



Town of Fraser – Brand Guide

May 28, 2019

Purpose:

Development of a brand identity, including a logo and visual identity guide for the Town of Fraser. The brand strategy and visual identity guide need to reflect both the community of Fraser and the local government as an organization.

Project Objectives:

1. Create a brand guide for the town and its stake holders to use and follow
2. Create a Fraser, unique brand for the town that will attract investors, visitors and residents. The brand will be flexible to allow for application in marketing for businesses and tourism.
3. Improve brand awareness of the town within the community, in target markets and within the organization.

Scope of Work:

1. **Brand Development Research, which will include:**
 - Brand Audit Review
Existing brand guidelines, samples of existing corporate templates and marketing and promotional materials as well as previously conducted research and documentation
 - Discovery/Research
The town will be sending out a survey to the public via survey monkey, with questions on branding.
2. **Visual identity design and guidelines, which will include:**
 - Brand Positioning
Develop the brand messaging and language to be used for the Town of Fraser, including how the community presents itself and how the organization's programs and services are described and identified. As part of this process, a simple document will be produced for internal purposes to clarify brand positioning by identifying for example, the brand essence, character, brand promise, key brand messages and audience perception.
 - Visual Identity Design

Create a brand visual identity based on the knowledge obtained through the branding and communications strategy process. The towns preference would be to present Trustees a final set of three (3) with a minimum of two (2) options that clearly and creatively reflect and present how and why Fraser is a beautiful community to live in, visit and invest in.

- Brand Hierarchy
The Town of Fraser brand will be the primary brand for the organization and the community. Under that primary brand, there may be a need for sub-brands for individual departments or specific marketing requirements such as tourism campaigns. These sub-brands need to be consistent with the primary brand.
- Visual Identity Guidelines
The visual identity guidelines document (or “Brand Guide”) will specify, articulate, and depict the defining elements of the visual identity system and provide examples for marketing communications materials. Including:
 - Brand creative parameters (i.e. fonts, design styles, photo styles, color palette, etc.)
 - Acceptable and unacceptable uses of the brand
 - Permission guidelines for logo use
 - Samples of how the brand could be applied to website and social media pages

Timeline:

- EDAC Approval to move forward
- Develop questions for survey
- Send survey
- Review data from survey
- Work with designer to develop at 2-3 brand options (this will cost \$\$)
- Present options to EDAC
- Pick branding that represents Fraser
- Present the best option to Town Board

Implementation:

- Update website, social, email signatures etc. as needed
- Branding presentation to staff and Committee members
- Send brand info to business and possible presentation
- Order branded items for events and brand awareness
- Official roll out of new branding initiative to public at the “Fraser Block Party” in late September

Definitions:

- **Brand** – A set of intangible assets of a company, service or product. It is a definition of an emotional relationship between customers and the business.
- **Brand Identity** - The visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds.
- **Brand Positioning** - Describes how a brand is different from its competitors and where, or how, it sits in customers' minds.
- **Font** - a set of printed letters, numbers, and other symbols of the same style.
- **Color Palette** - A range of colors. By using the same colors in all your business ventures, you strengthen your brand's association with those colors, and by extension strengthen brand awareness.
- **Brand Guide** - A set of rules that explain how your brand works. These guidelines typically include basic information such as: An overview of your brand's history, vision, personality and key values.

Possible Questions for Online Survey:

- Imagine Fraser was a person, how would you describe its personality?
- How is Fraser different from the other towns in Grand County?
- Who is our ideal "customer" or visitor?
- What are 3-5 words that describe Fraser?
- If Fraser was an actor/actress, who would it be and why?
- Do you think the current logo portrays Fraser?
- What colors do you think represents Fraser? Choose 4
 - Red – Passionate, aggressive, important
 - Orange – Playful, energetic, cheap
 - Yellow - Happy, friendly, warning
 - Green – Natural, stable, prosperous
 - Blue – Serene, trustworthy, inviting
 - Purple – Luxurious, mysterious, romantic
 - Pink – Feminine, young, innocent
 - Brown – Earthy, sturdy, rustic
 - Black – Powerful, sophisticated, edgy
 - White – Clean, virtuous, healthy
 - Grey – Neutral, formal, gloomy
- If Fraser was car, what kind of car would it be?
- How important are outdoor activities to you? (Scale)

- How important are the arts and creative spaces to you? (Scale)
- On a scale of 1 to 10 how important do you think these are to Fraser
 - Outdoor activities
 - Dining
 - Arts
 - Nightlife
 - Growing business
 - City Improvements (sidewalks, streets, public works facilities)