



Issue: RESOLUTION TO ADOPT A NEW CITY SEAL

Date: June 9, 2022

Submitted By: Drew Douglas, Director of Communication

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. Brand enhancement is a top priority from the 5-year Strategic Plan. Improving our brand strategy will help us accomplish High-Performance Government Action Plans 1, 6, 9, 10, 11 as well as Sustainable Economy Action Plan 3, and Hometown Spirit Action Plans 1, 7 and 8. The proposed update to visual brand identity is supplemented by and integrates with a comprehensive brand strategy update which addresses all of these action plans regarding marketing and communications strategies.

Primary motivation for this brand update is to help the city communicate its brand identity more effectively to external audiences who may not have heard of Nixa before. Potential business investors, site locators, new residents, and visitors are attracted to cities which have a distinct, cohesive, authentic brand identity and consistently high-quality visual communications. Strong visual brand identity sends a message that we are a well-organized and competent organization, capable of professionally responding to economic development opportunities in an effective and efficient manner. By contrast, organizations with weak, chaotic, or inconsistent branding may be perceived as unprofessional and may sow doubt as to their capability to be a competent and reliable partner.

A secondary motivation for this brand update is to help enhance our community identity among our citizens and to more clearly communicate the fact that all city departments are part of the same organization, distinct from separate organizations in the community or elsewhere.

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 cohesive family of brands. (Think Coke and Diet Coke, rather than Chevy, GMC, and Buick).

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 met individually with council members to narrow down the many potential options to a handful of finalists. We visualized how different logo symbols could impact the rest of the visual brand identity and at the last council meeting in May, council directed staff to bring a resolution to adopt a seal design based on council's consensus on which logo symbol should be integrated into the updated visual brand identity.



Analysis

Staff would like to adopt a new family of brand logos, but before adopting the family of logos, we ask that council first adopt the new seal design. This way we can be certain which logo symbol to integrate into the brand family. Staff will continue to refine the logos and other brand elements to meet the needs of the departments under the direction of the City Administrator. Ultimately, the City Administrator will be responsible for the adoption and implementation of the new visual brand identity, brand style guide, and brand strategy. The Director of Communication will be responsible for maintaining and evolving the brand elements and strategy as needed, and coordinating their implementation by assisting each department throughout the process.

Since council has not yet come to consensus around a single flag design, more discussion is required before it would be appropriate to bring a resolution to adopt a single flag design. A prolonged process for flag design selection will not prevent staff from finalizing, adopting, and implementing the brand logos across city departments so long as a city seal has been adopted.

Council discussion regarding the flag design selection will be taken up as a separate item during this council meeting.

The Communications Department now has a graphic design intern on staff to help implement the new branding once the seal is adopted.

Recommendation

Staff recommends adoption of the proposed seal design as shown in Attachment A.

RESOLUTION NO. 2022-061

A RESOLUTION OF THE COUNCIL OF THE CITY OF NIXA RETIRING THE CURRENT CITY SEAL AND ADOPTING IN LIEU THEREOF A NEW CITY SEAL.

WHEREAS the City has been engaged in the process of updating the municipal government’s branding with the goal of creating a more consistent look and feel across all City departments; and

WHEREAS brand enhancement was identified as a priority in the City’s current 5-year Strategic plan; and

WHEREAS before the implementation of a new family of branding logos, the Council desires to adopt a new official City Seal which the design elements of same can be used to guide the development and implementation of City branding and other design elements.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF NIXA, AS FOLLOWS, THAT:

SECTION 1: The City Council hereby retires the currently adopted City Seal, said seal shall no longer be used as the seal of the City for purposes of all legal and ceremonial matters.

SECTION 2: The City Council hereby adopts a new City Seal, the design of which shall be as depicted on “Resolution Exhibit A,” which is attached hereto and incorporated herein by this reference. Said Seal shall be the official City seal for all legal and ceremonial matters and purposes.

SECTION 3: The City Council also adopts the “City Seal Design Meaning & Intended Interpretation,” attached hereto as “Resolution Exhibit B,” which is incorporated herein by this reference, as the official interpretation of the City Seal adopted herein.

SECTION 3: This Resolution shall be in full force and effect from and after its final passage by the City Council and after its approval by the Mayor, subject to the provisions of section 3.11(g) of the City Charter.

ADOPTED BY THE COUNCIL THIS 13th DAY OF JUNE, 2022.

ATTEST:

PRESIDING OFFICER

CITY CLERK

RESOLUTION NO. 2022-061

47 **APPROVED BY THE MAYOR THIS _____ DAY OF _____, 2022.**

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ATTEST:

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MAYOR

CITY CLERK

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55 APPROVED AS TO FORM:

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CITY ATTORNEY



City Seal Design Meaning & Intended Interpretation:

The Nixa City Seal is a symbol of the Nixa City Council and the administration of the municipal government. The city seal should only be used by city staff when creating official city documents to communicate the official business of (or decisions by) the council and/or administration. No member of the public, no other organization, and no political candidate nor campaign should use the city seal at any time.

The City of Nixa was incorporated as a village in 1902. We are a relatively young city, and yet we have rapidly grown into one of the most desirable suburban communities in the state of Missouri.

"Nixa Red" reminds the viewer of red Azaleas, our official city flower, and represents both our passionate commitment to an exceptional quality of life and our dedication to public service. The four converging arrows represent the place which attracts people from all around to make Nixa their home. An X in the negative space between those converging arrows marks the spot where you may find that which you treasure most. Historically, the X in the name of our city has symbolized a crossroads, it has also come to signify a multiplier of opportunity. The people of Nixa are the intangible X factor of our community. They are our town's greatest asset. Our potential for forward progress comes from their vision and determination.

The circles and city skyline silhouette in "Innovation Blue" represent strength, peace, responsibility, wisdom, truth, and trustworthiness. The white background represents the opportunity anyone has in Nixa to pursue life, liberty, and happiness. It also represents their opportunity to shape our community's future.

The silhouette of the Nixa skyline communicates our status as a suburban community. The structures symbolize comfortable homes in the foreground, places which nurture the growth of individuals and families. In the middle ground, modern looking places of business and social life are depicted, with a depiction of City Hall in the background, representing the municipal government's role in supporting residents and businesses. This symbol reminds council and staff of our commitment to facilitate an exceptional quality of life for all our neighbors through public service.