



City of Troy

LOGO STUDY SUMMARY

INTRODUCTION

Project Launch

In April 2014, Antoine Dubeauclard, President of Media Genesis, a leading Internet services firm based in Troy, wrote to the City of Troy Manager, Brian Kischnick thanking him for inviting him to the Troy Real Estate Forum as well as some Focus Group meetings that were held for business leaders. Antoine also took this opportunity to convey his thoughts about the City of Troy's branding. Antoine writes:

In short, the City of Troy logo along with its tagline presents a mixed message. In today's environment as cities compete for attention from residents and businesses alike, a clear identity is important. As you know, Detroit's cool factor is a formidable asset to the region and real competition for business attraction and relocation. Royal Oak has recently stepped up its attraction of creative businesses and rebranded itself.



So, how and why does the City of Troy logo send a mixed message? The tagline of “The City of Tomorrow...Today” is indeed progressive thought. However, the style of the logo's icon (graphic) and the fonts (type) used in the logo and motto is simply in direct contradiction with that statement.

On August 6, a kickoff meeting was held at the City Offices with Media Genesis. The City of Troy team was all there: Cindy Stewart, Andrew Opalewski, Sehrish Salah-Ud-Din, Marcus Vanderpool, Maggie Hughes, and the City Manager, Brian Kischnick. City officials acknowledged that there is an established trend of cities re-branding themselves to reflect their current city's ideology. The fact was that the City of Troy's logo was 16 years old and the graphic with the tagline gave mixed messages. Media Genesis was contracted to design a new logo for the city.

PROJECT DESCRIPTION

Guiding Principles, Project Goals & Key Deliverables

Guiding Principles

In today’s environment as cities compete for attention from residents and businesses alike, a clear identity is important. The principles for branding the City of Troy are, as follows:

- To have a clearly defined objective and plan
- Brand objectives are grounded in reality and are credible, relevant, and motivating
- An integration of grassroots, social media, and word-of-mouth will help build awareness
- Supporting visuals of the new logo supplement the meaning and evoke emotionality, transcending language barriers
- An acknowledgement that branding is a long term undertaking and results take time, patience, and commitment. Setting realistic criteria for success can take years to see its economic benefits

Project Goals

This re-branding project sets to create a logo to achieve the following:

- A common vision for the future of the City
- To enhance its local and regional awareness
- To shift undesirable perceptions and attitudes
- To stimulate investment to reinforce and fulfill the City’s vision

KEY DELIVERABLES

- Brand Assessment
- Audience, Message, Action (AMA)
- Creative ideation: Logo design and development, presentations to COT, revisions, and final recommendations
- Logo Presentation Round 1
- Logo Presentation Round 2
- Study Session City Council Logo Recommendations
- Final revisions to chosen Logo design

BRAND ASSESSMENT

Demographic Study

9/24/14 Presentation

Before logo design and development, Media Genesis reviewed the City's demographics.

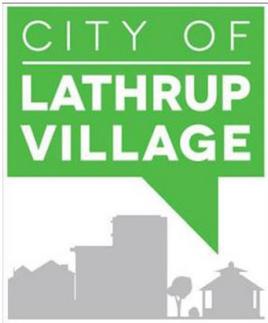
By the Numbers*

*According to the Southeast Michigan Council of Governments (SEMCOG), 2010

- 80,980 citizens
- 57% have a bachelor's degree or higher
- Nearly 20% work in professional, scientific, or technical fields
- Median age is 41.8 years old
- 81% white, 13% Asian, 2% Black, 2% Multi-Racial, 1% Hispanic, 1% Other

City Benchmarking

Media Genesis studied the current logos from local Michigan communities.



BRAND ASSESSMENT

City of Troy Logo Assessment

Media Genesis developed the process for identifying, categorizing and organizing branded assets.

A	B	C	D	E	F	G	H
Item	Volume	per	Importance	Description	Department	Owner	Notes
Envelopes	60,000	year	High	Standard. Logo left corner	All	Community Affairs	
Troy Today	35,000	quarter	High	Quarterly Newsletter	All	Community Affairs	
Troy Business Connect	1,300	quarter	Medium	Enewsletter	Economic Dev.	Economic Specialist	
Proclamation	300	year	Low	Recognition by the City	Community Affairs	Community Affairs	
Letter Head	70,000	year	High	Standard. Letterhead	All	Community Affairs	
Troy Economic Resource Guide	1,000	year	Medium	Resource Guide	Economic Dev.	Economic Specialist	
Website	N/A	///	High	Informational Website	All	IT/Community Affairs	
Twitter	N/A	///	Medium	City Updates	All	Community Affairs	
Facebook	N/A	///	Medium	City Updates	All	Community Affairs	
Public Annual Financial Report (PAFR)	500	year	Low	Public Annual Financial Report	Community Affairs and Finance	Community Affairs and Finance	
Cable Channel	N/A	///	Medium	Various City Events/Information	All	Community Affairs	
Press Releases	100	year	High	Updates out to the media	All	Community Affairs	
New Resident Packets	1,000	year	Low	Information packet to new residents	Community Affairs/Assessing	Community Affairs	
Troy Community Guide	2,000	year	Low	Shows various highlights of the city	All	Community Affairs	
Door Signage	1	///	high	Sign Denoting our Department	Community Affairs	Community Affairs	
Recycle Bins	500	year	Medium	Recycle Bins sold to Troy Residents	Community Affairs/ Treasurers	Public Works	
Email Blasts	100	year	high	email blasts	All	Community Affairs	
Birth Certificates	3,800	year	High	Birth Certificate/ City Seal	City Clerk	City Clerk	
Death Certificates	1,100	year	High	Death Certificate/ City Seal	City Clerk	City Clerk	
Certified Resolutions	75	year	Medium	Council Resolutions/ Logo and Seal	Council and Clerk	City Clerk	
Business Licences	230	year	High	License to be a business in the City/ L	City Clerk	City Clerk	
Business Licences Applications	250	year	High	Applying to be a business/ Logo	City Clerk	City Clerk	20 different applicator

REGIONAL BENCHMARKING

A discussion on Regional Benchmarking was held on 9/24, and a slideshow helped convey concepts.

- A brand's DNA can be identified by singularizing a city with a single value.
- The following regional cities have well-known values.
- This content will conclude with the value of Michigan.



AMA

Audience, Message, Action

The City of Troy agreed: To develop a good brand strategy, we must enlist the help of as many stakeholders as possible. Media Genesis joined the City of Troy for a meaningful discussion on the various audiences that live, work, and visit in Troy.

The following City of Troy employees were in attendance at the 9/3/2014 AMA:

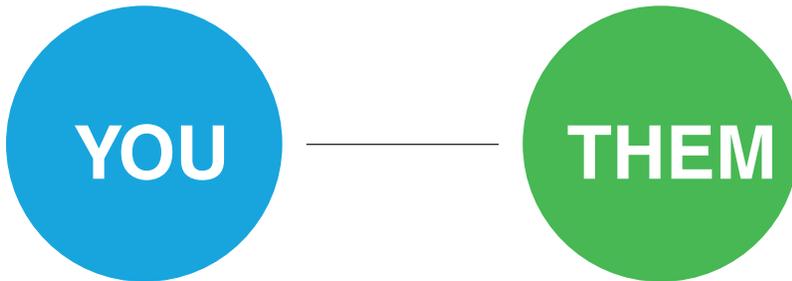
- Aileen Bittner, City Clerk
- Andrew Breidenich, Public Information Sergeant
- Andrew Opaewski, Marketing Coordinator
- Brent Savidant, Planning Director
- Brian Kischnick, City Manager
- David Roberts, Assistant Fire Chief
- Doug Davis, Lead PC Specialist
- Jeanette Menig, Human Resources Director
- Kelly Molinar, Recreation Supervisor
- Kurt Bovensiep, Public Works Manager
- Lynne Lambert, Human Resources Coordinator
- Marcus Vanderpool, Community Affairs Assistant
- Wanda Boschman, Account Clerk II

The AMA Process

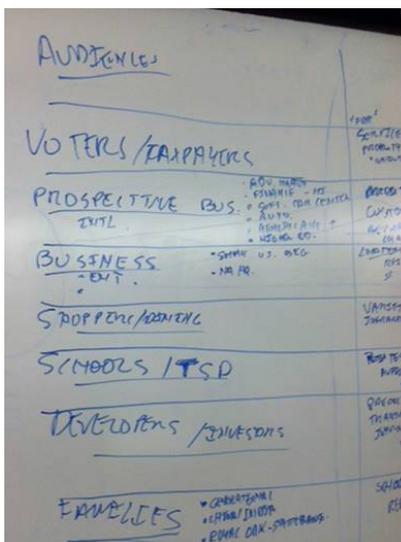
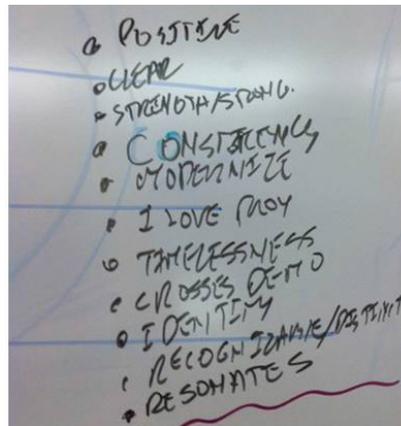
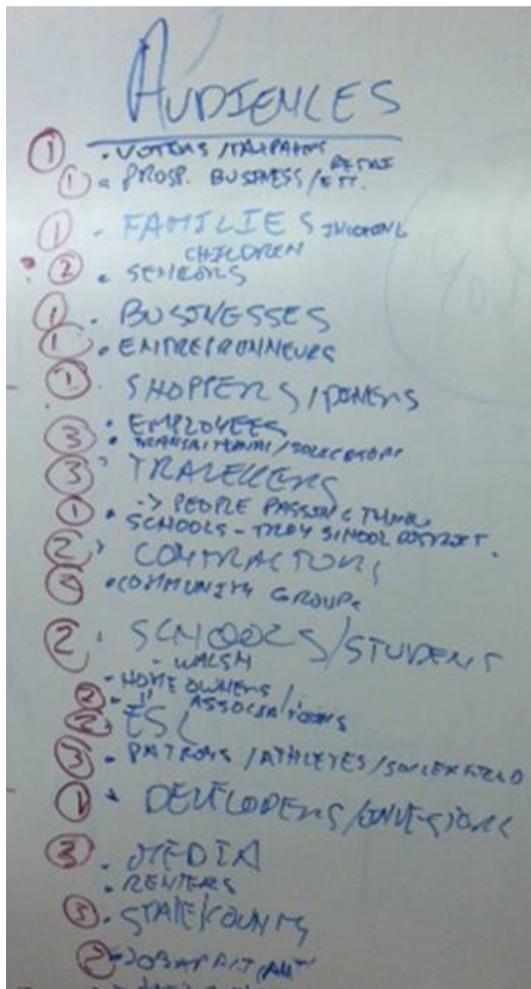
- Identify all potential audiences of Troy.
- Categorize the audiences according to their perceived value.
- Identify important messages that audiences would find appealing.
- Identify the values of these audiences.

AMA

A visual representation of the goal of the AMA: bridge the gap between City officials and its critical audiences.



Photos of the whiteboard during the September 3rd AMA Session



AMA

With regard to all of the audiences that were discussed at the AMA, the following values were deemed most critical:

1. Anonymity
2. Beauty
3. Cleanliness
4. Concierge
5. Healthy
6. Peace
7. Sense of calm

From the AMA's information, Media Genesis created personas for the City of Troy's priority one audiences:

1. Families
2. Seniors
3. Existing business owners
4. Prospective business owners
5. Shoppers and diners

Personas give a human face to the City of Troy.



SIGNAGE CONCEPTS

It's not just about a logo, it's how you use it.



CREATIVE IDEATION

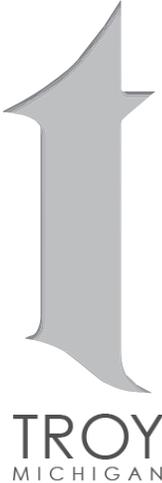
Logo Presentation Round 1

On 9/24/14, Media Genesis presented the first logo presentation. The stakeholders collectively said that the following logos are interesting and should be pursued (as seen from the 9/25 Call Report):

Portal Concept



Single Identifier Concept



Convergence Concept



CREATIVE IDEATION

Collective feedback was due on 9/26; individual feedback was received 10/02 and divergent views were received. A questionnaire was created to glean the salient logo design information.

Media Genesis media GENESIS

The City of Troy is currently working with Media Genesis, a marketing company based in Troy, to design a new logo for the City. This questionnaire asks for your opinions and will be helpful in designing a logo. Please circle your answer to the following questions. This survey should only take a few minutes. Please return immediately.

1. With regard to a new City of Troy logo, please select the visual elements that should be included: (circle as many as you want for this question)

- Commercial
- Residential
- Nature
- None of these

2. Should the City of Troy be represented with a single-identifier, such as the letter "T"?

Yes or No

3. If yes, please select the style of "T" that you prefer.

a.  b.  c.  d. 

e.  f.  g.  h. 

i.  j. 

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Media Genesis media GENESIS

4. Select your top 3 fonts:

a. Troy b. TROY c. TROY d. Troy e. Troy

f. Troy g. Troy h. Troy i. TROY

5. Select your preferred color palette:

a.  b.  c. 

6. What shape of logo do you think would work best?

a.  b.  c.  d.  e.  f. 

Logo Questionnaire Tuesday, October 28, 2014 Page 2 of 2

The questionnaire's summarized results included:

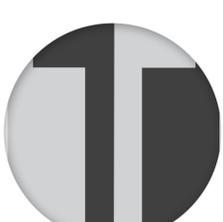
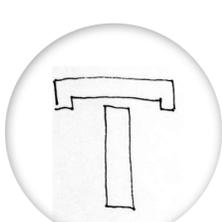
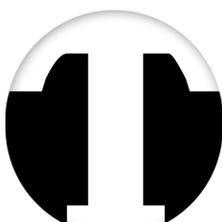
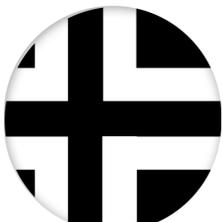
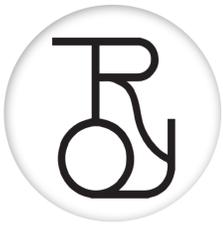
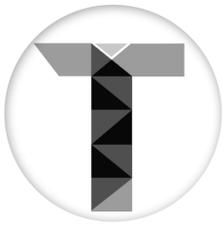
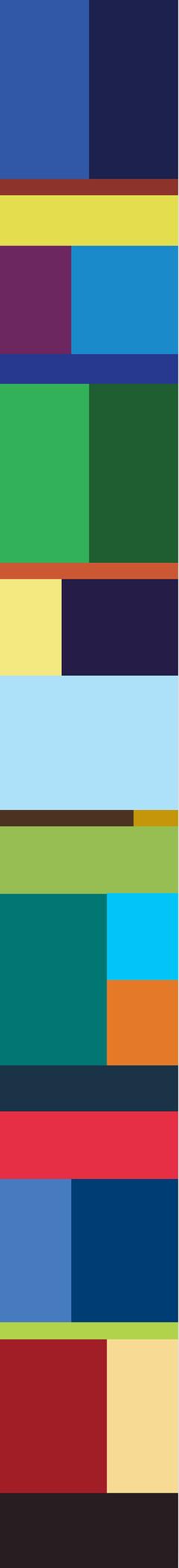
- The City of Troy should have a single-identifier such as the letter T/t.
- The typeface favored the most was Century Gothic.
- The color palette most favored was bright/jewel tone colors.
- The City of Troy authorized new design concepts that do not show commercial, residential, and/or nature elements.

CREATIVE IDEATION

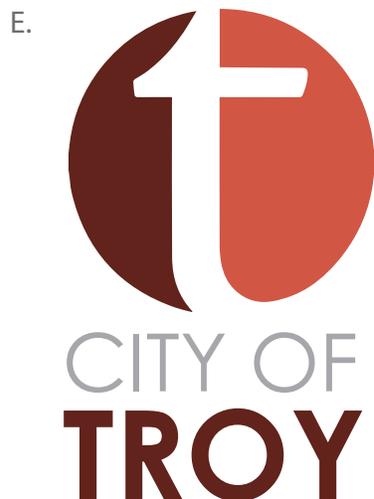
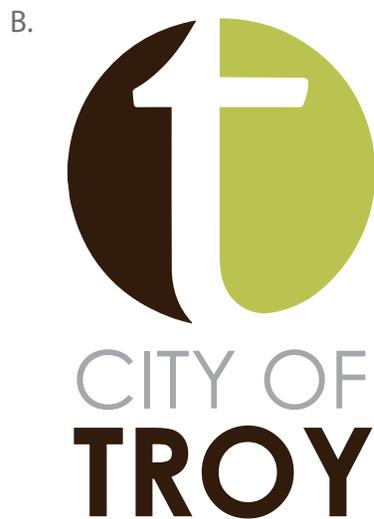
Logo Presentation No. 2

The second logo presentation was held 11/18/2014 and includes logos directly inspired from the Questionnaire and with the guidelines approved by the City of Troy. In addition, these logos have also been placed in environments to show how the logo would appear in its natural setting.

LOGO PRESENTATION NO. 2



LOGO STUDIES | Two Tone



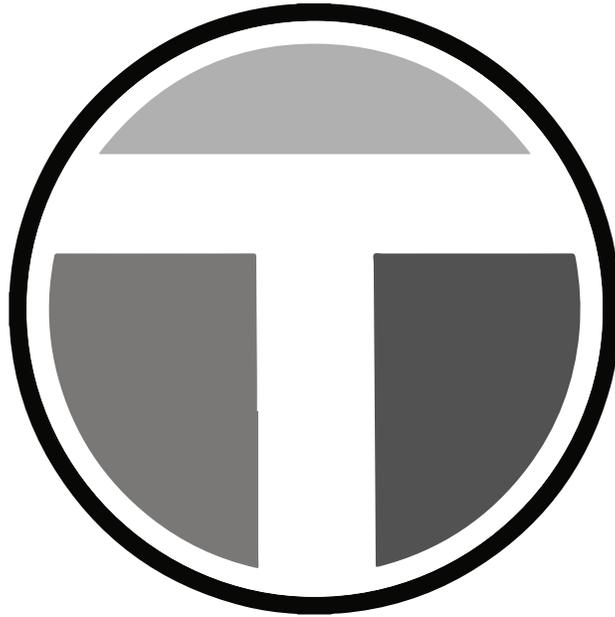
MOCKUP | Two Tone



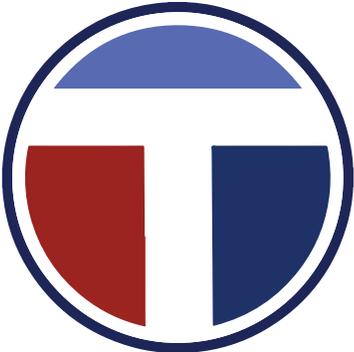
MOCKUP | Two Tone



LOGO STUDIES | Intersection



A.



CITY OF
TROY

B.



CITY OF
TROY

C.



CITY OF
TROY

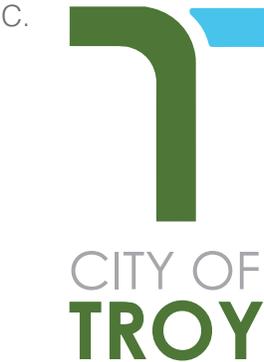
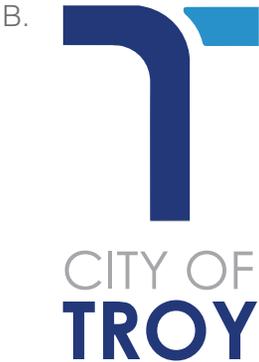
MOCKUP | Intersection



MOCKUP | Intersection



LOGO STUDIES | Avenue



MOCKUP | Avenue



MOCKUP | Avenue



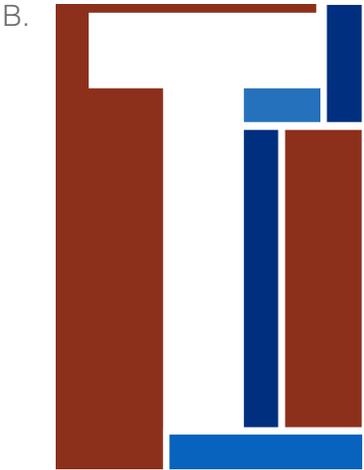
LOGO STUDIES | Mission Style



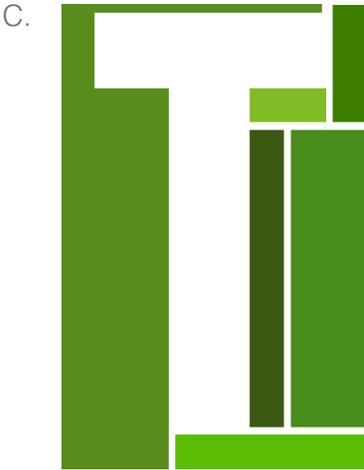
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CITY OF TROY

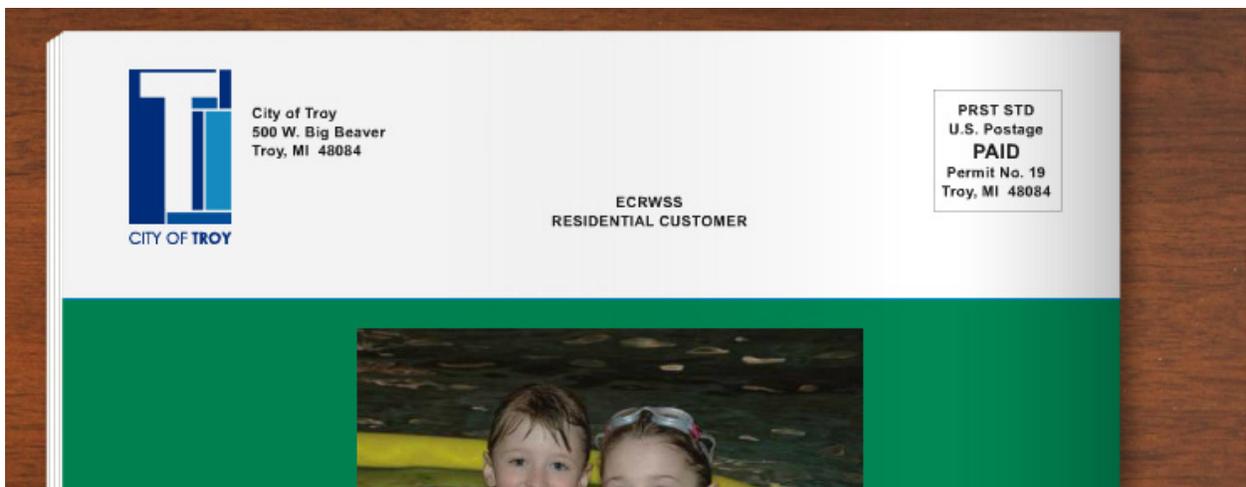


CITY OF TROY



CITY OF TROY

MOCKUP | Mission Style



MOCKUP | Mission Style





Founded in 1996, Media Genesis is a privately-owned web services firm, headquartered in Troy, serving over 300 companies and non-profit organizations worldwide and around the Great Lakes. For more information, please contact us by:

Phone 248.687.7888 | Inquiry@mediaG.com | www.mediaG.com

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Copy Writing & Editing

Other Specialties

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Domain Research/Acquisition
Search Engine Marketing
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Hosting