

Mayor and Council

7008 S. Rice Avenue
Bellaire, TX 77401



Meeting: 03/07/16 07:00 PM
Department: City Manager's Office
Category: Budget
Department Head: Diane K White
DOC ID: 1802

**SCHEDULED
ACTION ITEM (ID # 1802)**

Item Title:

Presentation, consideration of, and possible action on a recommendation from the Bellaire Cultural Arts Board to authorize the Board to work with the Design By Principle Group to develop preliminary concepts for creating a brand for the City of Bellaire to be funded from the CIP Beautification Project Budget - Submitted by Terry Leavitt-Chavez, Chair of the Bellaire Cultural Arts Board, on behalf of the Bellaire Cultural Arts Board.

Background/Summary:

Due to their exclusive partnership with Evelyn's Park Conservancy, where their firm is creating the park's new logo and brand identity system, Principle was asked to present the benefits of an overarching brand platform to the Bellaire Cultural Arts Board in January. Based on that presentation, the Board believes there is opportunity to evolve the City of Bellaire's logo and identity, both verbally and visually, to truly capture the vision of our City moving forward. Principle is a graphic design and branding firm who's Founder and Creative Director, Allyson Lack, is a long-time resident of Bellaire. Women-owned and operated, they staff brand strategists, writers and designers to craft a total package for their clients. Principle has worked with non-profits and institutions, as well as corporations, retailers and restaurants, and their experience provides them a well-rounded approach to each project. (See Addendum)

Rationale

This project is intended to update the City of Bellaire's current seal, secondary logo applications, typography, color scheme, and graphic approach and bring cohesion and consistency to usage throughout our City. In addition, foundational language, including core values and brand pillars, will be created to help establish, clarify and differentiate Bellaire among its counterparts.

A new Bellaire visual and verbal identity will live on the City website, newsletters, magazine masthead, stationery, vehicles, employee uniforms, utility billing, future light post banners, monument and esplanade signage, future City Hall signage and other new facilities, possible logo fabrication into Rice Blvd intersection streetscape, to name a few.

Previous Council Action Summary:

N/A

Fiscal Impact:

- 1. Immersion & Research** - Principle will gain a thorough understanding of the project and goals by conducting immersion interviews with key stakeholders, including City Council members, Bellaire Cultural Arts Board members, historian, etc. \$2,750
- 2. Brand Audit** - Principle will spend several days touring Bellaire and photographing

documenting logo and language usage throughout the city, in addition to reviewing stationery, collateral, bills, newsletters, digital presence, etc. PDF Presentation \$3,500

- 3. Verbal Platform** - Principle's strategists/writers will craft Bellaire's brand language (i.e. overarching mission statement) that captures our core values and brand pillars. This unique positioning will serve as an internal reference and guide by which we can develop future materials and messaging. Deliverable: Brand Language \$7,500
- 4. Visual Platform** - Principle will explore ways by which they can refine the look and feel for all future brand expressions, namely an updated/reimagined City seal, secondary logo applications, typography, color scheme, and graphic approach. The goal is to evolve the current treatments and create a brand system that is timeless and reproducible across many mediums. Deliverable: New Set of Brand Assets \$12,500
- 5. Project Management** - Flat fee to cover all aspects of client relationship management, including meetings, emails, calls and presentations. \$2,000

Recommendation:

The Bellaire Cultural Arts Board President Terry Leavitt-Chavez requests that the Art Board be given direction to move forward with this project.

ATTACHMENTS:

- Company background information (PDF)
- Principle Presentation for Council Packet(PDF)

CLIENTS

Adair Family Restaurants | *Houston, Texas*
Bella Cucina | *Atlanta, Georgia*
Black Walnut Café | *Houston, Texas*
Brighter Bites | *Houston, Texas*
Chandos Interiors | *Houston, Texas*
Chronicle Books | *San Francisco, California*
DePelchin Children's Center | *Houston, Texas*
Evelyn's Park Conservancy | *Houston, Texas*
Found for the Home | *Houston, Texas*
Goode Company Restaurants | *Houston, Texas*
Larson-Juhl | *Norcross, Georgia*
Lovett Homes | *Houston, Texas*
Maryland Institute College of Art | *Baltimore, Maryland*
Microsoft | *Redmond, Washington*
NapaStyle | *Napa, California*
National Building Museum | *Washington D.C.*

The Natural Light | *Lynn Haven, Florida*
Nichole Sloan Photography | *McDonough, Georgia*
Nordstrom | *Seattle, Washington*
OmegaFi | *Atlanta, Georgia*
Paddywax Candles | *Atlanta, Georgia*
Philips | *Atlanta, Georgia*
Progressive Insurance | *Mayfield Village, Ohio*
Rockport Publishers | *Minneapolis, Minnesota*
Studio Communications | *Houston, Texas*
Texan Bank | *Houston, Texas*
Texas Children's Hospital | *Houston, Texas*
Theatre Under The Stars (TUTS) | *Houston, Texas*
The Walters Art Museum | *Baltimore, Maryland*
The Woodhouse Spas Corporation | *Victoria, Texas*
UTHealth, School of Public Health | *Houston, Texas*
Wing Aviation | *Houston, Texas*

RECOGNITION

2006-2007

Print Magazine | *regional design annual*
Vizual | *Commarts newsletter, Vol 3, No.1*
Communication Arts | *packaging: design on the frontline*
Communication Arts | *50 essential bookmarks*
How Magazine | *profile: A tale of 3 cities*
Print Magazine | *regional design annual*
GD USA | *2007 People to Watch Issue*
How Magazine | *promotion design awards*
The ONE Show | *judge*
DSVC Show | *judge*
AIGA National Design Conference "Next" | *speakers*

2008-2009

Communication Arts | *Exhibit*
AIGA 365: Annual Design Competition | *judge*
Art Director's Club of Metropolitan Washington | *judge*
Design Matters: Brochures 01 | *Rockport Publishers*
Design Matters: Packaging 01 | *Rockport Publishers*
Women of Design: Influence and Inspiration from the
Original Trailblazers to the New Groundbreakers | *How Books*
Communication Arts | *design annual 2008*
Communication Arts | *feature article*

Communication Arts | *design annual judge*

Commarts.com | *exhibit*

AIGA South | *seed awards jury*

ADDY Award | *silver, district 10 regional*

2010-2012

Letterhead & Logo Design 11 | *Rockport Publishers*
University of Maryland Design Week | *keynote speaker*
Houston Chronicle | *business section*
The Texas Show | *exhibit*
Communication Arts | *design annual judge*
Typography Referenced | *Rockport Publishers*
Neenah Paper UNshow | *identity design award*

2013-2015

HOW Packaging | *feature on food packaging*
ADDY Award | *gold, silver, merit awards, Houston*
ADDY Award | *silver, district 10 regional*
Mohawk Felt & Wire | *design feature*
Print Magazine | *regional design annual*
AIGA Awards Houston | *gold award, identity*
Art of the Menu | *design feature*
AIGA | CASED | *national finalist*

DESIGN TEAM PROFILE + CAPABILITIES

PRINCIPLE is a decade-young design and branding boutique based in Houston, Texas. With roots in high-end, exquisitely produced packaging and printed matter, Principle has expanded its capabilities over the years to include brand strategy, naming, writing and web design. From small niche brands to Fortune 100s, what our clients hold in common is an appreciation for engaging concepts, inspiring design and forward-thinking collaboration. Principle has produced noted campaigns, publications, packaging systems, identities and more, building long-standing relationships with clients who have come to rely upon our expertise and passion for work that is both beautiful to experience and delivers a resonant message. From Nordstrom to Napa and non-profits to nationally recognized icons, our mission is simple: to help translate a brand's potential into a purpose.

Partner, Creative Director

ALLYSON LACK is a partner and co-founder of Principle. She graduated with a business degree in Marketing from the University of Maryland but soon thereafter, with design as her true calling, headed to Atlanta to attend graduate school at Portfolio Center. With meaningful stints at Houston's Rigsby Design and later as Senior Designer for Rutka Weadock in Baltimore, Ally honed her talents for rich typography and masterful production. Before forming Principle, Ally ran her own one-woman studio where she made a name for herself with exceptional work for museums, art schools and cultural institutions. Her work has been featured in *Print*, *AIGA*, *Communications Arts*, and the *New York Type Directors Club*.

Partner, Creative Director

PAMELA ZUCKER is a partner and co-founder of Principle. Pamela graduated with a BFA from the University of Michigan and continued her design studies at the Portfolio Center in Atlanta. She began her career at Rigsby Design in Houston, working with clients such as Dell and International Paper where her responsibilities ranged from conceptual development to design to highly-crafted production. Prior to establishing Principle in 2004, Pamela ran her own design office, landing national accounts that encompassed everything from book design to advertising. Outside the office, she serves as a portfolio advisor to senior design students, has juried international design competitions and is a past board member of the AIGA, Houston.

Brand Strategist

INA RILEY is a senior strategist for Principle. She has expertise in developing integrated branding, verbal and creative strategies for high-profile consumer and corporate clients. After spending several years at Interbrand New York, Ina is now based in Houston. She holds a BBA in International Business and Marketing from the University of Texas at Austin. Ina's experience includes naming, architecture and brand identity initiatives for clients including AT&T, Walgreens, Johnson & Johnson, Unilever, Exxon, Disney Digital, Tiffany + Co., Bank of America and Avon Foundation.

Brand Strategist, Design Writer

ERIN O'CONNOR is the brand verbalist at Principle. She graduated with a BA in Journalism from the University of Georgia, where she fell in love with branding's ability to tell a story, share an idea — set an expectation. She sharpened her pencil at the Portfolio Center in Atlanta before bringing her talents west to The Richards Group in Dallas, currently the nation's largest independent branding agency, and then to Greatest Common Factory in Austin, a strategic branding, advertising and production firm. While she specializes in the wordier aspects of a project, Erin is fluent in the language of design, bringing graphic savvy and a keen eye for detail to every collaboration.

Graphic + Web Designer

NADIA USMANI is a graphic designer at Principle. She graduated from University of Houston's design BLOCK program with emphasis on both print and digital mediums. Having worked for PH Design after graduation, she then went on to Baylor College of Medicine as a web designer, focusing on user interface and experience. Nadia's strength lies in her ability to translate design solutions from print to pixels and back again, ensuring a seamless experience across any communication.

Graphic Designer

RACHEL ROTHBERG is a graphic designer at Principle. After earning her BA from University of Houston's design BLOCK program, she began her career in-house for Transwestern. Rachel then spent several years honing her skills at PH Design where she became proficient in typography, identity and experimentation with paper and production.

IMPACT OF REBRAND FOR CITY OF BELLAIRE

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

FUTURE

ARCHITECTURAL IMPROVEMENTS
NEW BUILDINGS / SCHOOLS
STREET SCAPE GRAPHICS

PRINT

PRESS

TV SCREEN GRAPHIC,
YOUTUBE CHANNEL,
NEWS OUTLETS

MERCH

STICKERS FOR RESIDENTS
T-SHIRTS FOR FUN RUNS
TOTE BAGS AT THE LIBRARY

IDENTITY

VISUAL & VERBAL

DIGITAL

WEBSITE
E-BLASTS
DIGITAL NEWSLETTER
E-SIGNATURES
SOCIAL MEDIA

ENVIRO

CITY VEHICLE GRAPHICS
CITY UNIFORMS
SIGNAGE SYSTEM
CITY BANNERS

SIGNAGE

PERMANENT MONUMENT SIGNS
EVENT SIGNS
SPONSORSHIP SIGNAGE
CITY LIMITS SIGNS

OTHER OPPTS

BADGES, STICKERS, PROMOS,
HOLIDAY EVENTS

PRINCIPLE

MARCH 7, 2016

BRAND VISION

The City of Bellaire

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Why we're here today:

To walk you through how an *integrated brand system*—the visual and verbal articulation of who you are + what you stand for—can convey the pride, beauty, and sense of community represented in the City of Bellaire.

To demonstrate how a solid brand platform helps inform + inspire the visual evolution of your brand.

To share examples of brand development and evolutions and that our firm has completed.

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 addition of Evelyn's Park, the new Condit Elementary School, and other beautification efforts, the city is poised to be in the spotlight— not only among its residents, but in Greater Houston as well.

If the City of Bellaire has the opportunity to reface its image and solidify the brand,
where could it be improved?

Brand Evaluation

THE CITY OF BELLAIRE, TEXAS



Many municipalities employ a seal which can be a very useful asset across numerous brand touchpoints. However, the seal currently being used feels somewhat generic in its execution.



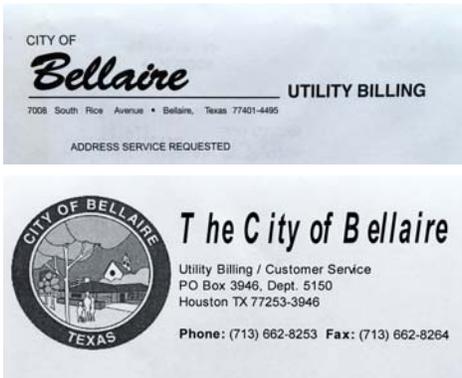
In addition, the drawing style is over-simplified, which gives the impression the artwork isn't customized to reflect Bellaire.



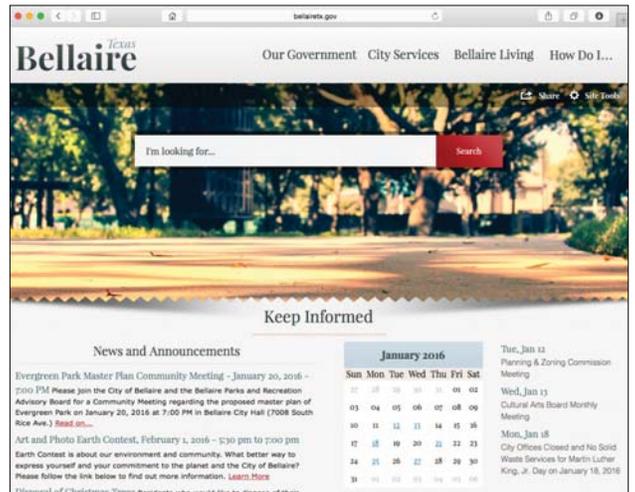
The color palette might also be a place to consider evolving the brand. The primary shades of green and blue selected aren't highly versatile across all mediums.



Examples of the seal being paired with a mix of typography that isn't cohesive and a part of a greater brand system. Also, the seal appears with and without a border.



Correspondence with Bellaire residents isn't consistent. Logos on envelope and interior invoices should match. The utility bill appears as though the "font" didn't match correctly, spacing is extremely irregular.





Beyond print and digital applications, there are a host of opportunities around Bellaire to improve the signage that greets visitors / residents as they cross into our city. This monument sign is a prime example of a branding opportunity.

In short, Bellaire has a unique opportunity to “facelift” the current identity and think holistically about the brand.

While we believe the brand should feel welcoming, user-friendly and reflect our strong community, it should also evolve in order to be:

Timeless. Well-crafted. Versatile across many mediums.



Before & Afters

CASE STUDIES OF OUR BRAND EVOLUTIONS

Black Walnut Cafe

HOUSTON, DALLAS, AUSTIN & BEYOND

BWC. ORIGINAL VS. MODIFIED TREATMENT



BWC. ORIGINAL VS. MODIFIED TREATMENT



BLACK WALNUT
CAFE

YOUR PLACE | YOUR PACE

BWC, LOGO IN MULTIPLE LOCKUPS

PRIMARY LOCKUP

BLACK WALNUT
CAFE

STACKED LOCKUP

BLACK WALNUT
CAFE

BWC, LOGO IN MULTIPLE LOCKUPS

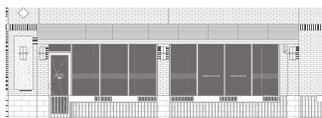
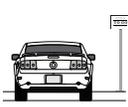
PRIMARY LOCKUP



STACKED LOCKUP



BWC, LOGO IN THE BUILT ENVIRONMENT



BWC, MERCHANDISE DESIGN



Sometimes, simple is best. If you don't need pretty graphics and colors, don't use them. This signage quickly says "be a guest," "it's back here," "we help you and my neighbors in our drink and dine at this establishment."



On the contrary, color can help a guest easily navigate different options.



WING, ORIGINAL VS. MODIFIED TREATMENT



WING, ORIGINAL VS. MODIFIED TREATMENT



WING AVIATION



WING, LOGO IN MULTIPLE LOCKUPS

PRIMARY LOCKUP



PRIMARY LOCKUP WITH TAGLINE



SECONDARY LOCKUP



WING SPEC SHEET, ORIGINAL VS. MODIFIED

Wing Aviation Astra SPX NB18WF

Features

- Passenger Capacity: 7
- Baggage Capacity: 51 cu ft
- Max Speed: 490 mph
- Max Range: 2950 nm

Amenities

- Mini Cabin with Microwave
- Ensuite Lavatory
- Power Outlets
- Flight Phone

Floor Plan

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WING AVIATION GULFSTREAM V/GV Large Cabin Series

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FLOOR PLAN

FEATURES

- Passenger Capacity: 14
- Baggage Capacity: 200 cu ft
- Max Speed: 480 mph
- Max Range: 4600 nm

AMENITIES

- Ensuite Cabin with Wine and Microwave
- Ensuite Lavatory
- Storage Locker System with Flight Deck Controls
- WiFi Internet
- 100 LCD Panels
- 1000 Watt and 1500 Watt Entertainment System
- Power Outlets
- Flight Phone

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WING, STATIONERY / COLLATERAL DESIGN

ALL CLEAR >

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Dear Mr. Jones,

Thank you for your interest in Wing Aviation. We are pleased to provide you with this information. We are currently seeking qualified pilots for our fleet of aircraft. If you are interested in this opportunity, please contact us at 855-944-9464 or visit our website at www.wingaviation.com. We are an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, gender, religion, or national origin.

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ALL CLEAR >

WING, MERCHANDISE DESIGN

A smoother flight, from Madrid to Marcellan 25.

Air. Fair.

FLY HAPPY. Stay rich.

FLY ANYWHERE, ANYTIME. ON TWO HOURS' NOTICE.

WING AVIATION

Jeremy Gee
WING AVIATION



BRIGHTER BITES, LOGO DESIGN



BRIGHTER BITES, TAGLINE





OUR MANIFESTO

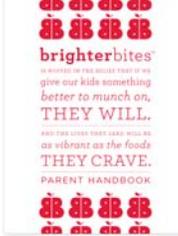
We believe in fresh food. Color. Crispness. Crunch over crumbs. Food that's not been fiddled with—and that's as easy to find as it is to eat.

Brighter Bites™ brings healthier choices into the homes, minds and mouths of our children and their families. It's a locally started, globally minded initiative that delivers fresh fruits and vegetables directly into our kids' hands, teaching them how to use and choose a different kind of fast food. Every week, students bring home fifty servings of fresh produce from school, along with recipe cards, nutrition facts and ideas for preparation.

Brighter Bites is rooted in the belief that if we give our kids something better to munch on, they will. And the lives they lead will be as vibrant as the foods they crave.

Brighter choices. Brighter outlooks. Brighter Bites.™





brighterbites™
PARENT HANDBOOK

Roots, Fruits & Super Smoothies

Writing your own recipes and meal plans. From a variety of produce to healthier than being super foods.

3 simple smoothie recipes

NUTRITIOUS KNOW-HOW

3 simple smoothie recipes



brighterbites™

LISA HELLMAN
Founder & Executive Director

lshel@brighterbites.org | phone 713.922.7907
www.brighterbites.org



brighterbites™

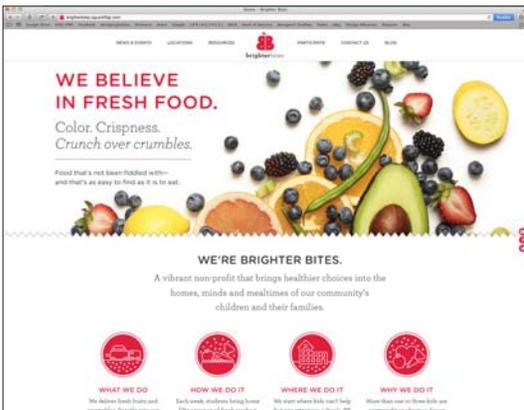
BAKED APPLES

4 small apples
1/2 cup orange juice
1/2 cup raisins (and other dried fruit as desired)
4 teaspoons cinnamon (1 teaspoon for each apple)

DIRECTIONS:

Wash apples. Preheat oven to 350°F. Using spoon or small knife, remove core of apples. Let children fill their apple with a few raisins, nuts, or other dried fruit available. Sprinkle with cinnamon. Place all apples in shallow baking dish, and pour orange juice over the top. Let extra juice cover bottom of pan. Bake for 10-14 minutes, or until apples are tender. Serve warm.

NUTRITION FACTS FOR ONE SERVING (1 APPLE WITH NUTS)
#12 calories, 20 gram carbohydrates, 3 gram fat, 5 gram protein, 3 gram dietary fiber



WE BELIEVE IN FRESH FOOD.
Color. Crispness. Crunch over crumbs.

Food that's not been fiddled with—and that's as easy to find as it is to eat.

WE'RE BRIGHTER BITES.
A vibrant non-profit that brings healthier choices into the homes, minds and mealtimes of our community's children and their families.



WHAT WE DO
We deliver fresh fruits and



HOW WE DO IT
Each week, students bring home



WHERE WE DO IT
We start where kids can't help



WHY WE DO IT
More than ever in America kids are



Goode Co. Restaurants

HOUSTON, TEXAS

GOODE, LOGO EVOLUTION



GOODE, LOGO EVOLUTION



GOODE, SYSTEM APPROACH



GOODE, SYSTEM APPROACH



Thank you for your time.

THE PRINCIPLE TEAM