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## MEMORANDUM

**To:** Mayor and City Council  
**From:** Bob Mullen, Communications Director  
**Date:** February 27, 2017  
**Subject:** **City of Dunwoody Logo Refresh**

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### **Background**

As part of the planning and preparation for the 2017 Annual Budget the Communications department was asked to put together cost estimates and a brief background and justification for a brand and logo re-design. Prior to submitting the line item estimate within the FY 2017 Budget Memorandum, the Communications team conducted research into municipal rebranding programs to determine approximate costs and the various deliverables which would be included.

In addition to staff experience and existing knowledge of branding campaigns, the team identified several re-branding programs which were conducted by similarly-sized Metro Atlanta suburban communities within the past 2-3 years (Alpharetta, Johns Creek, Roswell, Sandy Springs, etc.)

Using established industry knowledge, branding experience and similar examples/best practices, staff submitted a draft budget line item for the Budget Committee’s consideration. Feedback guidance from Budget Committee members directed staff to adjust the scope and costs of the effort. Staff then fine-tuned a reduced cost, approach and scope to be more in line with a logo refresh as an alternative to a full rebranding effort.

Shortly following the resubmitted budget line item and subsequent budget approvals, several public postings and discussions around a new logo began within the community. Concurrently, a group of residents who are graphic design professionals approached city staff to express interest in providing time and volunteer efforts toward the development of a new city logo and helping create an improved visual representation of the city and what Dunwoody means to residents and visitors.

The three graphics design professionals (consisting of Jay Kapp, President & CEO of Kapp Concepts, Mile Martin, Chief Creative Officer at Jackson Spalding and Heyward Wescott, President and CEO of Custom Signs Today) worked with staff to explore established research (ranging from survey data received through city/community surveys and perception survey research from the Convention and Visitors Bureau)

Denis Shortal Mayor  
Eric Linton, ICMA-CM City Manager  
Sharon Lowery, CMC City Clerk

Pam Tallmadge City Council Post 1  
Jim Riticher City Council Post 2  
Doug R. Thompson City Council Post 3

Terry Nall City Council Post 4  
Lynn Deutsch City Council Post 5  
John Heneghan City Council Post 6

to ascertain the key themes and descriptive characteristics which distinctively define Dunwoody and used the data along with various public comments as a basis for the development of creative concepts for a logo and visual representation. The volunteer design professionals then developed a number of creative logo concepts which were stylized, sharpened and honed to a final selection of three logo design concepts.

The final three concepts were presented to City Council members at the recent City Council Retreat on February 10, 2017 and the following logo was selected by a unanimous Council vote as the preferred choice for a refreshed city logo.



To date, the three Dunwoody residents who participated as the design professionals involved on the logo refresh collectively have donated approximately 40 hours of time and resources, all "gratis." This organic process and eventual cost savings would not have been possible without the strategic and experienced work of these three volunteers who took time away from their businesses to contribute their ideas and efforts to the process.

The next step in the logo development and finalization process is to work with the volunteer design professionals and a local branding and identity firm to conduct due diligence research to ensure there no conflicts or potential infringement issues with the new logo and any established brands or logos and then begin the development of an official Brand Style Guide (fonts, colors, specification and use guide, samples, etc.). Once the Brand Style Guide is complete staff will begin the work related to production of printing, merchandising and signs.

# A CITY LOGO REFRESH

February 10, 2017

# A FRESH OPPORTUNITY

- New City Hall
  - New Address, Cards, Letterhead
- Promote unity & community pride
- Create consistency
- Refresh image & begin anew
- City has grown up - *2018 is Year 10*

# A CITY LOGO REFRESH

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**Does The City Of Dunwoody Need A New Logo And Slogan?**  
October 12th, 2016

Click [here](#) to read a thorough article from The Dunwoody Reporter about this topic.

Apparently some city staffers are suggesting that since the city is about to move to a new HQ (therefore needing to reprint stationery and business cards anyway) it would be a good time to re-brand. Many people still make fun of the Smart People...Smart City logo and slogan.

**Dunwoody\***  
\*Smart people - Smart city

The city council said no to a proposed \$80K expenditure to come up with a new logo and slogan and asked the staff to figure out a way to do this more inexpensively or not at all. What do you think? Do we need a new logo and/or slogan? If so, should we let the citizens of Dunwoody provide suggestions instead of hiring a creative firm?

Leave your comments and I'll forward to the city council!

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Heyward Wescott  
January 3 at 11:27am

I am looking for words (1 word) that describe Dunwoody...

Like Comment Share

5

2 shares 123 Comments

View previous comments 50 of 123

Scott Richmond Neighborly  
Like · Reply · January 3 at 5:34pm

Pam Haire Tallmadge Mayberry  
Like · Reply · 2 · January 3 at 5:48pm

Lynn Prager Deutsch Heyward Wescott what an awesome exercise. I love seeing everyone's responses.  
Like · Reply · 5 · January 3 at 6:25pm

Tavo Thomas Funwoody  
Like · Reply · January 3 at 7:40pm

Mark Feinberg Sleepy. Boring. Outdated. Innovationless. Lacking.  
Like · Reply · 2 · January 3 at 7:42pm

Mike Martin replied · 2 Replies

Paula Owens Community  
Like · Reply · 1 · January 3 at 7:55pm

James McGarl Adorbs.  
Like · Reply · January 3 at 8:03pm

Karen Rodeheaver Brannan Liveable  
Like · Reply · January 3 at 8:03pm

Kim Ellis Gocke American.  
Like · Reply · January 3 at 8:13pm

Lucas Wighteous Perrier Town  
Like · Reply · January 3 at 8:30pm

Mike Iconis Community  
Like · Reply · January 3 at 8:45pm

Adam Freedman Buick  
Like · Reply · 1 · January 3 at 8:49pm

Jon Ussery Former home of the Brook Run theater.  
Like · Reply · 5 · January 3 at 8:56pm

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#16.

# Dunwoody design team



**Jay Kapp**  
Kapp Concepts  
*President & CEO*

Work with business clients on design and development of websites, marketing campaigns, and business process improvement solutions.



**Mike Martin**  
Jackson Spalding  
*Chief Creative Officer*

Award-winning Creative Director and storyteller focused on creating content that moves people and gets results.



**Heyward Wescott**  
Custom Signs Today  
*President & CEO*

We believe that our customers deserve intelligent signs and graphics consultation. Our clients also deserve responsive service with a quick turn-around.

What are some examples from other local governments?





What are some examples from other municipalities around the nation and the world?



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City of Dallas



# Words that describe Dunwoody

Connected

Lively

Accessible

Appeal

Vigor

Vibrant

Community

Strong

Diverse

Fabric

Central

Pleasant

Attractive

Preferred

Prime

Welcoming

Home

Family

Friendly

Active

Community

Conservative

Economic

Engine

Central

# Core Themes, Words & Phrases

- Lively/Vibrant/Active
- Community/Connected/Family/Home
- Accessible/Central
- Attractive/Preferred
- Friendly/Welcoming/Safe

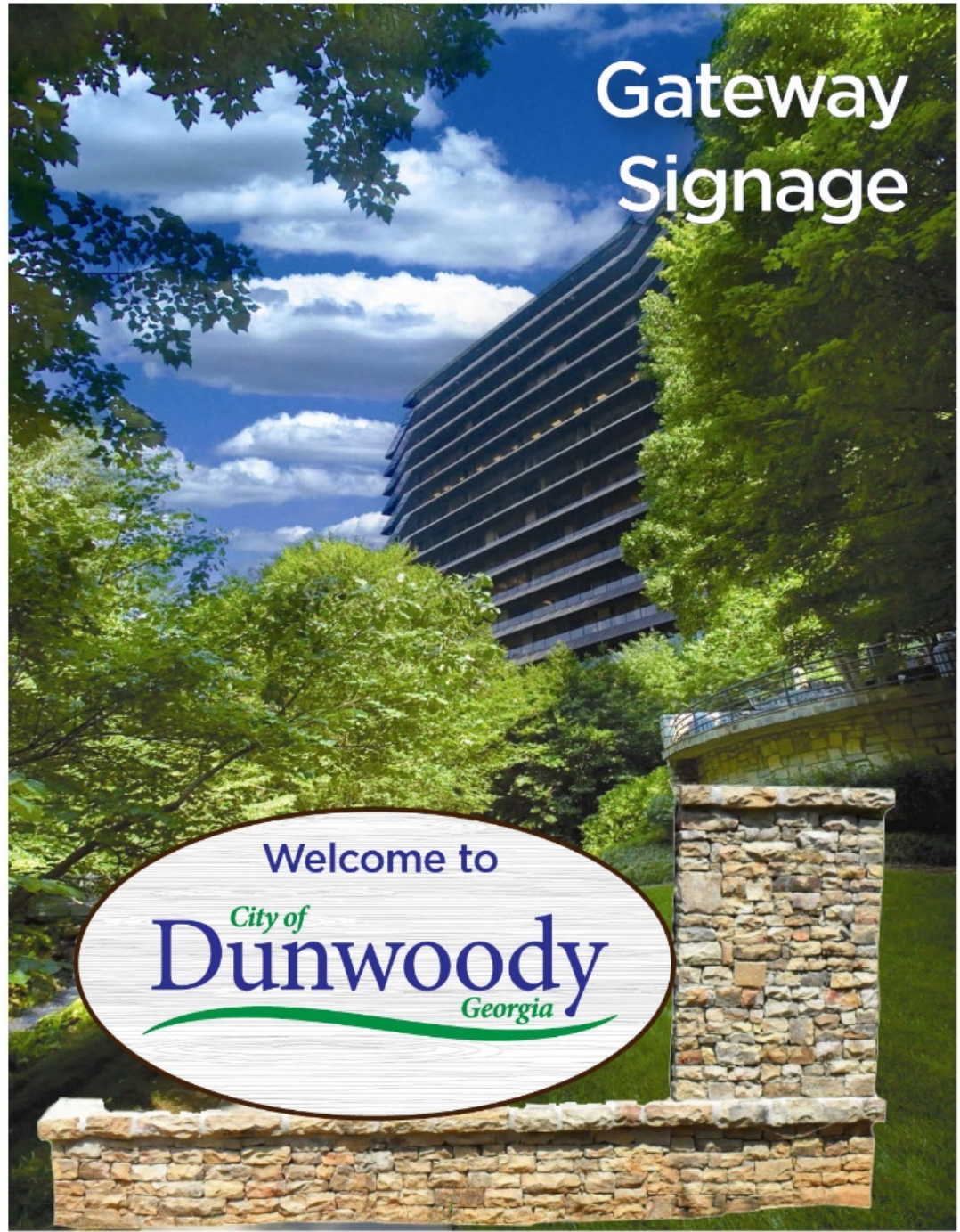
*City of*  
**Dunwoody**  
*Georgia*



# Service Vehicles



# Gateway Signage



# New City Hall

