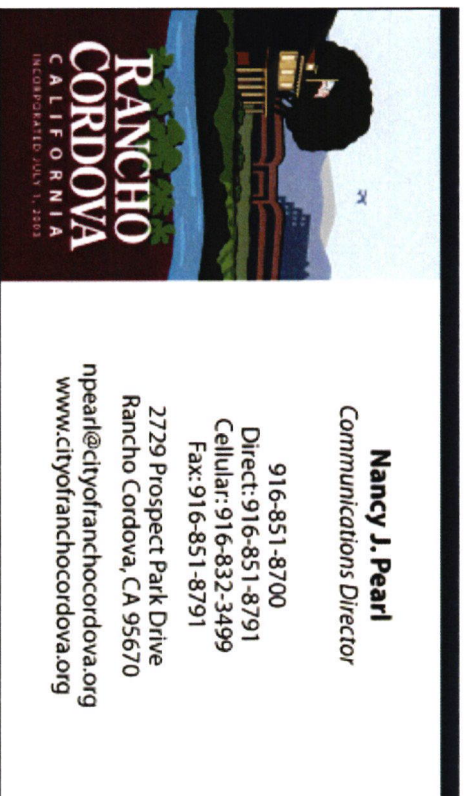
Test Marketing



Test Marketing



Potential Application





Next Steps

- No Budget in 2009-10 for application
 - Vehicle decals
 - Flag
 - Stationery
 - Shirts/uniforms
 - Giveaways
 - Signage



However...

- Electronic usage can be immediate
 - Website
 - Letterhead/laser-printed
 - Brochures/handouts
- It's desirable to maintain graphic continuity
 - Develop graphics standards manual for consistent/complementary usage
 - Font size, type, style
 - Colors