



Issue: **BRAND REFRESH PROPOSAL**

Date: February 28, 2022

Submitted By: Drew Douglas, Director of Communication

Background

Nixa's current visual brand identity elements are inconsistent, and inconsistently applied across digital, print, and other applications. The Nixa city seal, flag, and police patch were brought into alignment with the current city logo in 2018 through a design contest. However, the current city logo uses a font style and graphical elements which now feel dated and don't necessarily project the image of a forward-thinking suburban community. The current city logo also has nothing in common with the Nixa Utilities and Nixa Parks logos and visual brand elements.

In 2021, I began consulting with Matt Noblett, an experienced graphic designer now teaching graphic design and brand development at Drury University. We had discussed the need to develop a brand identity style guidebook so that the city could be more consistent in portraying our visual identity and other brand elements, and that discussion also uncovered the possibility of updating our visual brand elements including logos and more, to create better alignment across departments and to strengthen the overall brand identity.

In August of 2021, Mr. Noblett and I met with the Mayor, City Administrator, and Assistant City Administrators to present the idea and outlined the reasons why we believed a brand update was warranted. During that meeting, Mr. Noblett and I were given the green light to begin exploring and developing ideas for what an updated Nixa brand might look like.

Since then, I've consulted on a weekly basis with Mr. Noblett, who has done extensive work to create what we believe to be a contemporary, forward-thinking brand identity for the city, which includes evolutions of existing Parks and Utilities branding, and new graphical elements which tie all our branding together around shared shapes, colors, and fonts.

This is an introduction to council of the brand identity elements we are recommending for adoption by the City Administrator. However, the proposed seal and flag designs would need to be adopted by resolution of city council at a later date.

With your blessing, staff intend to implement these visual brand elements and develop a brand style guidebook to assist staff, agency partners, and vendors with proper implementation of our refreshed brand identity.