

**CITY OF ALBANY  
CITY COUNCIL AGENDA  
STAFF REPORT**

Agenda Date: 7/5/2011

Reviewed by: BP

**SUBJECT:** Presentation of Branding Project, and Resolution No. 2011-38 Adopting A  
New City Motto

**REPORT BY:** Judy Lieberman, Assistant City Manager  
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**STAFF RECOMMENDATION**

- 1) Approve Resolution No. 2011-38 adopting “Urban Village by the Bay” as the City motto.
- 2) Authorize the updating of the use of the overall recommendations presented during the brand “reveal” to be used, with minor modifications as needed or desired, in city internal documents, public information and signage, and in commercial and non-profit marketing and identity efforts.

**BACKGROUND**

One of the recommendations of the Economic Development Report completed in July 2009 was to develop a coherent and meaningful approach to the City’s self-presentation in order to reflect the values and culture of the community. This would allow the City to update its physical appearance (signage in particular) to reflect and support the City’s unique identity. The goal of community identity and branding on the economic side is to help focus business outreach efforts. The use of clear, consistent, and attractive images and messages help communities to retain and attract businesses, and to encourage residents and visitors to dine, shop, and receive services in Albany on a regular basis.

In spring of 2011, the City hired Arnett Muldrow & Associates to implement an intensive three day branding project. The workshops and presentations were carried out from May 2 to 5, 2011. The “reveal” presentation took place on May 5, 2011. The elements of the reveal (see link and/or power point presentation), include font, motto, colors and tagline.

**DISCUSSION**

Since the “reveal” in May, the City has been working internally to coordinate the ways in which the materials will be used. There are three primary arenas for the use of these materials:

- 1) Internal to the City: This includes materials such as letterhead, the business cards, City seal, department brochures, and presentation materials. The materials and “design guidebook” should be transmitted to all departments for their use.
- 2) Public arena: Community outreach, publications and event materials, such as posters for events, newsletters, ads for city events, other promotions, etc. More permanent or semi permanent community identification and promotion: Gateway and other signage; banners; possibly murals, marketing campaign, etc.
- 3) Private Business Marketing and Promotion—The branding materials include images, taglines, and other resources that individual businesses and associations can use to market Albany businesses. Staff would work with the Chamber of Commerce, Solano Avenue Association and businesses to provide the branding materials as resources for individual and group efforts. Examples of broad efforts include overall ads promoting Albany, developing consistent “open/closed” signs, and other marketing initiatives.

### **SUSTAINABILITY IMPACT**

Products used will be made with recycled content and use sustainable materials whenever possible. The intent will be to use up existing materials, such as cards and letterhead, and to waste as little as possible. All materials that are replaced will be recycled. Efforts will be made to reuse and reduce waste. Branding materials will be used to promote community events, for local trail signage, and to promote local businesses and services.

### **FINANCIAL IMPACT**

The implementation of the changes to the motto and updating of the City seal will have some financial impact as letterhead, businesses cards, etc. are replaced. Some of this can be phased in gradually as part of the resupply of these materials, however, some items, particularly related to the seal and motto, will have to be replaced. Other cost items will include City Signage and Gateway signage. There are no cost estimates at the current time, but given budgetary constraints, it is likely that many of these changes will be phased in gradually.

### **Attachments:**

1. Resolution 2011-38 A Resolution of the Albany City Council Adopting a New City Motto.
2. Powerpoint “reveal” presentation (revised version)