



CITY COUNCIL AGENDA ITEM

Date: March 5, 2015

To: Brian Kischnick, City Manager

From: Mark Miller, Director of Economic & Community Development
Cindy Stewart, Community Affairs Director

Subject: Report on the new City Logo Process

City staff has been working with Media Genesis, a Troy-based company, to design a new logo for the City. 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

Our goals for the branding project have been 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

City Staff and Media Genesis completed a demographic study, studied the current logos from local Michigan communities, regional cities, as well as all of the other cities named Troy throughout the country. We also sought input from various stakeholders including City staff, local businesses, residents and teens.

Media Genesis presented a number of logo concepts and on December 15, 2014 the top four were presented to City Council at a Study Session. City Council expressed their opinions on the four logo concepts and City staff took their input and tweaked two of the original four concepts which are attached.

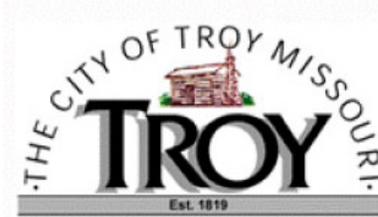
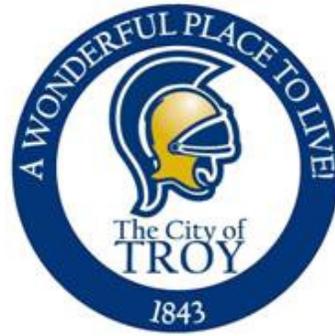
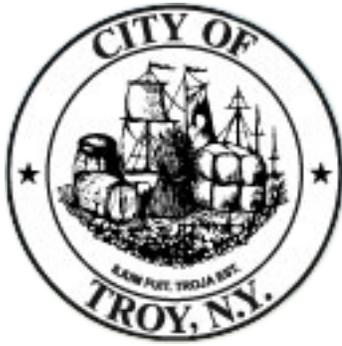


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Staff is considering potential next steps in the new logo process.

1. We can have the designers from Media Genesis or other local companies come up with more logo options for City Council to consider.
2. City Council can decide to choose a new logo from the four presented at the December 15, 2014 Study Session, or
3. We can abandon the project.

Other "Troy's"



Cities in Michigan



Regional Cities



Indianapolis

Gregory A. Ballard, Mayor



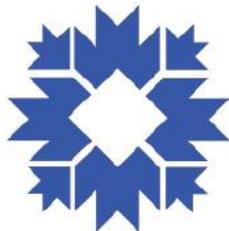
FORT WAYNE INDIANA



Room for Dreams

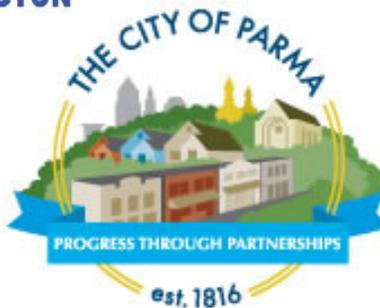
THE CITY OF
COLUMBUS

MICHAEL B. COLEMAN, MAYOR



KANSAS CITY MISSOURI

CITY OF BLOOMINGTON



SIOUX CITY



City of Lawrence





TROY
MICHIGAN



TROY
RECREATION



TROY
PUBLIC WORKS



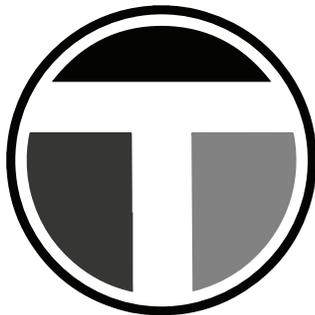
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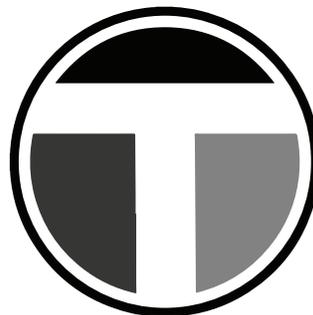
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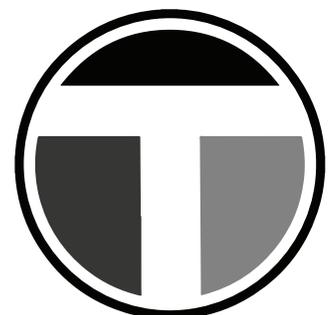
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