

JOINT RESOLUTION NO. 2016-12

A JOINT RESOLUTION OF THE OGDEN CITY COUNCIL AND MAYOR ESTABLISHING THE OGDEN BRAND STRATEGY, STYLE GUIDE, AND STRATEGIC DEVELOPMENT AND MARKETING APPROACH

WHEREAS, over the last several years, the City has used a variety of approaches to promote and brand itself. This has resulted in the use of numerous disparate marks, logos, color schemes and messages city-wide that are inconsistent and confusing to residents, visitors, and businesses; and

WHEREAS, the Ogden City Council and Mayor recognize the value of having a unified, cohesive brand strategy and marketing approach. The City contracted with Roger Brooks International, a renowned leader in community branding, to facilitate a community-involved process that yielded innovative and creative solutions along with several relevant tools and deliverables; and

WHEREAS, the Ogden brand has been developed through the assessment, research, and analysis of Roger Brooks International. This process also included the engagement and input of a Brand Development Team, including elected officials, City staff, community stakeholders, and area residents. An online questionnaire was also offered in English and Spanish, with an overwhelming response from 1,712 people; and

WHEREAS, a number of assets and challenges were identified throughout the process. Establishing this brand would address existing challenges and capitalize on effectively utilizing current assets; and

WHEREAS, this effort demonstrates commitment from the City Council and the Mayor to ultimately create a unified brand and vision for the community by distinguishing Ogden from its peers, focusing on Ogden's revived vitality and optimistic future, and overcoming out-of-date perceptions.

NOW, THEREFORE, BE IT RESOLVED THAT THE OGDEN CITY COUNCIL AND MAYOR hereby establish the Ogden City brand strategy, style guide, and strategic development and marketing approach.

The following brand components are jointly adopted:

- 1. Ogden's Brand Promise.** The Brand Promise is a simple statement and the guiding principle for everything Ogden does as a community. Every initiative, marketing effort, event, and development project should help reinforce ownership of the Ogden brand.

Brand Promise: As Utah's Renaissance City, fiercely independent and unabashed Ogden always offers an unconditional welcome in an adventurous mountain-metro setting.

- 2. Ogden Signature.** Since the brand revolves around the people of Ogden, it is important that the logo be Ogden's signature. The Ogden Signature is clean, easy to read, simple and is not made from an off-the-shelf font. Ogden's Signature is not meant to carry the entire brand or focus, and should always be at the bottom of the page, while photography, videography, and key marketing messages are front and center and carry the brand forward.

Ogden's Signature can be used with or without the tagline, having the tagline incorporated when appropriate for messaging and audiences.

- 3. Tagline.** The Ogden tagline "Still Untamed" is part of the brand promise and reflects the independence, innovation, and risk-taking attitude of its brand. The public plaza events, new entrepreneurial spaces, and the resurrection of Union Station will support the brand.

The tagline is meant to showcase those key marketing messages that Ogden is fiercely independent, does not follow conventional rules of business, and is unconditionally welcoming to all. The Ogden community does more than think outside the box; we destroy it.

- 4. Brand Character/Brand Voice.** The brand character articulates the feeling of the brand, and this translates into the execution of all branding elements. Communication, advertising, marketing tools, product development, and even customer service programs should be consistent with the brand's character.
 - Outgoing, active, youthful, and independent
 - Not judgmental
 - Living outside predefined boundaries
 - Willing to take risks
 - Believing all things are achievable, especially what others say cannot be done

In essence, it is taking from the legacy of an untamed past and applying that spirit to a "can do" attitude of personal growth, preferring dirt over pavement, wilderness over refinement, and not focusing on impressing others. It is moving on from the rough and tumble decades of the early twentieth century to pushing the envelope of personal achievement.

- 5. Ogden Brand Style Guide.** The Ogden Brand Style Guide (*Appendix A*) outlines a consistent and strategic approach for use of Ogden's Signature, brand concepts and components, marketing materials, and color schemes.
- 6. Brand Credibility, Reasons to Believe.** Brand credibility is the tangible evidence that will be articulated and communicated during the next several years for Ogden's positioning. It is the reason why people will believe Ogden offers the best opportunity to

realize success in raising a family and starting a business. It makes the claimed benefits compelling.

This credibility will be solidified through providing the following elements:

- A plaza and an all-weather pavilion programmed with 300+ days of activities and events
- Public art, culture, and events
- Connectivity in the city and a vehicular and pedestrian wayfinding system
- A vibrant retail mix and dining open at night with culinary arts
- Robust downtown public Wi-Fi
- Outdoor recreation opportunities

7. **Key Marketing Messages.** Primary messages should support the Brand Promise and be repeated in press releases, advertising copy, website copy, photography, etc. Secondary messages support other strengths and can be used for more sector-specific marketing and promotion.

Primary messages:

- Unconditionally welcoming
- Home to free and independent doers
- Youthful, outgoing, and unconventional
- A richly diverse community
- Vibrancy in the downtown – nightlife, events, the place to hang out, every weekend is a vacation
- Cool and eclectic
- The city of awesome options
- A renaissance city

Secondary messages:

- Independence and collaboration
- A community that supplies energy
- Approachable and accepting
- Sassy Ogden
- Notoriously charming
- No one tells us what we cannot do
- I freakin' love it here!

8. **Branding, Development, and Marketing Recommendations.** A number of recommendations have been made to provide a framework for brand implementation. The implementation of these recommendations is dependent upon many factors, including the time, effort, available funding, and cooperation of those involved.

a. *Recommendations with activity currently in progress*

1. Begin the transition to the new brand identity (signature and tagline)

2. Secure future funding for product development and marketing
 3. Improve gateways into the city
 4. Create a Downtown Development Master Plan for a plaza, and develop a shopping and dining corridor to The Junction
 5. Investigate the feasibility of a plaza lid over a lowered Wall Avenue, and rehabilitate Union Station into a public market
 6. Continue to recruit business to downtown
 7. Improve access to public Wi-Fi downtown
 8. Support street artisans and musicians
- b. *Recommendations for FY 2017*
1. Create a vehicle and pedestrian wayfinding system, remove old signs, and create signs for the Interstate and kiosks
 2. Develop a business plan for selected plaza, pavilion, and surrounding area
 3. Add benches and downtown beautification
 4. Support Ogden-focused GPS services and web-based applications
 5. Support Ogden-focused marketing through partnerships
 6. Add to and update zoning ordinances for Ogden's Central Business District
 7. Encourage businesses to expand operating hours
 8. Continue development of the Plaza and Lincoln and Grant Avenues corridor to The Junction
- c. *Recommendations for FY 2018*
1. Support the development of an enhanced visitor information center to promote the downtown
 2. Improve signage and access to public restrooms downtown
 3. Add street trees where they do not exist downtown
 4. License the manufacturing and sale of branded signature gear
 5. Apply brand graphics to city vehicles
- d. *Recommendations for FY 2019/20*
1. Continue implementation of Downtown Development Master Plan
 2. Support continued marketing and public relations nationally and internationally through partnerships
 3. Support the development of an Ogden brand-focused art piece to display in front of Union Station

Branding is a means to an end. The entirety of this effort will shape the future of Ogden for generations, making it the destination of choice for business, family, and leisure.

This joint resolution shall become effective immediately after final passage.

PASSED AND ADOPTED by the Ogden City Council and Mayor Caldwell this 20th day of September, 2016.