


City Council July 6, 2021

Thriving City | Big Future

Development of Citywide
Branding Initiative for the
City of Richmond, Virginia





A brand is a
promise that –
when kept –
creates preference

... and sometimes forgiveness.

Your brand goals

- **Uniformity with Flexibility** – The brand should convey a common message and image to audiences both within and outside of Richmond and be flexible enough to grow and evolve with the City while maintaining consistency with the overall brand.
- **Community Identity/Pride** – The brand should (i) identify and promote what makes Richmond distinct and appealing and (ii) be authentic and resonate with Richmonders.
- **Community, Economic Development, and Tourism Promotion** – The brand should market Richmond locally, nationally, and internationally as an inclusive and great place to work/live/play/visit/invest/develop.

We'll never have another chance like this.

This isn't just a logo change.

It's more than a new name.

It's our opportunity to put
our brand on the map like never before.

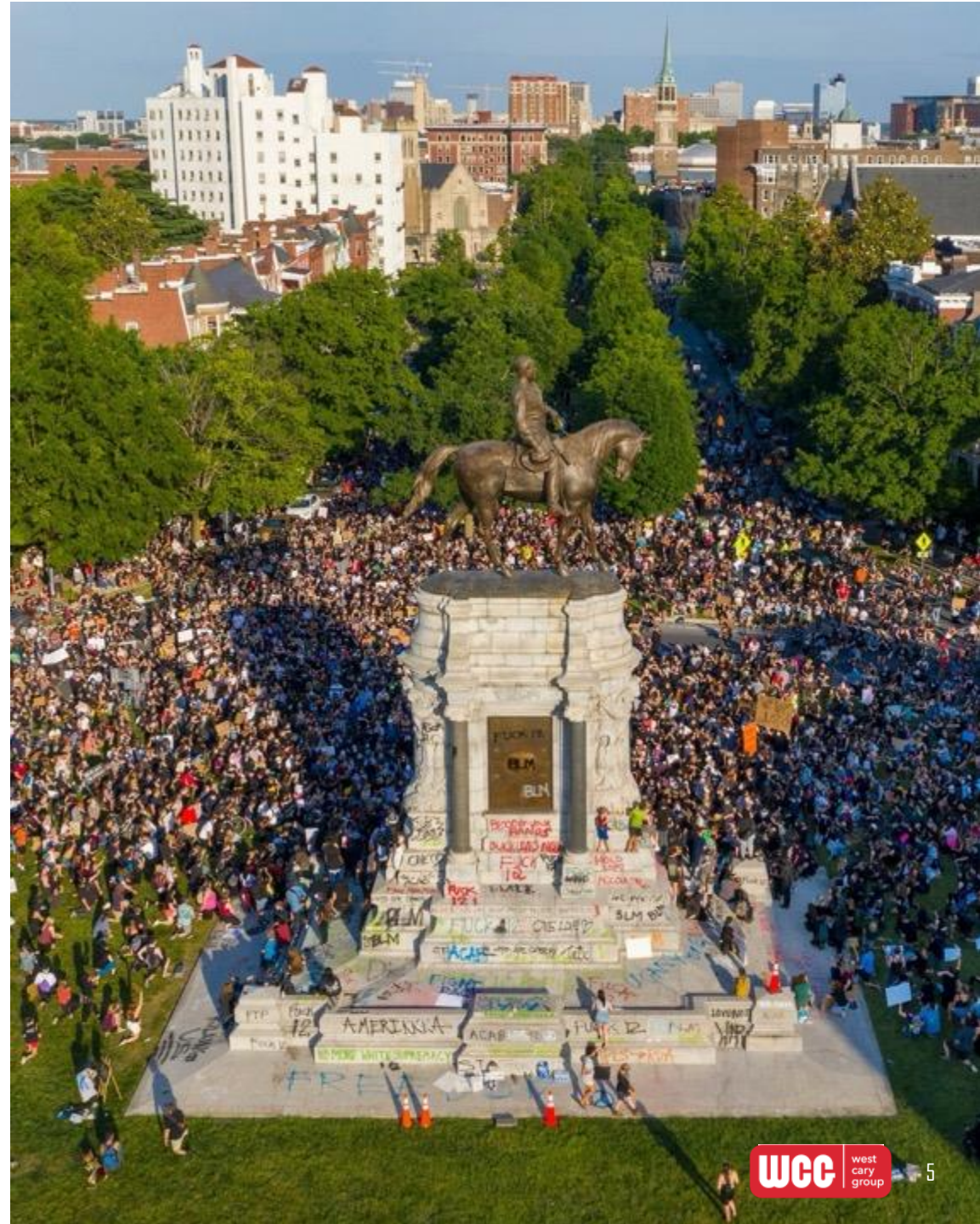
Let's make it count.

Why now?

Big things have happened in Richmond.
We are moving in a new and better direction.

Now is the time to tell our new story!

We must take ownership of our story –
we must manage the creation of a new
brand so that it's ours.



What's the new story?

It's a positive story. It's not divisive. It's one personality. It's about a place where everyone can feel welcome.

Let's tell the world why there's hope and promise for the City.

Let's get excited!



Let's own our identity.

An identity built on a new 21st century set of values and culture.

We have incredible **diversity across the business spectrum** – data and logistics, manufacturing, energy, biotech, and the start-up scene.

We are an **affordable place to live** – everyone can find a place where they feel comfortable, a place that feels like home ... and that's really important.

We have **three university campuses** within the City, and several more within 100 miles.

And, last but not least, we embrace and celebrate an incredible **diversity of culture**.



How do we get there?

Phase 1

Research/Engagement

July - Sep 2021

Work with you to inform the creative process; hold an immersion session.

Assess current departmental materials.

Conduct a competitive analysis.

Engage internal audiences on key positioning platforms.

Develop and test key Value Props.

Develop a brand brief.

Phase 2

Creative/Development

Oct – Dec 2021

Share preliminary designs in a series of brainstorming and tissue creative sessions.

Land on one direction/theme and test it against key audiences.

Land on a single concept, then look at different iterations.

Develop brand elements and build the Style Guide.

Phase 3

Implementation Plan

Oct 2021 – Jan 2022

Develop the road map for transitioning from the old brand to the new.

Produce high-functioning tools to help others make this happen.

Craft implementable action plans, including timeline and budget, for both internal and external launches.

Who do we want to hear from?

Everyone!

- City leadership
- Elected officials
- City staff
- Economic development leaders
- Business and tourism leaders
- Appointed or elected representatives
- Richmonders
- Visitors

What if people thought about us like this?

PROACTIVE
welcoming VISCERAL **engaging**
reflexive **responsive** *accessible*
progressive *community* **SWAGGER**
INCLUSIVE **UNEXPECTED** DIVERSE
COLLABORATIVE **BOLD** inspiring
Fun EXCEPTIONAL relevant
enriching Educational
MOMENTUM *resonant*

An aerial photograph of a large outdoor festival at dusk. A massive crowd of people is gathered on a grassy area next to a river. The scene is illuminated by warm festival lights and the cool blue light of the twilight sky. In the background, a bridge spans the river, and city lights are visible on the opposite bank. The overall atmosphere is one of a vibrant community celebration.

And then what do we do?

We celebrate!

We want the community of Richmond to live the brand, so what better way to do that than to give them something that brings it to life!