

**Mayor and Council**

7008 S. Rice Avenue  
Bellaire, TX 77401



Meeting: 04/17/17 07:00 PM  
Department: City Manager's Office  
Category: Presentation  
Department Head: Michelle Jordan -  
DOC ID: 2228

**SCHEDULED  
ACTION ITEM (ID # 2228)**

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**Item Title:**

Presentation regarding the advantages and potential timeline related to branding, identity, and graphic design efforts proposed for the City of Bellaire, and related discussion - Submitted by Michelle Jordan, Project Manager.

**Background/Summary:**

The City of Bellaire has been described as a City of Homes for many decades, and residents take pride in that identity. Over the course of the last few years, several initiatives and efforts have been discussed regarding improving the overall appearance of the City including streets, utilities, parks, and City Facilities. These efforts have suggested improvements or changes to utility infrastructure, landscaping, signage and wayfinding, art installations, and many other items. Throughout these efforts, the overall identity of the City of Bellaire has not been distilled. The branding exercise proposed by Design by Principle will investigate and determine that identity, then expand on that to help inform many other decisions.

Advantages to a branding exercise:

1. Timing - With construction of the new facilities starting in the coming weeks, the City of Bellaire has a unique opportunity to use signage and graphics in the new building to celebrate and reinforce the City's identity. The City Hall and Civic Center will continue to be the face of the City, where residents interact with Council, receive services, and attend events. There are many opportunities for the City's identity to be reinforced in the buildings, including the exterior signage, interior signage, logos and graphics, furnishings and decorations. In fact, PGAL has requested guidance from the City regarding the City regarding logos and iconography. The Grand Opening of the new buildings, which is projected for 2019, can serve as a celebration of new facilities and iconography.
2. Insight for beautification efforts City-wide - Through the discovery process, the branding exercise will uncover many opportunities to ensure the best image of the City of Bellaire is presented to residents and visitors alike. Style and content of City banners may be updated, entry way markers can have a unifying style with the rest of the City, street lights and signs can reinforce the identity and future buildings can be designed to provide a consistent identity even if architectural style is not the same. Web-based content and information can be updated, along with print materials. The City will have the opportunity, once the exercise is complete, to incorporate the new logo and styles in many areas of the City. Many efforts, plans and studies intended to improve City-wide aesthetics have been developed, however, a consistent toolkit for City Staff to be able to implement has not been delivered. The desired outcome of this branding exercise is to assimilate those ideas and inputs into a consistent "look and feel" toolkit to guide future decision making.

There are many ways this effort will inform future decisions, but there are several specific upcoming projects that will benefit greatly from this effort.

- The Park Signage Master Plan project is a funded project in the current fiscal year, and the style and design of the City-wide systems will play a key role in how we

identify and celebrate our park amenities.

- Newcastle Trail Lighting Project is also funded in this fiscal year, and we can make sure the stylistic choice of light fixture is in line with the characteristics of the City. Currently, there have been two different street lights proposed over the last year, and they have very different styles.
- The Municipal Facilities project will benefit greatly from the branding effort by allowing PGAL to refine the finishing touches to the buildings, such as room identification signage.

There are many initiatives and efforts that can all be brought together in a cohesive and achievable plan once this effort has identified the brand framework. The results will also provide staff with decision making tools to incorporate into many areas of City business to provide a strong sense of presence and place.

Allyson Lack, Creative Director with Design by Principle, will give a presentation describing what the phases and efforts include and a proposed timeline for accomplishing these tasks.

**Proposed Milestones:**

June 2017 - Present findings of Step One to Council, which will include research and brand audit, communication with stakeholders, evaluation of the existing brands and environments.

September 2017 - Present results of Step Two to Council, which will include new logo, font, iconography that has been tested through the Focus Group.

**Resources and Stakeholders:**

Resources available to inform Step One:

- Terrain Studios Urban Design Report
- Parks Master Plan
- Comprehensive Plan
- Municipal Facilities Project

Stakeholders recommended to inform Step One:

- Cultural Arts Board
- Citizens for a Beautiful Bellaire
- Bellaire Historical Society

**Fiscal Impact:**

The funding of the branding, identity, and graphic design efforts is recommended to come from the Beautification CIP fund, related to Agenda item 2270.

**Recommendation:**

Council to receive presentation and provide feedback and questions as appropriate.

**ATTACHMENTS:**

- Principle\_CityofBellaire\_PACKET (PDF)

**PRINCIPLE**

*APRIL 17, 2017*

**BRAND STRATEGY**

# The City of Bellaire

*Why we're here today:*

1. To share Principle's approach and timeline for a COB brand immersion / audit, brand vision (verbal) and brand identity (visual).
2. Through select case studies, we'll demonstrate how an *integrated brand system*—the visual and verbal articulation of who you are + what you stand for—can elevate the experience (increasing pride, beauty, and sense of community) represented by the City of Bellaire.

# Branding is more than a logo.

It is a system that interrelates and builds upon itself.  
It is an opportunity to inspire and form an experience.

Ultimately, your brand system serves as your foundation and your North Star—your way to ensure that all is defined and aligned, because successful brands are built on strength and consistency.

# The City of Bellaire has a unique opportunity:

With the community's significant investment in rebuilding Bellaire's Town Square + municipal facilities, the recent development of Evelyn's Park, the new Condit Elementary School, and ongoing beautification efforts, *our city is poised to be in the spotlight*—not only among its residents, but in Greater Houston as well.

# IMPACT OF CITY OF BELLAIRE'S BRAND

MAGAZINE, STATIONERY SYSTEM, FLYERS,  
NEWSLETTERS, BILLS / INVOICES,  
CORRESPONDENCE TO RESIDENTS

## PRINT

## PRESS

PUBLIC RELATIONS GRAPHIC,  
YOUTUBE CHANNEL,  
NEWS OUTLETS

## NEW FACILITIES

INTERIOR/EXTERIOR GRAPHICS  
LETTERING  
WAYFINDING / PARKING SIGNS  
CONCRETE INLAYS  
INTERIOR DESIGN ASSETS

## CITY GEAR

STICKERS FOR RESIDENTS  
T-SHIRTS  
TOTE BAGS, HATS,  
BUMPER STICKERS  
WINDOW DECAL  
NEW RESIDENT WELCOME KIT

## IDENTITY

VISUAL & VERBAL

## DIGITAL

WEBSITE  
E-BLASTS  
DIGITAL NEWSLETTER  
E-SIGNATURES  
SOCIAL MEDIA  
FACILITY TV MONITOR GRAPHICS

## ENVIRO

CITY VEHICLE GRAPHICS  
CITY BANNERS, ESPLANADE  
WATER TOWERS, MAN-HOLE COVERS  
BENCHES, ETC.

## SIGNAGE

CITY-WIDE SYSTEM:  
PERMANENT MONUMENT SIGNS  
EVENT SIGNS  
SPONSORSHIP SIGNAGE  
CITY LIMITS SIGNS

## OTHER OPPS

BADGES, STICKERS, LANYARDS,  
BELLAIRE PINS  
CITY UNIFORMS

# Project Milestones

PROCESS FUNNEL  
HOW WE WILL ARRIVE AT YOUR BRAND IDENTITY

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**STEP ONE, IMMERSION**

**RESULTS OF AUDIT, REPORT**

**STEP TWO, NEW VISUAL / VERBAL IDENTITY**

**FOCUS GROUP REVIEW**

**FINAL IDENTITY RECOMMENDATION**

**APPROVAL OF NEW BRAND**

## **STEP ONE: IMMERSION**

### *RESEARCH & BRAND AUDIT*

## **STAKEHOLDER INPUT**

Potential stakeholders have been discussed with COB and a comprehensive list will be provided, to include: community partners, board and society members, and COB leadership.

## **REVIEW OF EXISTING MATERIALS / STUDIES / PLANS**

Park's Master Plan, Urban Design Plan, Comprehensive Plan, etc.

## **IDENTITY AUDIT**

Logo, typography, color palette, all graphic / design elements

## **PRINTED / ONLINE COMMUNICATIONS AUDIT**

Collateral, stationery, internal / external printed materials, templates

Current website, email marketing, social media, online templates

## **BUILT ENVIRONMENT AUDIT**

Existing municipal spaces / city parks / signage / interior design of your various locations; on-site visits to be scheduled where applicable; renderings to be provided for future buildings

## **COMPETITOR AUDIT**

Analysis of the visual and verbal identities of other cities in Houston, and beyond, who've undergone brand redesigns

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## **FINDINGS PRESENTED TO CITY COUNCIL: JUNE 2017**

PDF report provided

## STEP TWO: BRAND VISION (VERBAL) + BRAND IDENTITY (VISUAL)

CREATIVE IDEATION

# A.

## DEFINE

VERBAL PHASE

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*What it sounds like:*

Who is Bellaire as a city,  
expressed in words?

What is your value system  
(your promise to citizens)?

*What it manifests into:*

+ BRAND VISION / POSITIONING  
(BENEFIT)

(IDEA)

(PERSONALITY)

+ BRAND LANGUAGE  
(MANIFESTO)

# B.

## DESIGN

VISUAL PHASE

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## STEP TWO: BRAND VISION (VERBAL) + BRAND IDENTITY (VISUAL)

CREATIVE IDEATION

# A.

## DEFINE

VERBAL PHASE

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# B.

## DESIGN

VISUAL PHASE

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*What it looks like:*

What we design and develop together to best share COB's vision and deliver on your promise?

*What it manifests into:*

- + VISUAL & VERBAL IDENTITY
- + INTEGRATED BRAND SYSTEM
  - (PRINT APPLICATIONS)
  - (DIGITAL APPLICATIONS)
  - (ARCHITECTURAL)
  - (ENVIRONMENTAL)

## **STEP TWO: BRAND IDENTITY REVIEW**

### **1. CITY TEAM**

First review of Principle's Brand Vision and Identity Presentation, prior to focus groups.

### **2. FOCUS GROUP TESTING**

Bellaire citizens chosen at random will review identity options as developed by Principle.

Findings to help refine final recommendation.\*

### **3. REFINE & FINALIZE SELECTIONS**

Once final selections have been made, Principle will refine assets for final presentation.

### **4. PRESENT TO CITY COUNCIL: **SEPTEMBER 2017****

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## **FINAL BRAND IDENTITY SELECTED**

Visual / Verbal Presentation

\* *In our experience with institutions and non-profits, collecting data on the effectiveness of new brand assets from community members who are not branding / marketing professionals can reveal key insights to guide final brand recommendations.*

## APPROXIMATE PROJECT ESTIMATE

### STEP ONE

*Immersion, Research & Brand Audit (depending on no. of interviews; delivered via PDF)* \$ 8,000

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### STEP TWO

*Brand Vision + Language* \$ 8,750

*Brand Redesign* 21,500

1. Identity Redesign
2. Typography Palette
3. Color Palette

Preliminary Ancillary Graphics / Iconography as needed TBD

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Project Management (presentations, meetings, correspondence, tracked hourly) \$ 3,500

**PROJECT TOTAL** \$ 41,750

## DELIVERABLES: STEP ONE + TWO

### STEP ONE

*Audit Report*

June

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### STEP TWO

*Brand Positioning Language:*

Overarching brand messaging strategy which will provide both internal and external-facing language to be used across print, web, PR, media, and applicable to all ongoing city communications

September

*Brand Language Assets:*

1. New / Refreshed Logo
2. Cohesive Font Families, City-Wide (print, web)
3. Cohesive Color Palette (to influence all future brand touchpoints)

September

## **STEP THREE: APPLICATIONS FOR CITY OF BELLAIRE**

# MUNICIPAL FACILITIES PROJECTS

With an approved and improved brand identity, the City of Bellaire will have clear recommendations on how to move forward on architectural signage, building identity, park signage, and a multitude of other opportunities.

Thank you for your time.

*[WWW.DESIGNBYPRINCIPLE.COM](http://WWW.DESIGNBYPRINCIPLE.COM)*