



City of Harrisonburg, Virginia

Office of the City Manager

409 South Main Street
Harrisonburg, VA 22802
(540) 432-7701 / FAX (540) 432-7778

Eric D. Campbell
City Manager

TO: Eric Campbell, City Manager
FROM: Mary-Hope Vass, Peirce Macgill, and Brenda Black
DATE: August 31, 2018
RE: City-wide branding

Summary:

The city's Tourism Office, Harrisonburg Economic Development, and Harrisonburg Parks and Recreation partnered to hire a consultant to conduct a branding assessment and recommendations. The consultant, Arnett Muldrow and Associates, created a branding campaign that included an updated city seal, new logos for city departments, new logos for the city's Tourism Office, a new color palette, and new marketing slogans.

The branding will provide unified branding and signage for the city, as well as create a recognizable marketing brand and slogan.

Background:

In August 2017, the city's Tourism Office, Harrisonburg Economic Development and Harrisonburg Downtown Renaissance partnered in Arnett Muldrow and Associates, with each entity contributing \$5,000 towards the effort. Site visits and public input meeting were conducted in August and September with the consultant's final presentation made on September 14, 2017.

Since that time, the consultant has made a few tweaks to the collateral provided, based upon the city's requests. The city is prepared to move forward with the branding materials.

Key Issues:

In the past, different styles, logos and taglines have been used in signage and by various city departments and tourism. This weakened the impact of the collective marketing efforts. To more efficiently use resources and have a greater impact with marketing efforts, the partners are seeking to create a single Harrisonburg brand. This will include an updated city seal and new departmental logos.

Environmental Impact: n/a

Fiscal Impact:

No immediate fiscal impact. New collateral will be implemented as old collateral is used.

Prior Actions:



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Alternatives:

- (a) Adopt updated city seal
- (b); or approve city seal with new color scheme
- (c); or do not adopt any updated version of the city seal.

Community Engagement:

Community input was solicited in September 2017. Twelve focus group panels, each centered around a singular topic, were held. Additionally, an open, public input meeting was held at the Massanutten Regional Library. The consultant's final presentation and initial branding recommendations was held at the Icehouse and was open to the public.

Recommendation:

Staff recommends the adoption of the consultant's branding campaign to include a revised city seal.

Attachments:

RE:

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Review:

The initiating Department Director will place in Legistar, in sequence of transmittal, the names of each department that must initial their review in order for this item to be placed on the City Council agenda. The completion of review only addresses the readiness of the issue for Council consideration. This does not address the recommendation for approval or denial of the issue.

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