



Issue: BRAND DISCUSSION PART 3

Date: May 18, 2022

Submitted By: Drew Douglas, Director of Communications

Background

City staff identified an opportunity to update the city's branding to create more consistent look and feel across our departments and visual design elements. The Communications Department has been working with a graphic design/branding consultant to present possible logo, seal, flag, police patch, and department sub-brand designs (including Parks & Rec, Nixa Utilities, Public Works, Development, etc.) which would feel more like a coherent family of brands. Staff would like to adopt a new family of brand logos, but before adopting logos, for consistency, we ask that council adopt a new seal and flag design which would have a consistent look and feel to the proposed visual brand identity.

Analysis

Staff presented an initial proposal to update the city's visual brand identity in April, and based on council's feedback, developed more potential design alternatives. The Communications Director presented design options again during the council workshop at the end of April and has met individually with council members to narrow down the many potential options to just a handful of finalists and visualize how different logo symbols could impact the rest of the visual brand identity.

Please refer to the attachment to view the seal and flag designs recommended for adoption and a few alternate designs.

Recommendation

Staff is asking for council's direction so we can bring back a resolution to adopt a new seal and flag design at the first council meeting in June.

Brand Family Option A-1

Converging Arrows (X in negative space)

Note: X on ground in seal.



Brand Family Option A-2

Converging Arrows (X in negative space)

Note: X in sky in seal.



Brand Family Option B

Sunburst X (parallel rays)



Brand Family Option C

Sunburst X (crossing rays)



This is the first time you have seen this, though it is a variation off of this design:



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White background not recommended for flags, as it looks like we have surrendered when wind not blowing.



Seals and logos on flags are not a best practice of good vexillology design. However, some cities and states do put their seal or logo on their flag. Keep in mind the cost per flag will be higher because the design is not symmetrical.



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Text on flags is not a best practice of good vexillology design. The City of Springfield recently abandoned an old flag design with text of the city name in favor of a design which follows best practices of vexillology.



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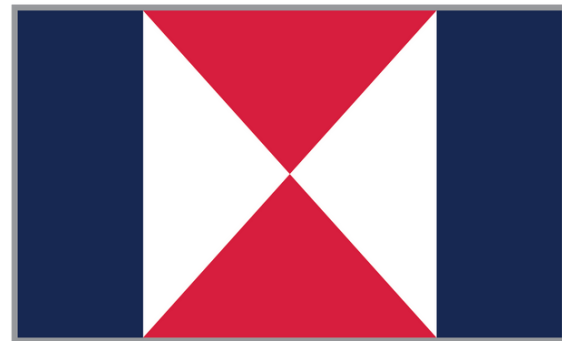
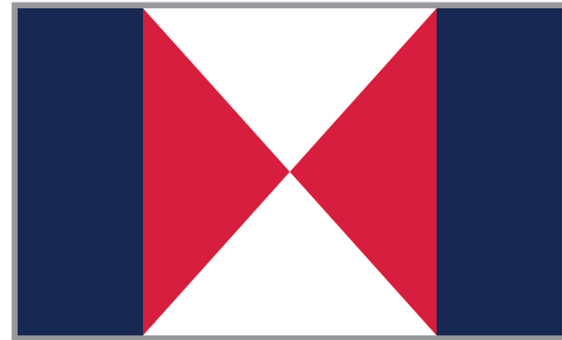
Text and logo on flag not a best practice of vexillology.



This flag design should only be in consideration if council decides to adopt seal design B.

Examples of possible flag designs which follow all best practices for vexillology.

- Symmetrical.
- No seal or logo.
- No text.
- Big, clear shapes and colors.
- Easily drawn from memory.



Modification of Current X



Existing Parks X

