



To: General Purposes Committee
From: Jeff Day, P. Eng.
General Manager, Olympic Business & Major Projects
Re: Corporate Branding

Date: May 8, 2008
File: 01-0185-01/2008-Vol 01

Staff Recommendation

That the proposed new corporate identity as outlined on page 19, and logo, as outlined on page 26, in Appendix 1 of the report dated May 8, 2008 from the General Manager, Olympic Business and Major Projects be adopted.

Jeff Day, P. Eng.
General Manager, Olympic Business & Major Projects
(604-276-4019)

FOR ORIGINATING DEPARTMENT USE ONLY		
CONCURRENCE OF GENERAL MANAGER		
REVIEWED BY TAG	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
REVIEWED BY CAO	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

Staff Report

Origin

In 2007 the City initiated the development of Richmond's first ever Tourism and Sport Tourism Strategy. The strategy included the development of a much-needed consolidated visual identity and logo for the City and its partners.

The intent of the new visual identity (which includes a logo, tag line, materials design format such as business cards, etc) was to come up with a visual design that would represent the 'brand' of the City and community, in a way that could capture the past but really focus on the opportunity to "brand forward" given the depth of the changes taking place around the new Olympic era.

A team of internal and external stakeholders was assembled to guide this process that included staff from various departments, the Richmond Chamber of Commerce, Tourism Richmond, and other bodies that were invited such as YVR.

Working with the consulting team, a review of existing corporate logos and statements was conducted. A new brand image needs to reflect the changing nature of the community, the City and its corporate activities. The current stylized heron logo was adopted over a decade ago with the accompanying slogan Island City by Nature. In 2002 the slogan Better In Every Way was introduced as the focus of an award-winning economic development promotional campaign and was intended for use in investment attraction marketing. The success of that campaign however led to broader use of the Better In Every Way slogan in most other marketing materials—even though that was not the original intent, while the Island City By Nature slogan was also still in use, leading to some inconsistency and confusion that tends to dilute brand equity.

The group recognized however that these historic logos and promotional slogans were still important to the history of the community, and the spirit of these pieces were incorporated into the thinking and planning for the new visual identity proposed here.

Analysis

With the assembled stakeholder group, the City conducted a brand evaluation and discovery process that began to examine new images and ideas that would result in some ideas that would now brand forward. In examining the strengths and weaknesses of those current logos the group recognized things like outdated typefaces, lack of colour palate flexibility, logos that faced the wrong direction, etc. The phrase 'Better In Every Way' was even seen as inappropriate by some.

The brand discovery process also identified what needed to be a much broader context for a new corporate brand. The thinking around the process is articulated in the brand essence and brand manifesto in the attached book. The essence and manifesto were used to develop the new identity, and illustrates greater community diversity, a stronger sense of movement and direction, modern design, and reflects Richmond's progressive corporate and community spirit while retaining connection to the natural history of the area. By still using the bird motif, the logo also

reflects Richmond's connection to the important elements of flow, flight and fusion that have guided the design of the Olympic Oval.

The colours were carefully selected to be consistent with the Olympic palate of colours, and can easily be transformed into other palates for additional campaigns.

An important item to note, is that the new design can be easily transitioned with existing images so that not all materials need to be updated immediately, minimizing and even eliminating the financial impact of a wholesale change.

Partners involved in the process have been supportive of the new image and have committed to using all or parts of the elements in their own materials to generate consistency throughout the community. This will be a significant benefit to the community's efforts to brand and promote itself as a place to 'live work and play' through a unified campaign.

The proposed new slogan "Soar Beyond" reflects the outstanding quality of life and proactive socio-economic direction of the City, while delivering a clear message representing the aspirational spirit inherent in Richmond.

"Soar Beyond" is also consistent with other current City campaigns related to the Olympics and the Oval that is using terms such as "Beyond Sport." The "Soar Beyond" slogan and its variations will be used primarily for marketing and promotional purposes and is not always expected to accompany the logo.

The City's Coat of Arms will continue to be given primary placement on official documents such as letterhead and business cards, and the typeface would be updated to the more modern typeface used in the new logo.

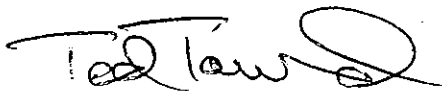
Essentially, the recommended logo and tagline are a very authentic compromise between being respectful of Richmond's historical brand identities, while providing a strong image that moves the City forward towards the future. This is a much needed change that moves the City into a mode that will "brand forward" over the next decade.

Financial Impact

There is no financial impact at this time. The new corporate identity will be introduced in conjunction with a broader rollout for the branding of Richmond as an official Venue City for the 2010 Olympic and Paralympic Winter Games. Funding for that program was included within the 2010 Strategic Operational Plan. Financial synergies will be achieved by producing branded materials incorporating both the new corporate logo and Venue City logo, and materials will be updated as re-supply is required, thus incurring no extraordinary costs. The new logo has specifically been designed to be co-exist beside the current logo, therefore allowing for a smooth and gradual transition.

Conclusion

That based on the need to consolidate and modernize Richmond's visual brand to be consistent with the City's role as an Olympic Venue, Council Adopt the proposed new corporate identity and logo as presented.



Ted Townsend
Senior Manager, Corporate Communications
(604-276-4399)



Lee A. Malleau, EcD.
Manager, Sponsorships and Partnerships
(604-276-4216)

LAM:lam

City of Richmond

Tourism & Sport Strategy
Creative Presentation

Rev. May 12, 2008

INTRO

The Task

Create an integrated positioning and brand identity for the City of Richmond, including application across the full sub-brand hierarchy and key partners.

The Ask

At the beginning of the process, we asked what you would judge success by. Here's what you said:

“Make implementation easy.”

“Make it about not just who we are now, but who we want to be.”

“Position Richmond as ‘not a suburb’” (eg. no ‘city’ in current logo)

“Ensure buy-in from partners.”

“Create common language for us all to use.”

What The Brand Audit Taught Us

Our brand is inconsistent.

Our brand lacks personality.

Our brand lacks confidence.

Our multi-cultural heritage isn't fairly represented.

Our brand story is incomplete.

Evolving The Brand Identity

From	To
Heron	Flight
Blue	Expanded palette
Serif font	More contemporary cut
Better in every way	'Best in this way'
Every logo for himself	United brand family

Brand Positioning

Brand Essence

Where worlds meet and opportunities take flight.

Support Pillars

Diversity:
cultural &
geographic

Economic
strength

'Water' /
Fraser River
heritage

Brand Voice

Healthy, confident, vibrant & aspirational

Creative Themes

Flow: Fraser river, cultural fusion, momentum, transformation

Diversity: urban + rural, modern + traditional, natural + built

Flight: airport, opportunity, 'blue sky', prosperity

Movement: dynamic, non-linear, energetic

Vibrant: youthful, colourful, spirited

MANIFESTO

It started centuries ago as a place of coming together; a magnificent confluence of land, sea, people and dreams. And a gathering place Richmond remains today, discovered by new generations who have helped to transform a modest fishing and farming community into a vibrant, diverse, cosmopolitan city.

Fortunate geography and forward thinking have placed us on the leading edge of the Pacific rim. Our economy has never been stronger; our prospects never brighter. The Child of the Fraser has grown up to be a citizen of the world.

Richmond is a mesmerizing blend of faces and places, cultures and cuisines, fashions and passions. It is a city of delightful contrasts, where the edges of life are constantly changing. Local park to Olympic venue. Organic produce to electronic arts. Historic fishing village to international business centre. It is the world, in a city.

Diverse as our backgrounds may be, this rich land is our common ground; uncommonly beautiful, and unquestionably the most livable city in Canada.

Being an island has made us a tighter community, and fostered our proud, independent spirit. Just as the tide changes our landscape every day, so do we approach every day with a clean slate and fresh perspective. And as the river flows, so grows the city. Steady and strong.

Richmond is a living city, in every sense. Our natural splendour is a constant and welcome inspiration, and informs all aspect of our work, and play. We live longer, and live fuller, than any other city in Canada. The rest of the world has come to recognize what we have known for years---that Richmond is a city of rare beauty and exceptional lifestyle.

When you weave the threads of different cultures together, you create a rich tapestry of possibilities. Captivating. Inspiring. And stronger, together.

This is a place where people are eager to come to, and proud to be from. A place where we honour the past, celebrate the present, and inspire the future. A place with the spirit of a village, and the strength of a city. A place where worlds meet and opportunities soar.

This is Richmond. Life, well-lived.



RICHMOND



City of Richmond



IDENTITY



IDENTITY

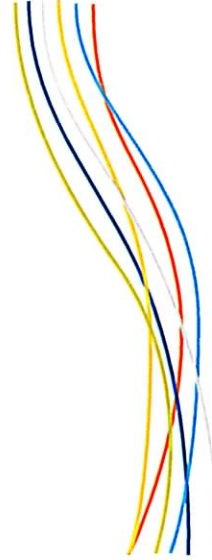
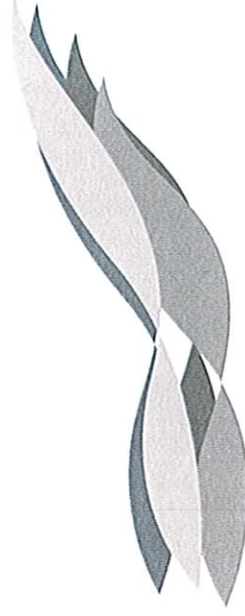


IDENTITY



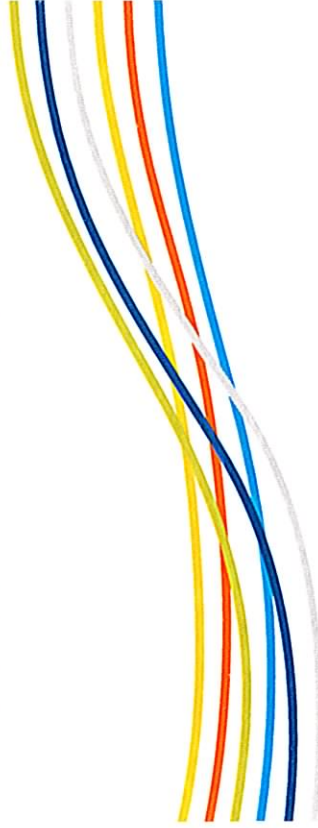
- city
- parks & rec
- public works
- business dev.
- oval
- culture

CONCEPTS



CONCEPTS

Richmond



- city
- parks & rec
- public works
- business dev.
- oval
- culture

TYPEFACE

Richmond



Richmond



Richmond



Frutiger (Light/Roman/Bold)

Richmond



ITC Avant Garde Gothic Std

Richmond



Ergoe

Richmond



Neo Sans

Richmond



DIN Light

CONCEPTS



CONCEPTS



CONCEPTS



Richmond



Richmond



Richmond

CONCEPTS



PRIMARY IDENTITY



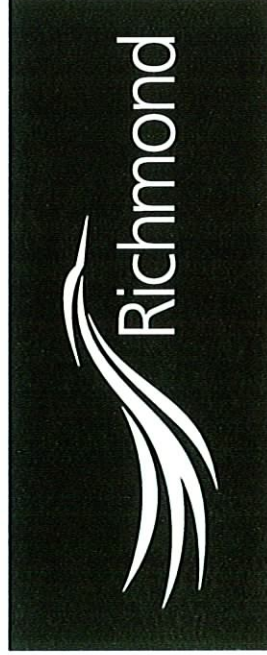
VARIATIONS



Reversed logo on Blue



Grey scale logo



Reversed logo on Black



Black & White logo

CITY DEPARTMENTS



APPLICATIONS



Gateway Signage

APPLICATIONS



Vehicles



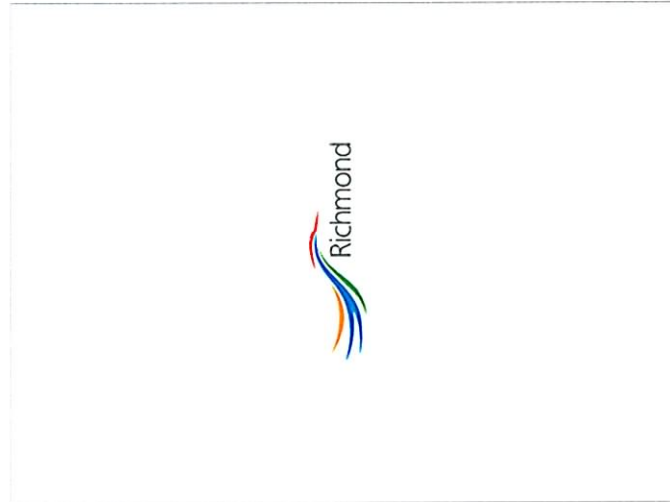
APPLICATIONS



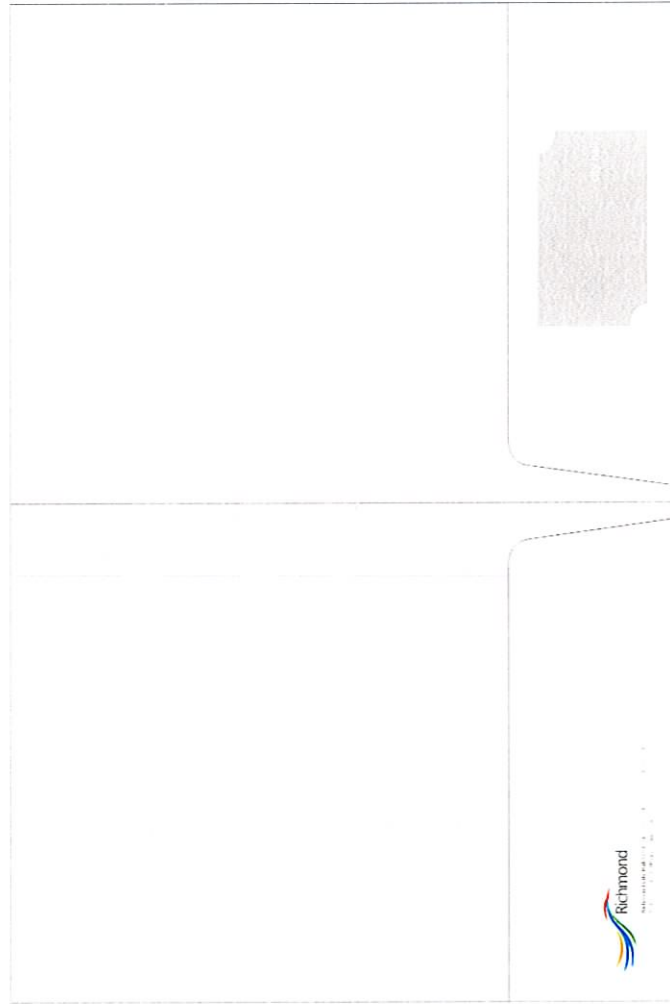
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APPLICATIONS

Stationery

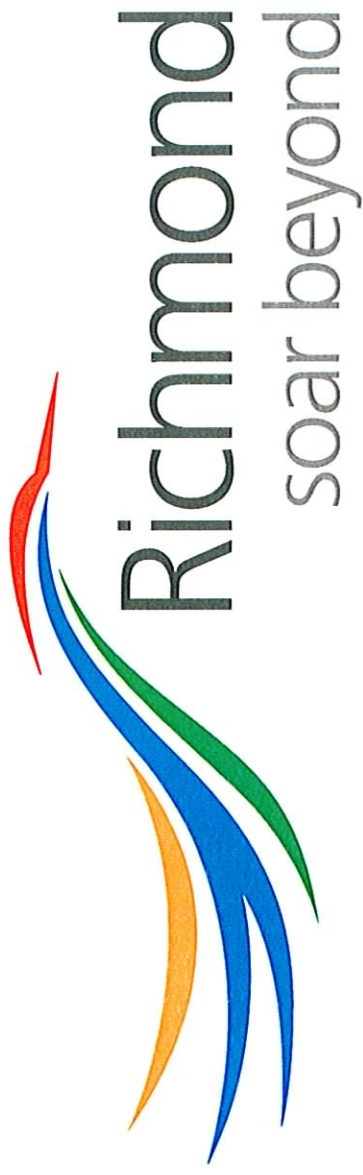


Presentation Folder (Outside)



Presentation Folder (Inside)

TAGLINE



COAT OF ARMS

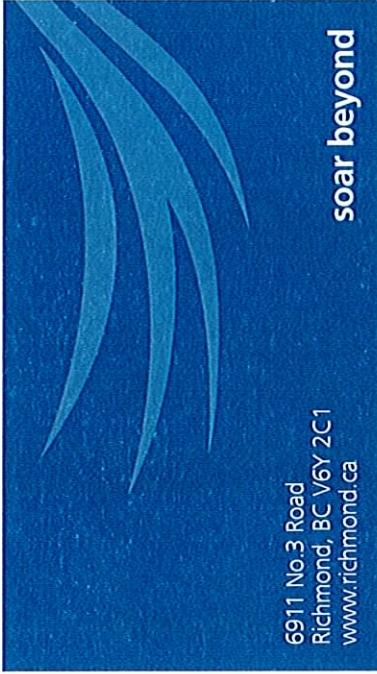


City of Richmond

COAT OF ARMS



City of Richmond
George Duncan
Chief Administrative Officer
Chief Administrative Office
T 604 276 4336
F 604 276 4222
E george.duncan@richmond.ca



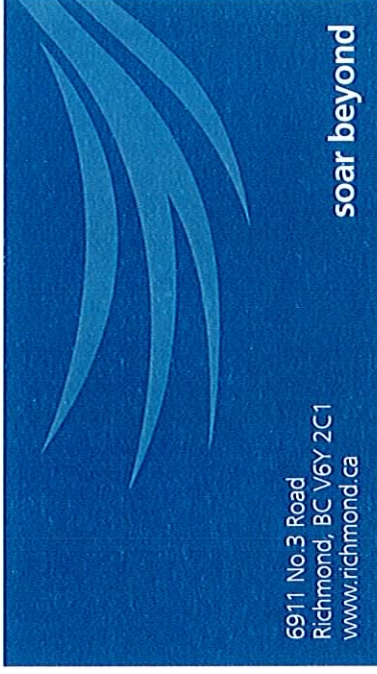
soar beyond

6911 No.3 Road
Richmond, BC V6Y 2C1
www.richmond.ca

Business Card



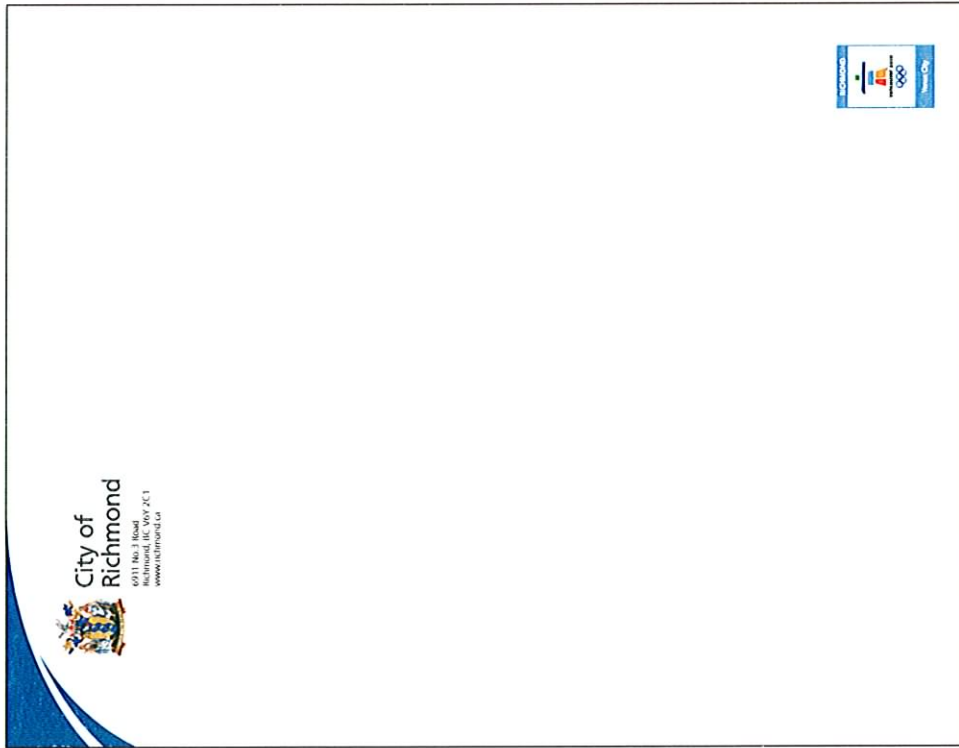
City of Richmond
George Duncan
Chief Administrative Officer
Chief Administrative Office
T 604 276 4336
F 604 276 4222
E george.duncan@richmond.ca



soar beyond

6911 No.3 Road
Richmond, BC V6Y 2C1
www.richmond.ca

COAT OF ARMS



Letterhead

