



Legislation Details (With Text)

File #: 22-285 **Version:** 1 **Name:**
Type: Agendas **Status:** Agenda Ready
File created: 10/5/2022 **In control:** Town Council
On agenda: 10/18/2022 **Final action:**
Title: Request to Adopt 2022 Carrboro Brand Guidelines

PURPOSE: The purpose of this agenda item is to request that the Town Council consider adopting the 2022 Carrboro Brand Guidelines.

Indexes:

Code sections:

Attachments: 1. Attachment A - Resolution Adopting the Brand Guidelines, 2. Attachment B - 2022 Carrboro Brand Guidelines, 3. Attachment C - 2013 Carrboro Brand Guidelines, 4. Attachment D - Initiation of Creative Branding and Marketing, 5. Attachment E - Update Branding and Marketing Project, 6. Attachment F - Carrboro Branding and Marketing Nov 12 2013, 7. Attachment G - Update on Carrboro Brand February 2014

| Date | Ver. | Action By | Action | Result |
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TITLE:

Request to Adopt 2022 Carrboro Brand Guidelines

PURPOSE: The purpose of this agenda item is to request that the Town Council consider adopting the 2022 Carrboro Brand Guidelines.

DEPARTMENT: Communication and Engagement

CONTACT INFORMATION: Catherine Lazorko, Communication and Engagement Director, 919-968-2713 or clazorko@carrboronc.gov

INFORMATION: Since the Carrboro brand was adopted in November 2013, the Town has relied on Carrboro Brand Guidelines for consistent uses of the town Carrboro logo and tagline including color, placement, and usage standards. Town staff aim to further clarify brand uses for official government communication as separate from marketing and business or program outreach.

Communication and Engagement staff, who are tasked to make available organizational templates (business cards, powerpoints, reports, etc.) for departmental use, identified the need for an update to the 2013 Carrboro Brand Guidelines to gain greater clarity for unique uses and to establish more consistency. At the June 7, 2022, Town Council meeting, the Town Council requested that staff revisit the “Feel Free” tagline after receiving public comments.

The Town has worked with the Splinter Group on the draft 2022 Carrboro Brand Guidelines, which Council is being asked to consider adopting to replace the existing 2013 Brand Guidelines. Additional information about the development of the Carrboro logo and tagline is provided below.

Clarify Brand Uses

Since its adoption in 2013, the Carrboro brand has been shown broadly across the local community, town staff, and reaches beyond Carrboro through tourism and marketing efforts across North Carolina and the country.

Communication and Engagement staff are of the opinion that improvements could be made to clarify distinct brand uses for: 1. Government Purposes (government logo) and 2. Business Development, Tourism and Marketing as well as Special Events, Programs and Initiatives (marketing/values logos).

In response to this request, the Splinter Group has produced a slightly updated “Town of Carrboro” logo proposed for government communications. Additionally, the design agency has created secondary logos that are available for optional use by departments. Also available to departments, with additional guidance for uses, are the Town seal and public safety logos for Carrboro Fire-Rescue and Carrboro Police.

“Feel Free” Tagline

The Splinter Group, which was the original design firm that developed the Carrboro brand, was further asked to explain the derivation of the “Feel Free” tagline.

The design agency conducted a nine-month campaign to develop a brand identity including the “Feel Free” tagline for Carrboro in 2013. This included a two-month community engagement campaign called “Let’s Talk Carrboro,” featuring “idea stations” at 23 Carrboro business, an online survey, and group and individual interview sessions.

In their presentation to the Town Council on November 12, 2013, Lane Wurster and Steve Balcom with the Splinter Group explained the “Feel Free” tagline: “It means more yeses than nos, to follow your heart, be yourself, loosen your tie.”

In describing how the tagline was developed, Splinter Group Co-founder Lane Wurster stated: “During our engagement with people across town, a recurrent theme emerged about a feeling of optimism, encouragement, a lack of judgment - and as a result of being unencumbered, inspired to take risks - not in a dangerous way, but more along the lines that this is a place where more is possible than you imagined. It is about dropping some things that are holding you back and being brave. It is about *freedom from* judgment and pessimism; and *freedom to* step up and be original; to be more than you thought you could be. It is not meant as an indulgent phrase. It also conveys hospitality in the same way my grandmother would say “Feel free to have another

slice of pie.”

Brand Guidelines

The 2022 Carrboro Brand Guidelines includes the new government logo. Another change reflected in the updated guidelines relates “Logo Interpretation,” which instructs staff on the use of secondary department logos. The adaptation of the central logo into marketing/values logos will continue to be offered for events and programs that align with Town of Carrboro values, such as the *Facing Race Embracing Equity* logo and the *All Are Welcome* Pride logo; and marketing purposes such as the *Visit Carrboro* logo.

Background

- Draft 2022 Carrboro Brand Guidelines (Attachment B)
- Current Carrboro Brand Guidelines from 2013 (Attachment C)
- Initiation of Work with the Splinter Group for Creative Branding and Marketing Services - June 12, 2013 (Attachment D)
- Update on Branding and Marketing Project - June 30, 2013 (Attachment E)
- 2013 Carrboro Brand Guidelines - Adoption of brand (and tagline) - Nov. 12, 2013 (Attachment F)
- Update on branding and marketing initiative - Feb. 2, 2014 (Attachment G)

FISCAL & STAFF IMPACT: The Splinter Group is under contract for \$2,500 to revise the brand guidelines and provide working designs for future use.

RECOMMENDATION: Staff recommends that the Council consider adopting the resolution (Attachment A) which approves the 2022 Carrboro Brand Guidelines.