



CITY of NOVI CITY COUNCIL

www.cityofnovi.org

Agenda Item 3
August 27, 2007

SUBJECT: Consideration of the proposed Vision Statement and Logo for the City of Novi and/or adoption of one of the Brand Statements for the City of Novi.

SUBMITTING DEPARTMENT: Neighborhood and Business Relations

CITY MANAGER APPROVAL:

BACKGROUND INFORMATION:

At the April 16 City Council Meeting, the concept of developing a City branding/identity initiative was presented and the need for building a consistent image for the City and its services discussed. The City posted an RFP for Branding Identity & Graphic Standards to Bidnet, soliciting qualified firms for this initiative. On June 4, 2007, City Council awarded the Branding/Identity/Graphics Standard contract to Ford & Earl Associates, Inc.

On June 13, Ford & Earl conducted a half-day visioning session with more than a dozen community stakeholders to glean clear direction for developing a Brand/Identity program for the City of Novi. In addition to the ideas generated and visions shared, the Ford & Earl team developed a proposed Vision Statement for the City of Novi:

Novi is an energetic and creative community proudly committed to outstanding education, vibrant local and international business and quality recreational and cultural services in a safe hometown atmosphere.

Utilizing the proposed statement as a foundation for logo creation, the creative team developed numerous proposed logos and Brand Statements for the City of Novi. The Ford & Earl team presented a handful of proposed redesigns and statements to a group of City staff for a final review and observation brainstorming session. From thoughts shared, Ford & Earl blended two designs to incorporate several innovative, progressive themes into the proposed logo.

The proposed logo is attached, including sample uses such as vehicle signage, letterhead, a business card, and entryway signage. The proposed logo demonstrates that we are bound together by a common desire for the important things in life and the block design at the left is a modern interpretation of the "crossroads" of Novi – I-96 and I-275. The font, while bold, is classic and forward thinking.

The team developed three Brand Statements for possible use at the bottom of the proposed logo:

- Neighborly Open Vibrant Innovative
- All the Important Things in Life
- Where it all comes together

All statements, yet simple, communicate clearly all Novi represents. We are asking that City Council look at these two statements and determine which best states what Novi offers. The proposed new City logo has been shared with several City staff members for comment. The response has been extremely positive, with many drawing the correlation between the block graphic and the crossroads theme.

While the proposed new City logo and brand statement depict a state-of-the-art image for Novi, Ford & Earl recommend transitioning the former City logo into the City seal. This would allow for a smooth transition and use of the historic graphic. Use will be determined as part of the style guide. It is further recommended that the Police and Fire Departments retain usage of their logo/patch.

RECOMMENDED ACTION: Consideration of the proposed Vision Statement and Logo for the City of Novi and/or adoption of one of the Brand Statements for the City of Novi.

	1	2	Y	N
Mayor Landry				
Mayor Pro Tem Capello				
Council Member Gatt				
Council Member Margolis				

	1	2	Y	N
Council Member Mutch				
Council Member Nagy				
Council Member Paul				

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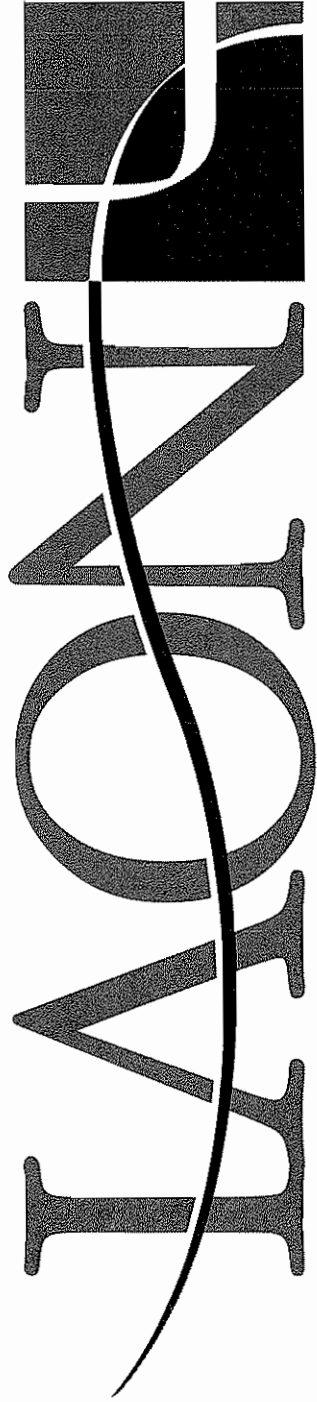
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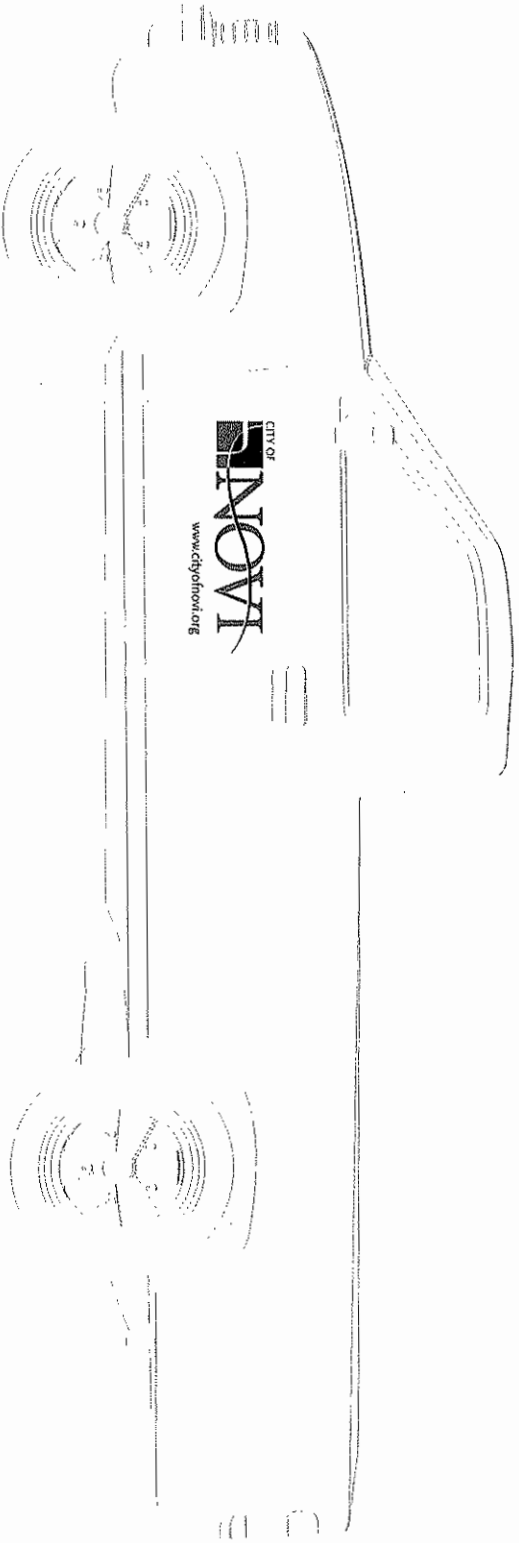
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VISION STATEMENT:

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