



Van Meter Branding Committee

Brand Identity Vision for the Van Meter Community

Van Meter
tradition with a vision



Van Meter Introduction

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Branding Committee Members

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Background

In December of 2008 the Van Meter City Council voted to contract RDG planning and design to create a strategic vision plan for the city. After much investigation and work, the plan was completed. Step one of this strategic plan is to establish the Van Meter community brand or identity. This committee was assembled under the direction of the city council to complete this task.

Branding Committee Purpose

To provide a brand/identity for the city of Van Meter in order to "be consistent as it 'markets' itself to potential, future businesses and residents." (Quote taken from the Van Meter Strategic Vision Plan by RDG.)



Meeting One Notes

The Van Meter branding committee held its first meeting at Van Meter City Hall 12/3/09. A representative from RDG planning and design was present at this first meeting to assist the group and answer any questions. Those present included Kim Sacker, Jon Beschen, Joe Herman, Luke Jennings, Gayle O'Brien, Ryan Wambold, and Josh Wiederholt.

A brainstorming activity was completed while addressing the questions on page 13 of the Van Meter Strategic Vision Plan. Keywords that describe Van Meter were discussed and included kids/family, community, beauty/landscape, security, friendly, schools, technology, and eco-friendly. Notes from the brainstorming activity were compiled by Kim Sacker and given to Gayle O'Brien and Luke Jennings so that they may use their graphic design expertise to produce some prototypes of logos, ideas for streetscapes and signage, and slogans. Some deliverables were identified for the group including a logo, colors, slogan, font, and sketches for streetscape and signage ideas.

A deadline of completion of the branding committee's work was established at the end of February 2010.

Meeting Two Notes

The Van Meter Branding Committee held its second meeting in the basement of the Van Meter Wells Fargo Bank on 1/12/10. Representatives from MidAmerican Energy (Debbie Calvert) and the Greater Dallas County Development Alliance (Linda Schaut) were present to assist the group with branding efforts. Those present included Kim Sacker, Michele Beschen, Joe Herman, Luke Jennings, Gayle O'Brien, Ryan Wambold, and Josh Wiederholt.

Kim Sacker presented an assignment to the group to research what messages other towns are or are not sending through their branding efforts. All members of the group should come prepared to discuss this at the next meeting. Josh Wiederholt presented a document to the group as a way to record the work of this committee so it may be used by future committees, city leaders, and other organizations. Gayle O'Brien presented her work to the committee including color, font, logo, and slogan ideas. Luke Jennings presented a model of a monument sign idea for the city that used rock and rusted metal with the Van Meter name and logo lighted from within.

The branding committee came to a vote concerning the slogan that should be used for the city's branding and selected "Tradition with a Vision." The committee also discussed that they would like to see natural materials such as rock and rusted metal used in future signage and streetscape for the city as part of the city's branding. Overall the committee liked the logo design used in the monument signage model as it depicted the river and the rolling hills around the city.

The committee spent some time discussing what the scope of work for the branding committee should be. It was discussed that responsibility for signage for the town would likely fall with the Parks and Recreation Board per previous discussions with city leaders. Page 13 of the Van Meter Strategic Vision Plan was reviewed during this discussion to assist the committee in determining the scope of work of the branding committee.

Gayle O'Brien will use the logo depicted in the monument sign model and present to the committee more ideas at the next meeting for color, logo, and fonts. Gayle was also to follow up on checking if "Tradition with a Vision" has been trademarked by someone else. Josh Wiederholt will follow up with meeting notes from this meeting. All committee members will follow up on branding research for other cities.

Meeting Three Notes

The Van Meter Branding Committee held its third meeting in the basement of the Van Meter Wells Fargo Bank on 1/26/10. Those present included Kim Sacker, Gayle O'Brien, Josh Wiederholt, and Debbie Calvert (MidAmerican Energy). Branding by other cities that the group had researched was discussed.

Gayle O'Brien presented the revised logos and colors that depict the river and rolling hills around the city. All members present agreed on one of the logo options as their favorite. Due to the fact that only three committee members were present, the logo options will be sent out via email by Gayle for review by the rest of the committee members.

Upon verification of the selected logo option by the rest of the committee, Gayle will follow up by assembling the final document which will include the logo, font, colors, slogan, and notes. Josh Wiederholt will follow up by sending the branding committee notes to Gayle for incorporation into the final document.

It was discussed that it is expected that the next meeting will be the final meeting of the branding committee. The final document that will be presented to city council will be reviewed and adjusted as needed. Recommendations for path forward for the city to incorporate the branding work of this committee will be discussed.

Meeting Four Notes

The Van Meter Branding Committee held its final meeting in the basement of the Van Meter Wells Fargo Bank on 2/16/10. Those present included Kim Sacker, Jon Beschen, Joe Herman, Cindy Winchell, Gayle O'Brien, Ryan Wambold, and Josh Wiederholt.

Gayle O'Brien presented a final version of the branding document. The document now includes graphic design elements such as logo details, color palette, and typography information. Possible items left to include in the final draft of the document are notes from this final meeting, Luke Jennings' monument signage sketch idea, banner/small steel sign research, web research, and recommendations for moving forward with the branding. Josh Wiederholt will follow up with the meeting minutes and recommendations and send to Gayle for final incorporation into the document.

Banners with the new Van Meter branding were discussed as a way to help introduce the new branding to the community. The possibility of having multiple banners made for events that happen in Van Meter with the logo in the corner was also discussed. These events could include Raccoon River Days, Riverfest, Fire Department Street Dance, Citywide Garage and Plant Sales, etc. Gayle will follow up with budget pricing for banners with the new logo to present to the city council. A small steel rusted metal sign with the city logo to place with the banner was also discussed. Joe Herman will follow up with a budget and possible sketch or model for this idea.

City correspondence was discussed. The committee was in agreement that the city should incorporate the branding into all city correspondence. This would include the city newsletter, letterhead, website, and possibly city vehicles. Kim Sacker will investigate possibilities concerning incorporation of the new branding into the city's website.

The committee also discussed how existing events may be used to help introduce the new branding to the city. Possible events discussed were Raccoon River days or the Citywide Garage and Plant Sale day. The committee members discussed that it might be possible to have some sort of booth during one of these events where the branding committee members would create something to hand out that showcases the city's new branding.

The next city council meeting will be 3/8/10 at 7:00 pm and the Branding Committee will present the branding and the final document to the city council along with recommendations for moving forward with the branding. The committee will meet to discuss talking points 1 hour prior to the meeting in the basement of the Wells Fargo Bank.

Recommendations for the city moving forward with the Branding:

1. Choose an event to introduce the new branding to the residents of city. Events identified by the committee as possibilities are Raccoon River Days and the Citywide Garage Sale day. Provide support to assist with a booth and/or other media to encourage the community to embrace the new branding. Branding Committee members are available to help assist/organize this.
2. Provide resources to completely incorporate the branding into all city correspondence including the city newsletter, city letterhead, city website, city vehicles, signage/correspondence for community events, etc.
3. Provide support to manufacture banners to be placed around the city as a way to introduce the new branding to the residents of the city. These banners would ideally be displayed starting during the branding introduction event.
4. Provide support to the Parks and Recreation Board in regards to monument, informational, and directional signage around the city that are consistent with the branding set forth by this committee (Step 2 of the Van Meter Strategic Vision Plan by RDG). This support includes financial support, assistance with submitting grants, assistance with easements, etc.

Provide support for other future development projects and look for opportunities to incorporate the city's new branding and establish it throughout the community (Steps 3 and 4 of the Van Meter Strategic Vision Plan by RDG). These projects might include downtown streetscape improvements, river access, sidewalk improvements, etc.

Preferred Logo

The Van Meter logo goes beyond simply communicating the city's name. It also serves to convey the positioning and personality of Van Meter. It is a symbol that will be synonymous with landscape, family, community, schools, and technology.



Logo Variations

Below are acceptable examples of logo applications for use other than media, such as for apparel and/or premium items. While we understand that apparel and premium items come in a wide range of colors, we recommend that you try to limit your color selection to those depicted below.



Recommended version



Recommended version

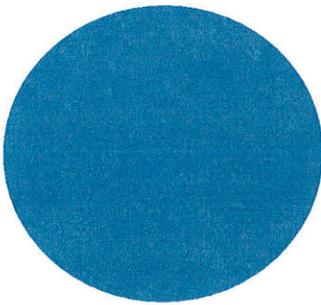


Recommended version

Color Palette

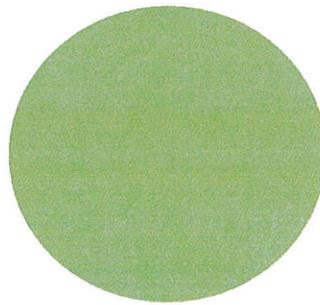
The correct use of color is key in establishing brand recognition. The Van Meter signature should be reproduced using only the colors designated in this guideline.

Van Meter's primary color palette has been chosen to reflect the quality and innovation people associate with the city of Van Meter. Black may be used for 1 or 2 color reproduction of the logo. For process color printing, refer to the CMYK values shown below. For the internet, refer to the RGB values also shown below.



Van Meter Blue

C:99 M:49 Y:23 K:43
R:0 G:73 B:104



Van Meter Green

C:56 M:14 Y:96 K:1
R:127 G:171 B:69

