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## RFQ Branding – FAQs

### **Why do branding?**

The need for branding stemmed from a need to improve and unify citywide communications. A variety of messaging styles, graphics and imagery did not reflect a unified organization or the level of professionalism that is the City standard.

Where the branding succeeded is in developing strategies and elements that will unify our messaging.

### **Why not use local talent?**

The opportunity was open to all vendors, and local agencies received notice of the opportunity, and seven local firms applied. A selection was based on a standard scoring rubric for City contracts.

### **What company was chosen, and what was the price paid to the contractor?**

North Star Place Branding of Jacksonville, Fla., \$45,000

### **What value did the City get from this?**

Branding succeeded in developing strategies and elements that will unify our messaging. We have established a brand identity, and a format and priority for messages throughout the city, and to external audiences we want to reach.

### **What else was included besides logo?**

Branding succeeded in developing strategies and elements that will unify our messaging and our brand identity. A logo was developed after the brand identity.

### **Did the Board of Aldermen know about the branding initiative?**

The Board of Aldermen are some of the important stakeholders who were involved in the initiative to establish brand identity.

### **Why didn't the public have a say in the logo?**

Several focus groups – including representatives in the fields of education, healthcare, religion, every Neighborhood Advisory Council, large and small business, arts, youth and City staff, and current and former City elected officials – provided input to develop the brand identity.

### **Who designed the logo?**

Based on the brand identity, North Star's artistic team designed the logo.

### **Who was on the RFQ Review Committee?**

The committee had representatives from several departments: Information Technology Economic Development, Communications and Budget.

**Who was on the Branding Creative Committee?**

The committee had representatives from multiple departments: Information Technology, Mayor's Office, Economic Development, Planning and Communications.

**Who was on the Branding Executive Committee?**

The committee had representatives from all City departments.