

# CEDAR HILLS

Brand Identity Project



## WHAT IS YOUR BRAND?

We like to define your brand as what people say about you when you're not around.

## COMMUNITY BRANDING

FOR ECONOMIC DEVELOPMENT,  
COMMUNITY DEVELOPMENT,  
& TOURISM DEVELOPMENT.

# BRANDING MOVES COMMUNITIES FROM GOOD TO GREAT

Whether leading a small town or a world power, leaders owe it to their individual and institutional constituents to dig out the "competitive identity" of their region. This identity comes from the culture, the geography, the society, the opportunity and vision of the place—as such, it should be an accurate reflection of the genius and the will of the people.

A brand is not created; it is discovered within the spirit of a place. Radi8 Creative's brand process does just that. Using qualitative and quantitative research tools, we achieve a focused snapshot of a community's values, assets and priorities, which can then be articulated as its "brand." Brands uncovered in this manner are endorsed and absorbed by their communities due to their fundamental truth. Because of this, they are exceedingly useful to community leaders in furthering the economic, political and social goals of the community.

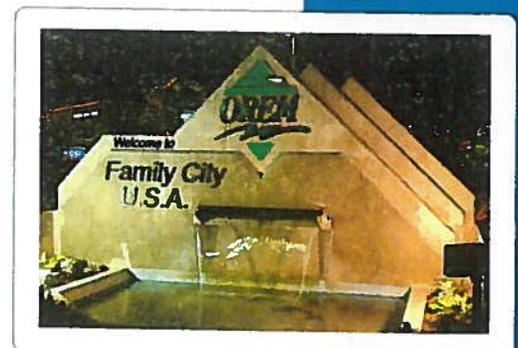
In other words, an honest, relevant, clearly, and cleverly articulated brand can move your community from good to great.

## SUCCESSFUL TOWNS DELIVER ON THEIR PROMISE

It's widely accepted that a brand is a promise to the target audience. There must be some THING that fulfills this promise. A product, service or experience must be consistently delivered in order to constitute the brand. Brand development requires either reconfiguring something that already exists to make it better, or creating something new that will fulfill the brand promise.

At Radi8 Creative we believe that a successful city brand must do the following things

1. A brand must promise something. And deliver on the promise in some tangible way.
2. A brand must be unique within its market area. Only unique brands will attract.
3. A brand must be relevant to an audience large enough to use the brand and keep it going.
4. Consumers must be aware of the brand and believe it has value.
5. The brand must become popular and in demand.



# LOOK TO ECONOMIC DEVELOPMENT FIRST

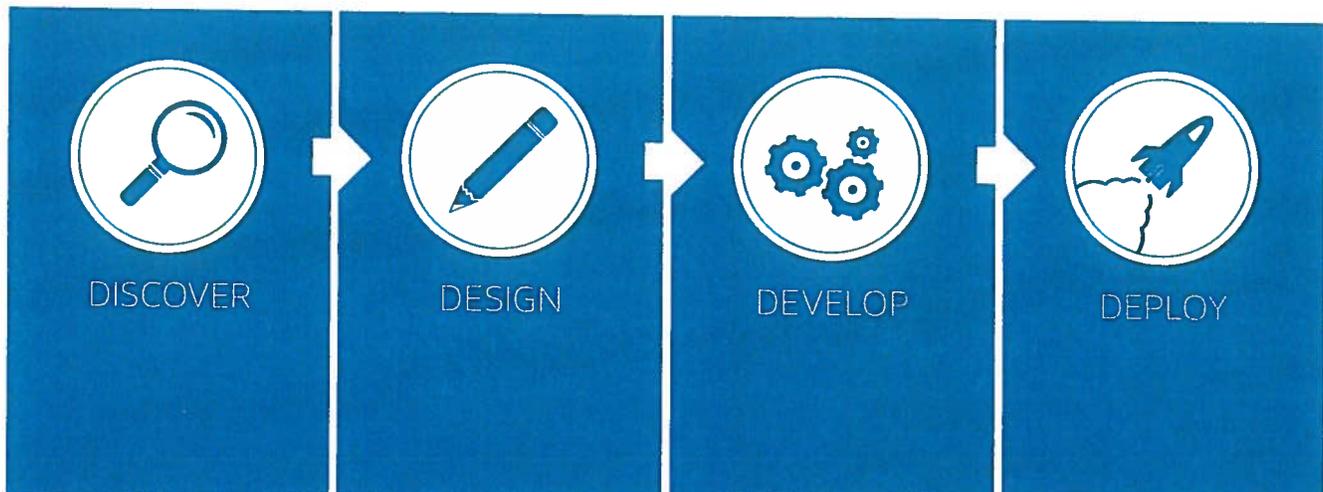
Many city branding efforts center around economic development—creating new jobs, better salaries, new investment, a better environment, and more distribution of wealth. Other city branding efforts focus directly on community identity, community pride and community consensus. Most cities that have great identity, pride and consensus of direction are economically successful.

These things – identity, pride and consensus grow organically from economic success. Creating identity, pride and consensus within a city that is economically depressed is hard to do if nothing materially is improved.

Think of the brand promise and the need to deliver tangibles. At Radi8 Creative we focus on tangible community successes with the understanding that the happiness and pride of citizens arise from the economic health and improved environment of their town.

## OUR PROCESS

Community branding focuses primarily on discovering the town's characteristics that are important to the city's residents, articulating these characteristics in a positive way, and making them well known among residents.





## DISCOVER

# DISCOVER

Extensive research helps paint a picture of where your community has been and where you want to go. We will spend time in Cedar Hills. We'll interact with your residents, enjoy your attractions and restaurants, and visit your schools, parks and neighborhoods.

The Radi8 Creative team will also talk to your consumers and constituents using a variety of forums from personal interviews to surveys and online polling. We develop profiles of your residents including educational levels, what they like to do, where they shop and dine and even how they use social media. Depending on the goals of your rebrand, we can analyze your visitors, new businesses, your relationship to other cities or counties, new home ownership and much more.

We provide an analysis of your competition and help define areas of economic opportunity for your community. Altogether, we can conduct more than 7 types of research and analysis including:

- » One-on-one interviews
- » Online surveys
- » Social Media and website polling
- » On-the-street interviews
- » Resident profiling
- » Communication, research, online reputation & media audit
- » Competitive message assessment



## NO ONE KNOWS YOUR COMMUNITY LIKE YOU. THIS IS HOW WE ACCESS THAT KNOWLEDGE.

### 1. In-depth one-on-one stakeholder interviews

Radi8 Creative will conduct face-to-face, in-depth individual, confidential interviews with community stakeholders jointly selected by the client and Radi8 Creative. These interviews are just the beginning of ongoing dialogues with key individuals. From these sources Radi8 Creative gathers information about past planning efforts, what has been tried, what has succeeded or failed, profiles of the town, personal opinions, sources of funding, competing interests for funding, branding ideas, prevailing attitudes in the town, the character and profile of existing visitors, and the names of other people with whom we should talk.

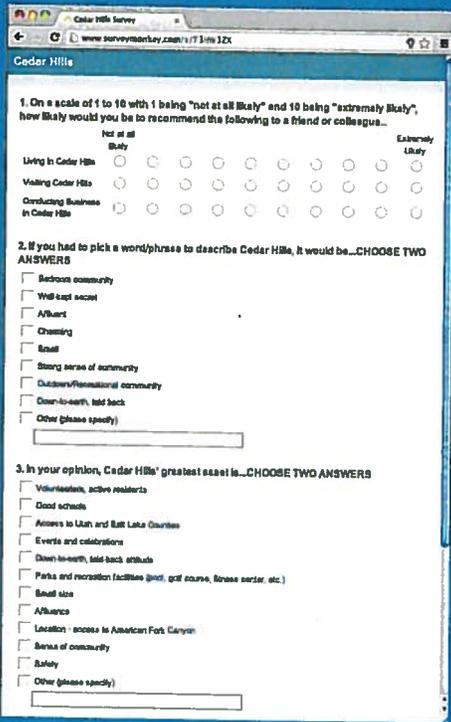
### 2. Survey: Importance & Performance

Radi8 Creative will outline the essential tangible and intangible elements of your community that will help determine its brand and positioning. We then ask community residents to tell us how important each of these elements is to them, and how well the community currently performs in delivering these elements.



Man on the Street Interview





Working with our client project manager, Radi8 Creative will make available an online questionnaire and comment space for any resident who wishes to weigh-in on our ongoing efforts or offer their ideas. Easy to access and navigate, these poll results and comments are considered an important resource in the planning effort. We can also conduct polls via Facebook while also helping to build a fan base for the community.

### 3. Perceptions and Brand Directions

We combine the results and learn the relative importance of each element and how well they are performing. These metrics are an important way of applying numbers to feelings and opinions. The findings help us determine which brand directions will work and are acceptable to the community.

## WHAT ARE WE UP AGAINST? WHAT DO WE NEED TO ADDRESS?

Communication, research, online reputation and media audit – Radi8 Creative will conduct an online reputation audit – the process of analyzing where exactly your brand sits at the present point in time on the web. This audit will give you a good birds-eye view of what people are saying about you and if there is anything you might be missing.

Competitive Analysis – The secret to creating a brand that sets you apart from the competition is knowing what you're up against. The Brand Identity Project is specifically designed to create advocacy and awareness of Cedar Hills. Ensuring that Cedar Hills has a unique brand promise—that sets it apart from the other communities—is essential.



# BRANDING STRATEGY

Radi8 Creative translates all those fascinating facts gathered during the brand research into emotional sparks that can bring your community's brand to life. Our best strategic minds gather in a locked room with all your research and all their notes. This session yields insights that point us to the ideal brand strategy for your community. Your brand strategy must be relevant to your situation while differentiating you in the competitive marketplace.

Our brand strategy phase includes:

- » Situation Brief
- » Brainstorming Meeting
- » Development of Brand Strategy including:
  - » Brand essence (reason for being)
  - » Brand values (guiding principles)
  - » Brand truths (help deliver the promise)
  - » Brand promise (what you provide that others cannot)
  - » Brand benefits (consumer appeal)
  - » Brand personality (tonality)

Strategy without tactics is the slowest route to victory

Tactics without strategy is the noise before defeat.

- Sun Tzu



DESIGN

# DESIGN

The first evidence of a brand that consumers see is often the logo and tag line. As visual representations of the brand promise, logos and tag lines are powerful forms of communication. Radi8 Creative designs logos that are evocative and memorable.

In the Design phase, our award-winning creative team draws from the insights gained in the Discovery phase to breath life and character into your new brand. Our goal is to give you a rich sampling of brand identity options, refining one to make your own.

 move networks

 familylink

 neon

 UP SPORTS  
TAKE YOUR GAME TO THE NEXT LEVEL™

 AEGDM  
AEG Digital Media Group

 DAVINCI

 BULLDOG DM  
DIGITAL MEDIA STRATEGY

 Crest

 UNION PARK  
CENTER

# THE PROCESS

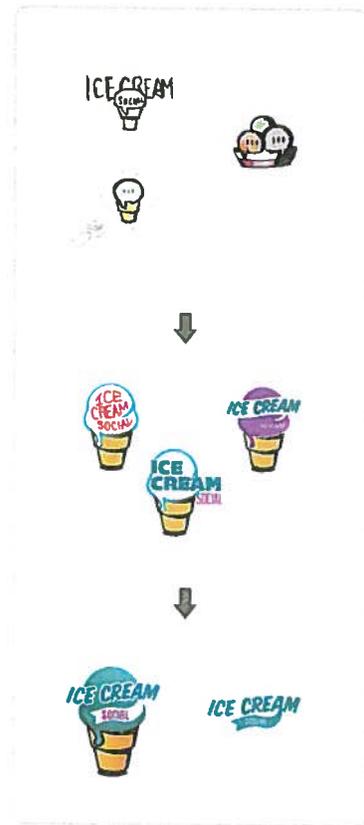
The process starts by taking all that we have learned in Discovery to create a series of "design concepts." Through consideration of these concepts, the most powerful ideas begin to take shape and we refine them until they're ready for presentation and additional vetting through the information gleaned in Discovery. Key stakeholders then have the opportunity to consider the concepts when ~5 of the top ideas are presented in the first Creative Review Meeting.

After feedback we further refine the logos to the top 3 choices and build a supporting deck to explain our concepts and showing the logos in various environments.

This deck will be used in gathering feedback from a larger group and help the stakeholders understand their important role in directing the brand.

We will put the logos in Comp mode on various products, (letterhead, building signage, and transportation), and develop the sub-brands for the Golf Club and Recreation Center, ensuring that the designs fit together as a family of supporting marks.

Once the process is nearing completion Radi8 will work with the City on locking down the final logos and moving into the Development phase, where the Brand Standards Guide will enable the City to extend the brand throughout all the City does.



Example of the Design Process through Concept, Iteration, and Finishing

# DISCOVERY WITHIN DESIGN

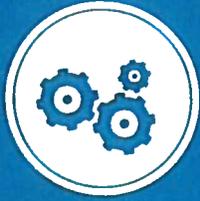
The Design process isn't complete without additional discovery to help narrow down the concepts, to provide additional direction, and perhaps most importantly, to encourage adoption of the new brand.

In order to promote the brand and allow community adoption, an Identity Survey is conducted to begin the initial release of the new identity to the public. This survey is key in ensuring that the public feels invested in the new identity, and in providing a double-check that the identity reflects the essence of the direction provided in the Discovery phase. Depending on preceding events, this survey may be conducted through social media, the City Council members may be asked to supply a list of ~200 names and email addresses, and limited focus groups may be conducted to provide reliable feedback that will shape the finishing touches on brand elements and positioning before moving on to Development.



Example of socialized feedback



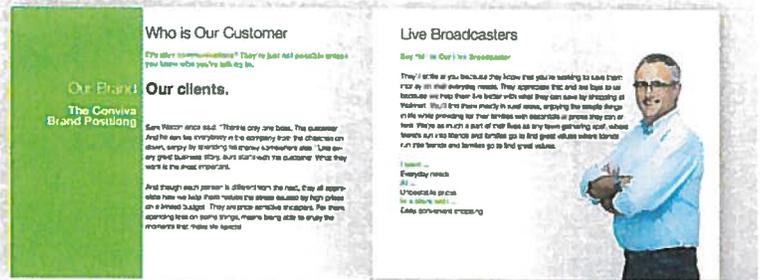


DEVELOP

# DEVELOP

Just as elements of Discovery were woven throughout the Design process, in Development, we go beyond simple logo design to apply the identity to essential media such as brochures, advertisements, stationery, banners and street signs. We create a Style Guide that will help protect the integrity of your logo and allow it maximum effectiveness in integrating the brand promise with the community.

You'll end up with lots of goodies in the form of a Brand Identity Guide. This full-color report will be bound; electronic copies will also be provided. Within this report are the conceptual marketing tools your community can use to bring its new brand to life.



radiobcreative

The Brand Identity Guide will contain:

- » Logo and additional Identity elements
- » Tag line
- » Complementary color palettes
- » Environmental applications
- » Sample stationery, business cards and folders
- » Messages for the community
- » Community portal website sample home page
- » Facebook page direction
- » Twitter profile direction
- » Brand-building ideas





## DEPLOY

# DEPLOY

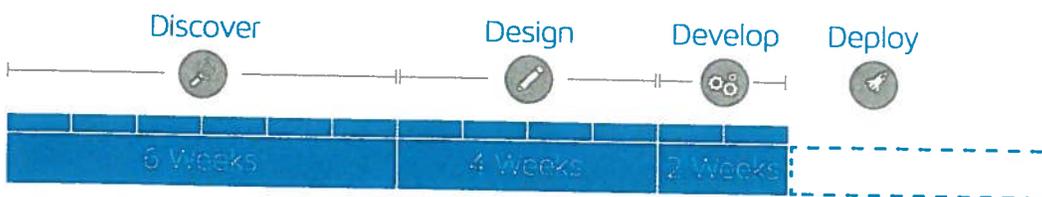
Bringing a two-dimensional brand to life in a three-dimensional community takes a strong brand action plan. Following are a sampling of action ideas from the hundreds Radi8 Creative has developed over the years. All were designed to help our clients wear their brand like a second skin.

**Create a central portal** - Your web site should be the hub of all information for your community. Toward this end, create a central portal within the site with links to each community/county as well as all areas of industry and business within the city including real estate, tourism, recreation, restaurants and health care. This allows Internet surfers to easily access comprehensive information while allowing each industry/business to maintain independence.

**Create a collaborative video** - Extend the logic behind creating your collaborative brochure to the realm of collaborative video production. The dynamic nature of the medium allows the uniqueness of Cedar Hills to come across to prospects and current residents. Best of all, digital distribution channels are extremely affordable. For example, attach it to outbound emails and use as an inexpensive fulfillment piece.

**Everyday reminders** - Enhance the charm and beauty of downtown Cedar Hills by installing banners. Banners serve as unique signage that complement the architecture of downtown, celebrate seasonality and can be used to promote special events.

## TIMELINE AND COSTS



Conduct Interviews  
 Create Survey  
 Distribute Survey  
 Competitive Analysis  
 Review Responses, Craft Strategy

\$6,500

Create Initial Concepts  
 Color Exploration  
 Craft Taglines  
 Brand Presentation to City  
 Revisions  
 Logo Survey  
 Final Designs

\$6,500

Create Sub-Brands  
 Present to City Rebranding Board  
 Final Revisions  
 Create Brand Standards Guide  
 File Delivery in Various Formats

\$5,000

**Project Total: \$18,000**

# CONTRACT

Contact Name:  
Phone:  
Company/Client:  
City/State/Zip:  
E-mail address:

Our desire is to delight the client. One way is to make clear our understandings with each other. These are the terms of our agreement together:

1. Authorization. The City of Cedar Hills is engaging Radi8 Creative as an independent contractor for the specific project of developing and/or improving the City Logo. The client also authorizes Radi8 Creative to publicize their completed design to our portfolio.

\*We will provide 2-3 designs of a logo to the client. The client will be allowed to combine, subtract and/or mix elements of the designs provided to achieve the desired look. The client will begin the process of elimination with the given designs to reach one general design. The client will be allowed 3 revisions to that final design to achieve the desired design for their final logo.

2. Changes. Changes requested after the closing of this contract by the client will be billed at the hourly rate of \$ 75.00.

3. Completion Date. Radi8 Creative and the client must work together to complete the project in a timely manner. We agree to work expeditiously.

4. Access. It is the client's responsibility to provide Radi8 Creative necessary access to key stakeholders as well as those residents whose viewpoints you desire to be included in the Discovery and research phase of the project.

5. Payment of Fees. Fees to Radi8 Creative are due and payable on the following schedule: 50% upon signing this contract, 50% when the project is complete according to the attached proposal. All payments will be made in U.S. funds.

6. Assignment of Project. Radi8 Creative reserves the right to assign subcontractors to this project to insure the right fit for the job as well as on-time completion.

7. Legal Stuff. Radi8 Creative assures that the final artwork provided is original and upon final payment of this contract, the client owns and is assigned all rights.

8. Copyrights and Trademarks. It is the client's responsibility to seek copyright and trademark rights on the final design. Radi8 Creative and its subcontractors retain the right to display the final design element as an example of their work in their respective portfolios.

9. Laws Affecting Electronic Commerce. From time to time governments enact laws and levy taxes and tariffs affecting Internet electronic

commerce. The client agrees that the client is solely responsible for complying with such laws, taxes, and tariffs, and will hold harmless, protect, and defend Radi8 Creative and its subcontractors from any claim, suit, penalty, tax, or tariff arising from the client's exercise of Internet electronic commerce.

10. **Payment of fees.** Delinquent bills will be assessed a \$15 charge if payment is not received within 10 days of the due date. If an amount remains delinquent 30 days after its due date, an additional 5% penalty will be added for each month of delinquency.

11. **Collection.** In case collection proves necessary, the client agrees to pay all fees incurred by that process. This agreement becomes effective only when signed by Radi8 Creative. Any dispute will be litigated or arbitrated in the state of Utah.

12. **Sole Agreement.** The agreement contained in this "Design Contract" constitutes the sole agreement between Radi8 Creative and the client regarding these designs. Any additional work not specified in this contract must be authorized by a written change order. All prices specified in this contract will be honored for six (6) months after both parties sign this contract. Continued services after that time will require a new agreement.

13. **Initial Payment and Refund Policy.** The total amount of this contract is \$18,000. This agreement begins with an initial payment of \$9,000.



If the client halts work and applies written request for a refund within 30 days, to the Managing Partner of Radi8 Creative, 126 W. Segoe Lily Drive, Suite 165, Sandy, UT 84070, phone (801) 305-1447. Work completed shall be billed at the hourly rate stated above, and deducted from the initial payment, the balance of which shall be returned to the client. If, at the time of the request for refund, work has been completed beyond the amount covered by the initial payment, the client shall be liable to pay for all work completed at the hourly rate stated above. No portion of this initial payment will be refunded unless written application is made within 30 days of signing this contract.

The undersigned agrees to the terms of this agreement:

On behalf of the client (authorized signature)

\_\_\_\_\_ Date \_\_\_\_\_

On behalf of Radi8 Creative (authorized signature):

M. K. Crocker Date 01-16-2013