RED PEAK

SANTA CLARA

CREATIVE REVIEW

NOVEMBER 19, 2014

GOAL OF THE CITY OF SANTA CLARA REBRAND

Promote economic growth,
while encouraging pride
in the community.

THE PROGRESS

I. Research Phase

- HBSCP research
- Red Peak preliminary analysis

II. Strategy Phase

- Brand Positioning
- Tagline Exploration

III. Creative Phase

- First Design Review
- Second Round Design Review
- Final Design / Identity Review
- Template/Guideline Formalization

PROGRESS TO DATE

- A combination of survey results, research and creative exploration helped us narrow down to two taglines
- The City Council approved our recommendation of moving forward with “Find Your Mission Here” and “The Center Of What’s Possible”

OBJECTIVES OF TODAY'S SESSION

- Review creative routes for "Find Your Mission Here"
- Review creative routes for "The Center Of What's Possible"
- Narrow creative options

FIND YOUR MISSION HERE

OPTION 01

LOGO/TAGLINE LOCK-UP

City of Santa Clara

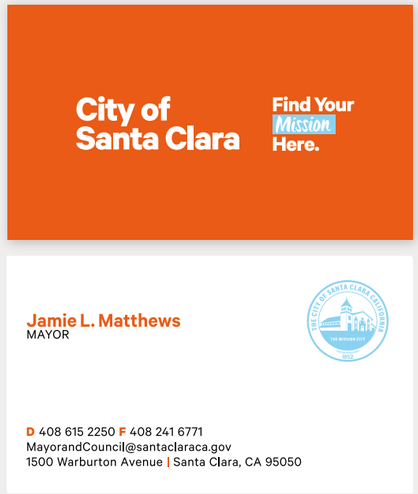
Find Your *Mission* Here.

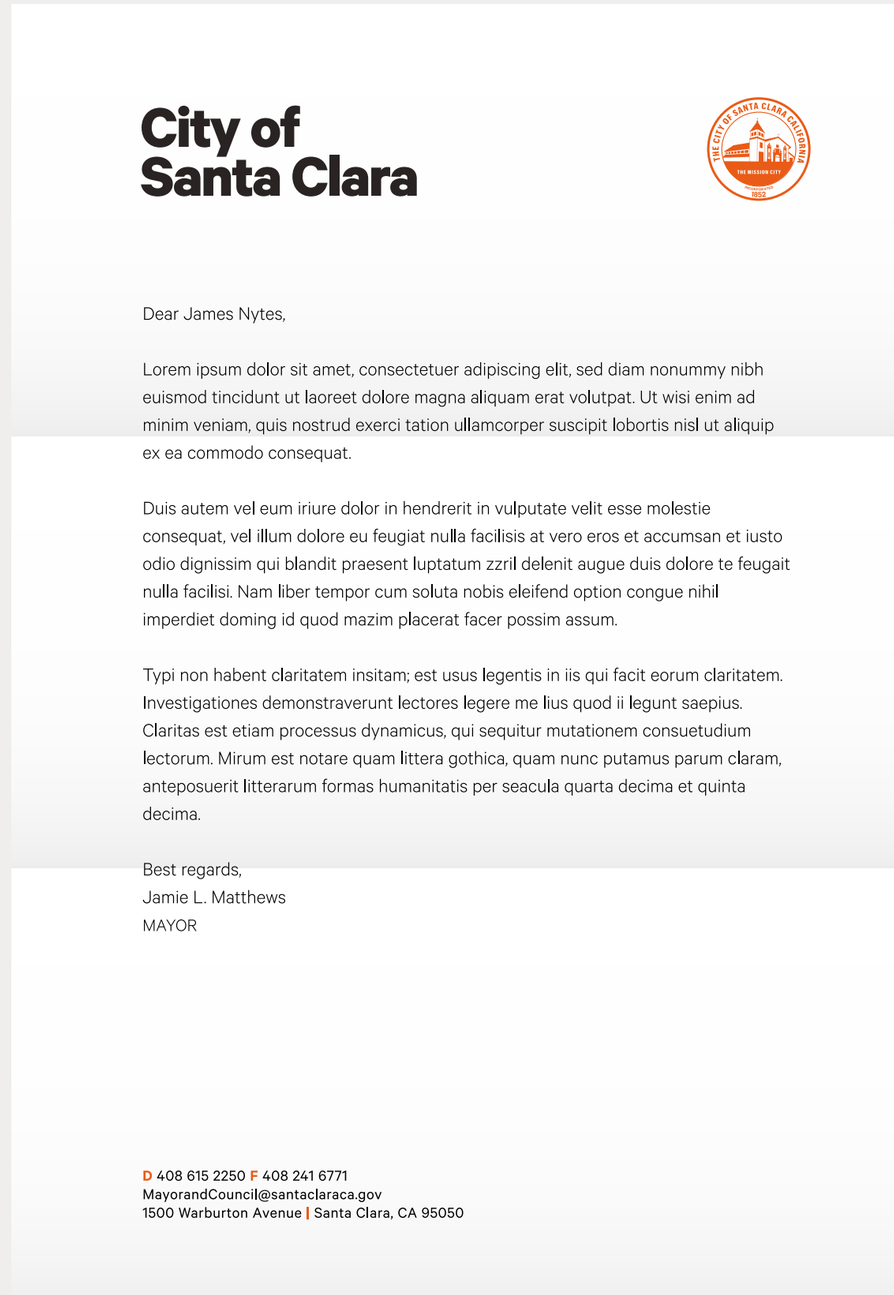
City of Santa Clara

Find Your *Mission* Here.

SEAL

COLOR





City of Santa Clara

Dear James Nytes,

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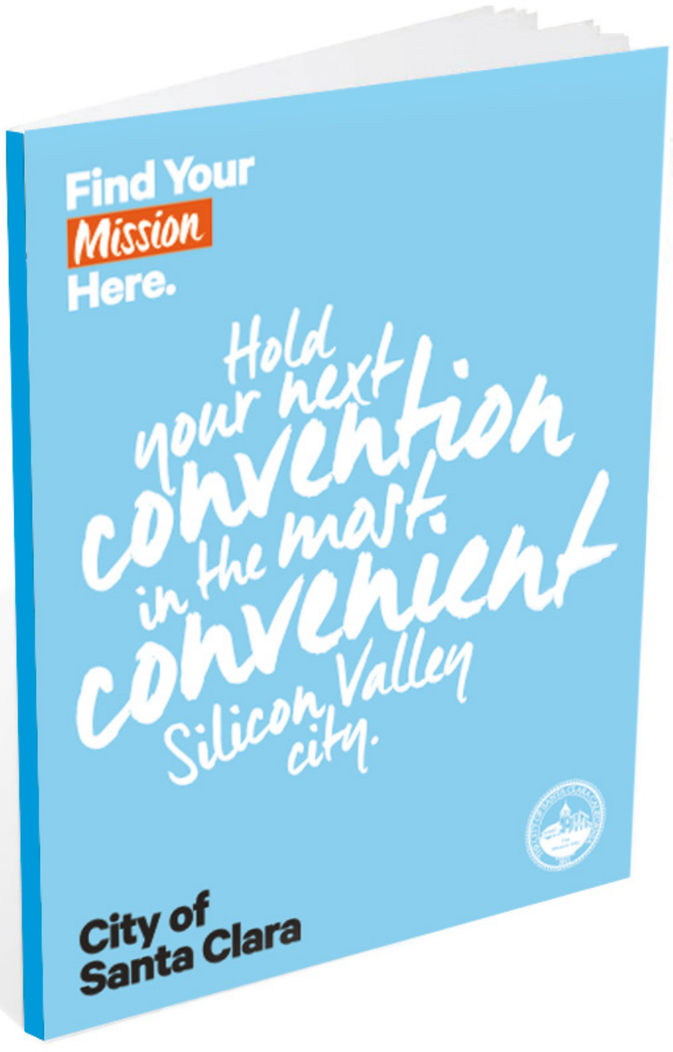
Best regards,
Jamie L. Matthews
MAYOR

D 408 615 2250 F 408 241 6771
MayorandCouncil@santaclaraca.gov
1500 Warburton Avenue | Santa Clara, CA 95050

Come here.
Live here.
Dream here.
City of Santa Clara
Find Your
Mission
Here.

A home for your creative side.
Find Your Mission Here.
City of Santa Clara
Find Your Mission Here.
Start a business in the city with big opportunities around every corner.
City of Santa Clara
Find Your Mission Here.
Come here. Stay here. Dream here.
City of Santa Clara

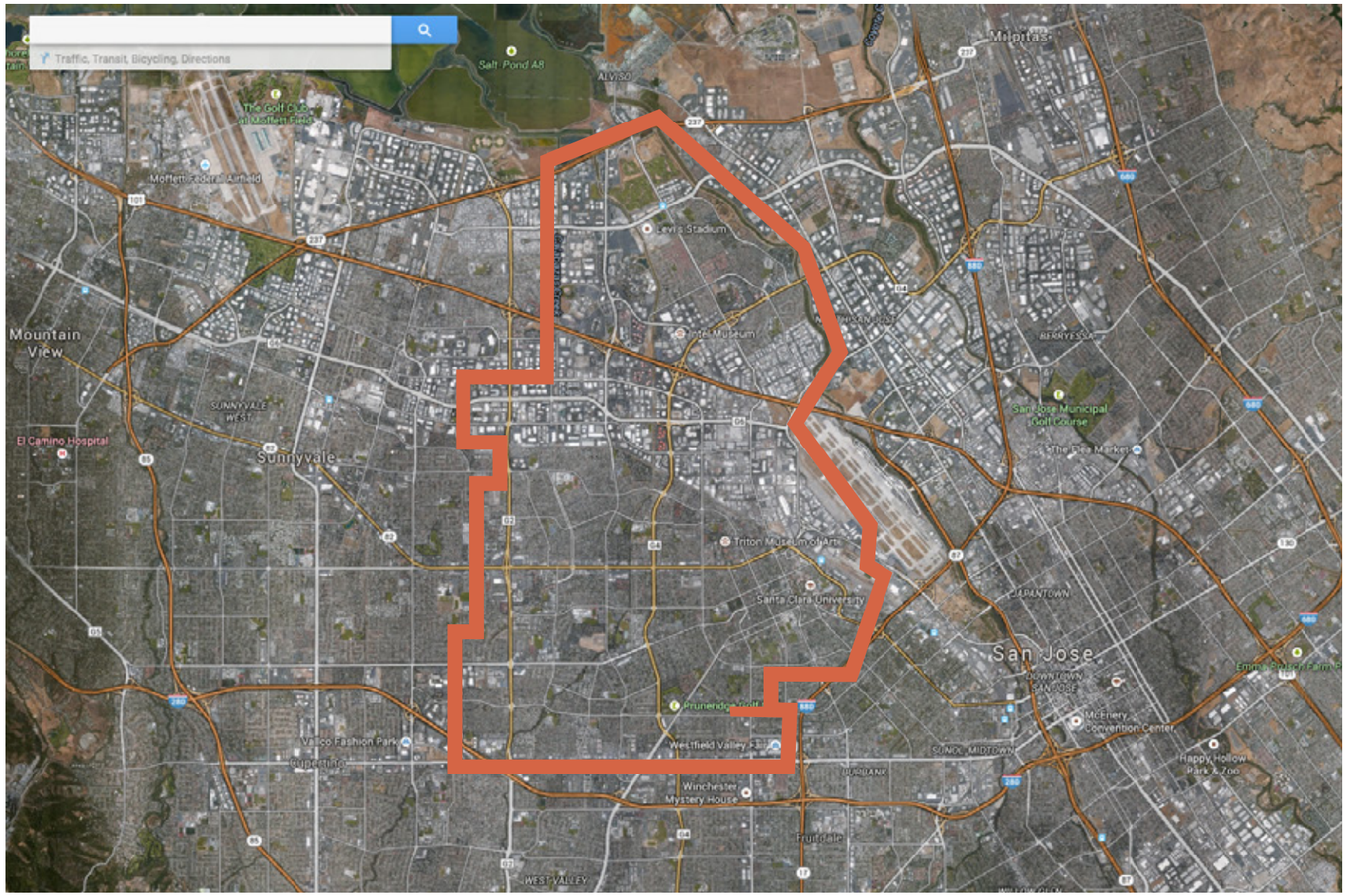

Find Your
Mission
Here.
Hold your next convention in the most convenient Silicon Valley city.
City of Santa Clara

Meet in the middle: hold your next convention in the City of Santa Clara.

City of Santa Clara
Find Your Mission Here.
Start a small business in the city with big opportunities around every corner.
RESIDENTS
BUSINESS
GOVERNMENT
SERVICES
ABOUT

City of Santa Clara
Find Your Mission Here.
News
Traffic Advisory Revision for October 24 Event at Levi's® Stadium
The Santa Clara Police Department and 49ers Management Company have collaborated with San Tomas Aquino / Saratoga Creek Trail users to reduce the hours of the trail closure on October 24.
This pilot program will consist of a Stadium personnel at Agnew Road and Tasman Drive to monitor the equipment moving across the trail and using flags and/or signage to control (similar to road workers in work zones on public streets). There will be slow-moving equipment or other barriers, however Stadium personnel will carefully guide trail users through this section. Bicyclists and pedestrians are asked to use extreme caution.
The revised San Tomas Aquino / Saratoga Creek Trail section of the Traffic Advisory is below:
The San Tomas Aquino / Saratoga Creek Trail will be closed from 1:00pm to 3:00pm on Friday, October 24 between Agnew Road to Tasman Drive while a security sweep is conducted and machinery operations are performed for event set-up.
At 3:00pm, as a pilot program, bicyclists with tickets to the October 24 event at Levi's® Stadium will be provided access to the San Tomas Aquino / Saratoga Creek Trail between Agnew Road and Tasman Drive to enter the bike valet near Gate C. Bicyclists must physically have a ticket; no will call. Bicyclists with tickets will proceed through the security check and magnetometers, and will be held to the same criteria (e.g. bag policy) as the balance of the stadium attendees. The trail will reopen shortly after the game.
In an effort to prevent individuals from parking in residential neighborhoods and using the San Tomas Aquino / Saratoga Creek Trail to access Levi's® Stadium, pedestrians will not be allowed on the trail from 1:00pm until shortly after the game.
Non-ticketed bicyclists will be rerouted via Agnew Road, Lakeshore Drive, Gianera Street, the VTA Great America Train Station Parking lot, Stars and Stripes Drive and service road/trail along the rear of the Tasman Parking Garage, and then back to the San Tomas Aquino Creek Trail.
All pedestrians will be rerouted via Agnew Road, Mission College Boulevard, Great America Parkway past the Santa Clara Convention Center, and then back to the San

OPTION 02


Traffic, Transit, Bicycling, Directions
Salt Pond A8
Milpitas
Mountain View
Sunnyvale
El Camino Hospital
Levi's Stadium
Santa Clara University
San Jose
Westfield Valley Fair
Winchester Mystery House
Fruitdale
Cupertino
Valico Fashion Park
McEnery Convention Center
Happy Hollow Park & Zoo
The Flea Market
San Jose Municipal Golf Course
Triton Museum of Art
Moffett Federal Airfield
The Golf Club at Moffett Field
Prunerdge Golf

CITY
OF
SANTA
CLARA

CITY
OF
SANTA
CLARA

FIND YOUR MISSION HERE

LOGO/TAGLINE LOCK-UP

CITY OF SANTA CLARA

FIND YOUR MISSION HERE

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COLOR

GRAPHIC ELEMENTS

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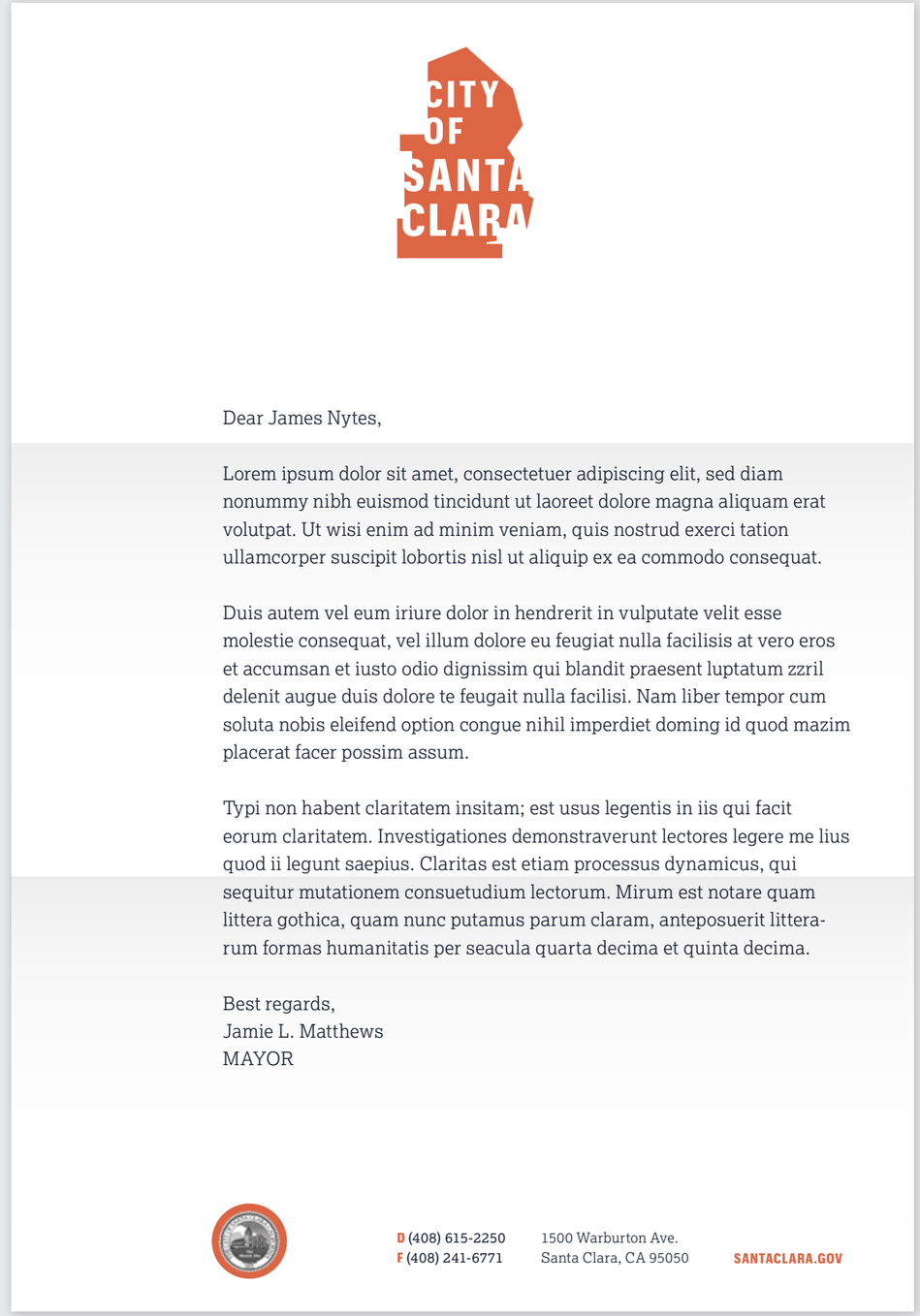
CITY
OF
SANTA
CLARA


CITY
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SANTA
CLARA
Dear James Nytes,
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Best regards,
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OF
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CITY OF
SANTA CLARA
49ers Levi's Stadium
Convention Center
Great Americas
Santa Clara Caltrain Station
Central Park
Santa Clara University
Tintorn Museum
FIND YOUR MISSION HERE
CITY OF SANTA CLARA
FIND YOUR MISSION HERE
A CITY WITH A START-UP STATE OF MIND
CITY OF SANTA CLARA
FIND YOUR MISSION HERE

A PLACE
FOR INSPIRED
MINDS
CITY OF SANTA CLARA
FIND YOUR
MISSION HERE

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CITY OF SANTA CLARA
FIND YOUR MISSION HERE
RESIDENTS
BUSINESS
GOVERNMENT
SERVICES
ABOUT
A CITY WITH A START-UP STATE OF MIND
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STAY CONNECTED
SIGN UP FOR THE SANTA CLARA NEWSLETTER
NAME
EMAIL
SUBMIT

SANTA CLARA NEWS
CITY OF SANTA CLARA
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TRAFFIC ADVISORY
Revision for Oct. 24 Event at Levi's® Stadium
Visit the link below to read this on our website.
http://santaclaraca.gov/index.aspx?page=50&recordid=3320
Posted Date: 10/24/2014
The Santa Clara Police Department and 49ers Management Company have collaborated with San Tomas Aquino / Saratoga Creek Trail users to reduce the hours of the trail closure on October 24.
This pilot program will consist of a Stadium personnel at Agnew Road and Tasman Drive to monitor the equipment moving across the trail and using flags and/or signage to control (similar to road workers in work zones on public streets). There will be slow-moving equipment or other barriers, however Stadium personnel will carefully guide trail users through this section. Bicyclists and pedestrians are asked to use

OPTION 03

LOGO/TAGLINE LOCK-UP

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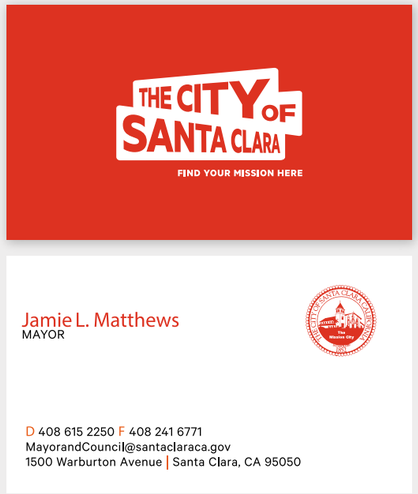
SEAL

COLOR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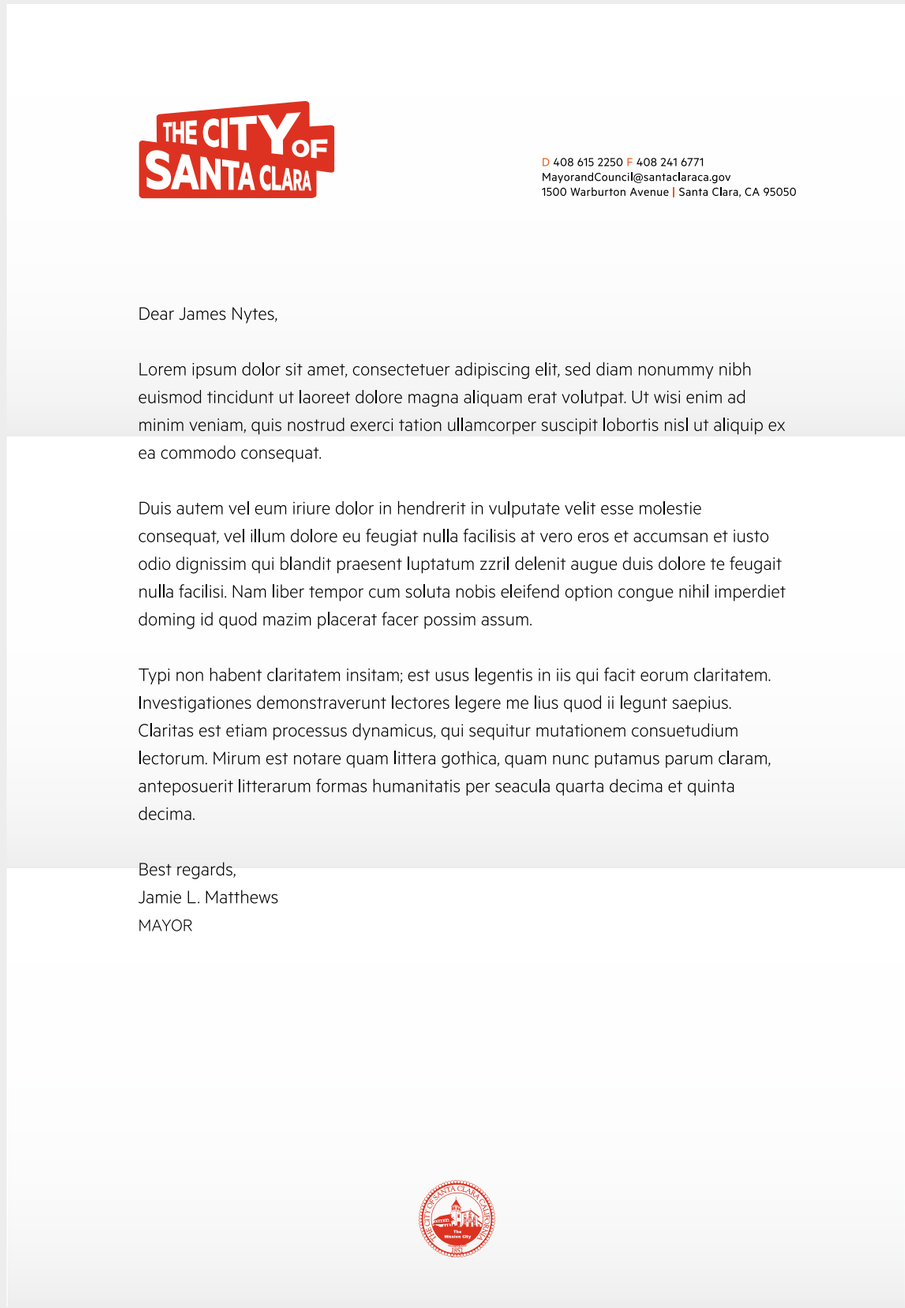
THE CITY OF SANTA CLARA
D 408 615 2250 F 408 241 6771
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1500 Warburton Avenue | Santa Clara, CA 95050
Dear James Nytes,
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MAYOR

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INNOVATION
LIVES
THE CITY OF SANTA CLARA
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WORLD CLASS
EDUCATION
THE CITY OF SANTA CLARA
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CREATIVE
JUICE

THE CITY OF SANTA CLARA
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DISCOVER POSSIBILITIES

HAVE YOUR NEXT CONVENTION IN THE CITY OF SANTA CLARA

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SERVICE
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MEETINGS
HELPFUL LINKS
SMALL BUSINESS OPPORTUNITIES
SEARCH

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NEWS
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THE CENTER OF WHAT'S POSSIBLE

OPTION 04

LOGO/TAGLINE LOCK-UP

THE CENTER
THE CITY OF SANTA CLARA
WHAT'S POSSIBLE

SEAL

COLOR

THE
CENTER
THE CITY OF SANTA CLARA
WHAT'S
POSSIBLE

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S • WWW.SANTACLARACA.GOV

DEPARTMENT OF
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DEPARTMENT OF
NAMEHERE

THE
CENTER
THE CITY OF SANTA CLARA
WHAT'S
POSSIBLE

Lorem ipsum dolor sit amet,

Laudem apeirian concludaturque vim eu, purto reformidans per te, his ut porro postea vocent. Sea discere facilis ex, ea duo legere admodum. Ne sit decore commune definitiones, his torquatos scriptorem ut, choro tamquam et eam. Cum facete feugait albucius ex. Illum dictas iisque cum at. Vix ex illud paulo imperdiet, sensibus assueverit pro cu, ex tota nobis appareat vix.

Enim fastidii invidunt in per, vel wisi aperiri labores ut. Cu mel dicunt mediocrem, ne eius efficiantur suscipiantur usu, laboramus philosophia no vis. Vide tractatos mel ut, aeque graece vis ea. Ea odio altera nec, ne eum persecuti rationibus, elitr altera tritani in est. Vis ei dolorum explicari. Sit quot error tantas an, tollit commune at vis, vix cu quando pericula.

No pro affert delectus aliquando, integre commune dissentiunt duo ad, ne sed intellegat vituperatoribus. Ei vix esse possim habemus, has altera graeci insolens eu. Per eu aeque debitis, nec eu odio facer instructior. Nihil postea repudiandae an eos, mei an epicuri fabellas percipitur. Laoreet recusabo his no, eu mel partem recteque salutandi. Iusto impetus eos et, dico sapientem no pro.

Purto accommodare reprehendunt ut usu, propriae detracto efficiantur pro et, ex gloriatur per. Ne qui albucius delectus. Et illum hendrerit percipitur nam, nam mucius dicunt no. No pro affert delectus aliquando, integre commune dissentiunt duo ad, ne sed intellegat vituperatoribus. Ei vix esse possim habemus, has altera graeci insolens eu. Per eu aeque debitis, nec eu odio facer instructior. Nihil postea repudiandae an eos, mei an epicuri fabellas percipitur. Laoreet recusabo his no, eu mel partem recteque salutandi. Iusto impetus eos et, dico sapientem no pro. Purto accommodare reprehendunt ut usu, propriae detracto efficiantur pro et, ex nam facete cetero voluptaria. Elit omnesque interpretaris ad est, id dolor gloriatur per. Ne qui albucius delectus. Et illum hendrerit percipitur nam, nam mucius dicunt no.

DEPARTMENT OF
NAMEHERE

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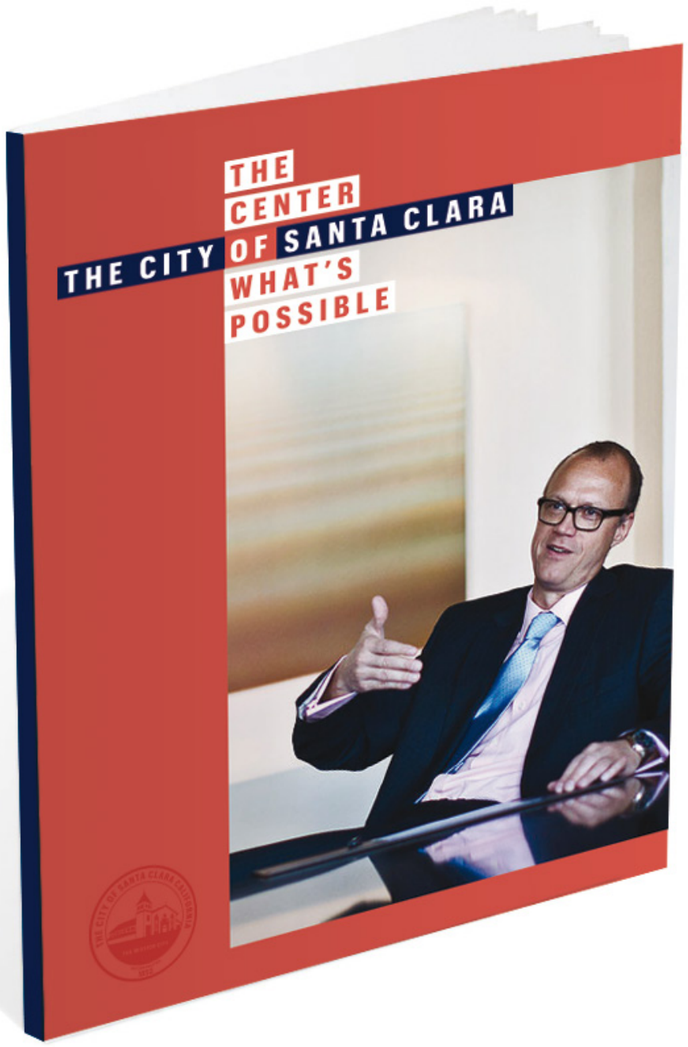
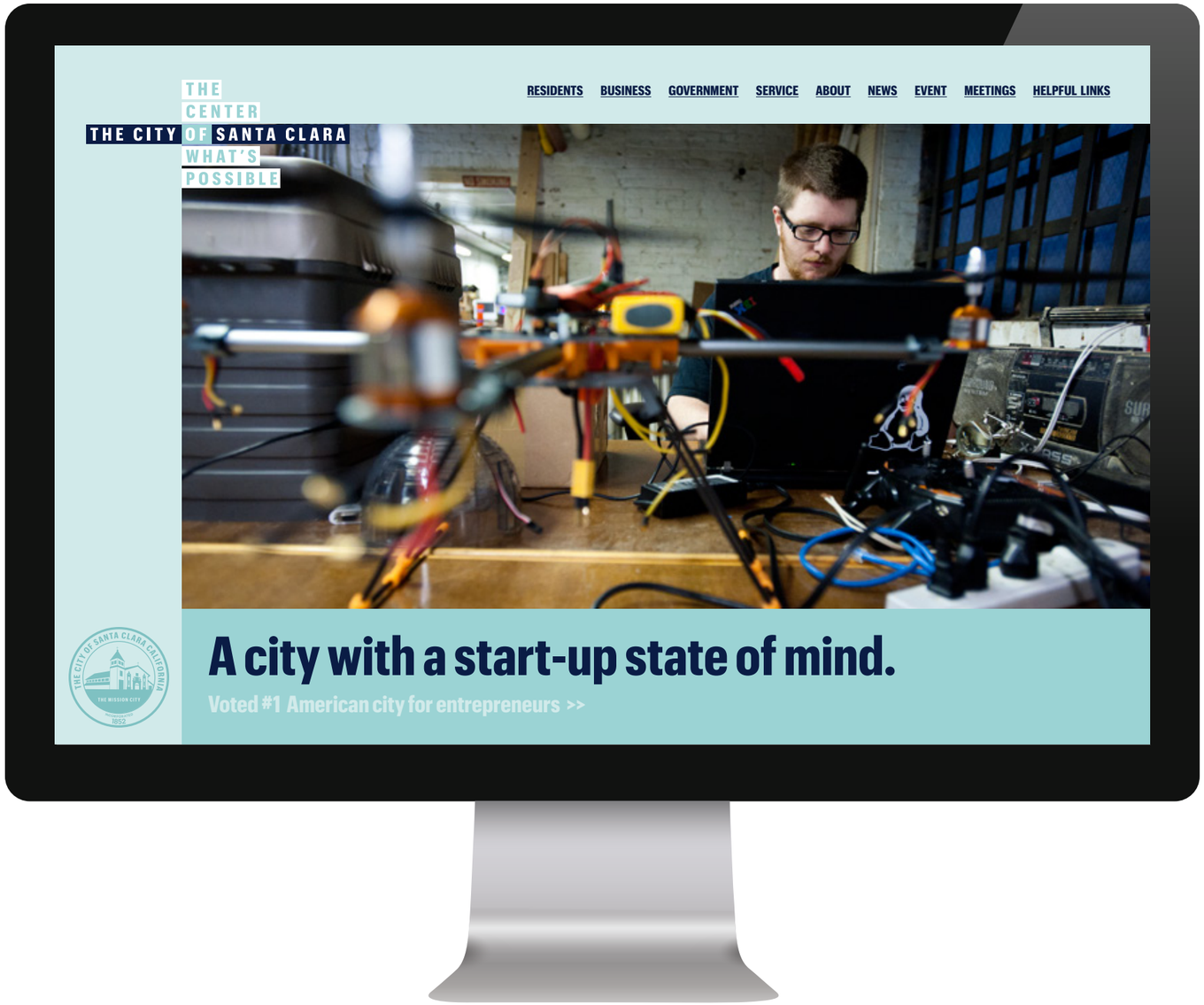
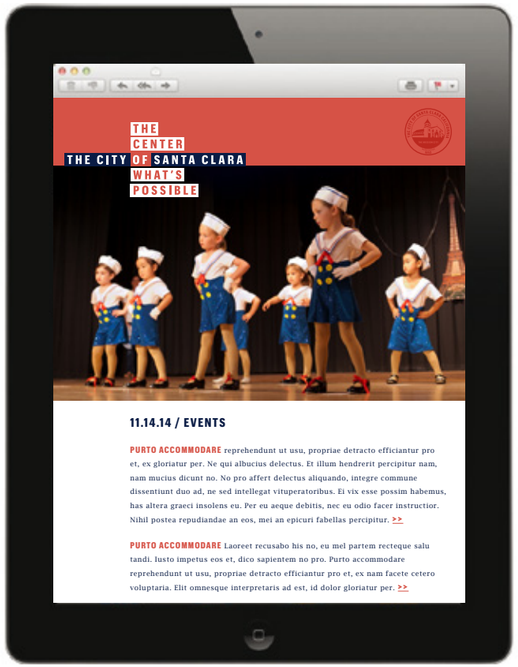
THE CITY OF SANTA CLARA
THE
CENTER
WHAT'S
POSSIBLE

A place for inspired minds.
THE CENTER
THE CITY OF SANTA CLARA
WHAT'S POSSIBLE
THE CENTER
THE CITY OF SANTA CLARA
WHAT'S POSSIBLE
A city with a start-up state of mind
THE CENTER
THE CITY OF SANTA CLARA
WHAT'S POSSIBLE


THE CITY OF SANTA CLARA
THE CENTER
WHAT'S POSSIBLE

A place for inspired minds.
Laudem apeirian concludaturque vim eu, purto da doda reformidans per te, his ut porro postea vocentes etx. Sea discere facilis ex, ea duo legere admod umetudos. Ne sit decore commune definitiones, his torquoste scriptorem ut, choro tamquam et eam. Com facetreasa feugait albucius ex. Illum dictas iisque cum at.
LOREM IPSUM
LOREM IPSUM
Nihil postea repudiandae
dae Laoreet recusabo his no.
eu mel partem mas.


THE CENTER WHAT'S POSSIBLE
THE CITY OF SANTA CLARA
RESIDENTS BUSINESS GOVERNMENT SERVICE ABOUT NEWS EVENT MEETINGS HELPFUL LINKS
A city with a start-up state of mind.
Voted #1 American city for entrepreneurs >>


THE CENTER WHAT'S POSSIBLE
THE CITY OF SANTA CLARA
11.14.14 / EVENTS
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OPTION 05

THE CITY OF SANTA CLARA

LOGO/TAGLINE LOCK-UP

SEAL

COLOR

THE CITY OF SANTA CLARA
THE CENTER OF WHAT'S POSSIBLE

THE CITY OF SANTA CLARA
THE CENTER OF WHAT'S POSSIBLE

THE CITY OF SANTA CLARA
THE CENTER OF WHAT'S POSSIBLE

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THE CENTER OF WHAT'S POSSIBLE

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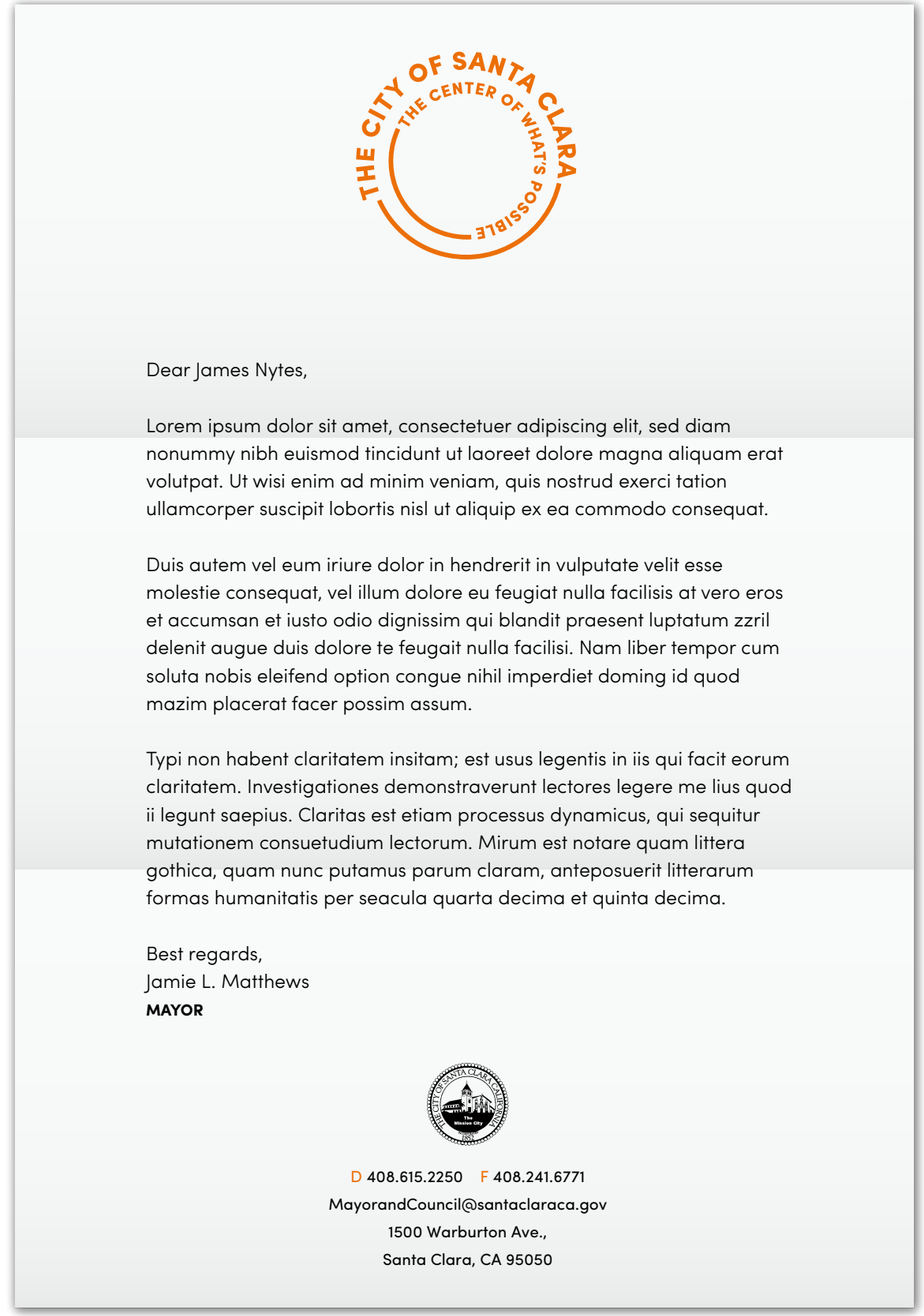
THE CITY OF SANTA CLARA
THE CENTER OF WHAT'S POSSIBLE
Dear James Nytes,
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.
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A City with a Start-up
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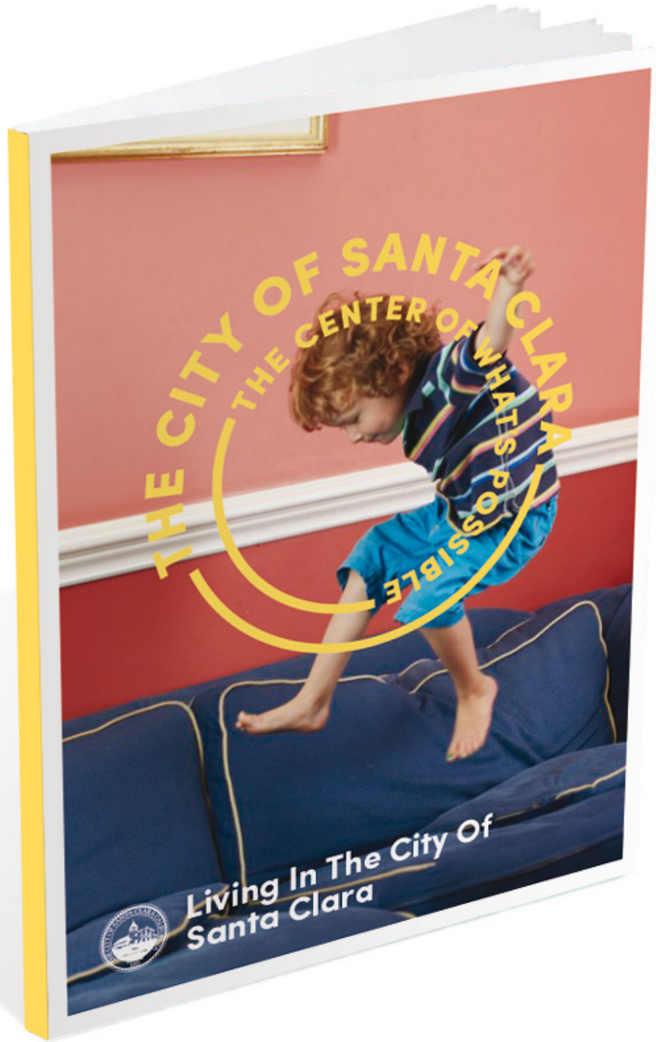
Dream Here.
santaclara.gov


THE CITY OF SANTA CLARA
THE CENTER OF WHAT'S POSSIBLE
Living In The City Of
Santa Clara

Daniel Gaar
Chef at The Cafe
LOREM IPSUM DOLOR
CONSEC TETUE
24
LOREM IPSUM DOLOR
Local Feel,
Global Scale.
James Nytes
Editor
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News & Notice

Visit the link below to read this on our website.
http://santaclaraca.gov/index.aspx?page=508recordid=3320

Traffic Advisory Revision for October 24 Event at Levi's® Stadium

Posted Date: 10/24/2014

The Santa Clara Police Department and 49ers Management Company have collaborated with San Tomas Aquino / Saratoga Creek Trail users to reduce the hours of the trail closure on October 24.

This pilot program will consist of a Stadium personnel at Agnew Road and Tasman Drive to monitor the equipment moving across the trail and using flags and/or signage to control (similar to road workers in work zones on public streets). There will be slow-moving equipment or other barriers, however Stadium personnel will carefully guide trail users through this section. Bicyclists and pedestrians are asked to use extreme caution.

The revised San Tomas Aquino / Saratoga Creek Trail section of the Traffic Advisory is below:

The San Tomas Aquino / Saratoga Creek Trail will be closed from 1:00am to 3:00pm on Friday, October 24 between Agnew Road to Tasman Drive while a security sweep is conducted and machinery operations are performed for event set-up.

OPTION 06

city of
santa
clara

the center of
what's possible

LOGO/TAGLINE LOCK-UP

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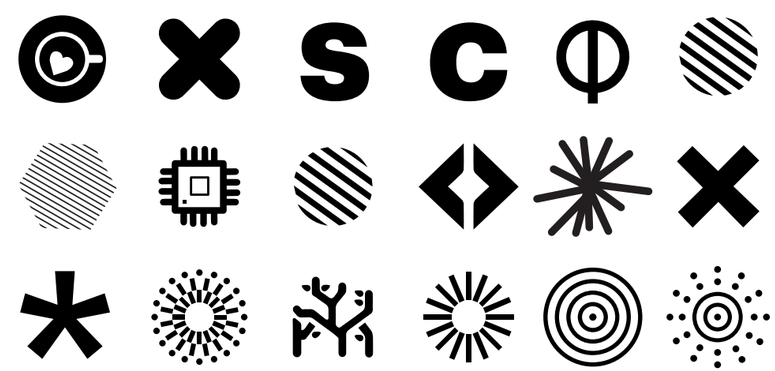
SEAL GRAPHICS

COLOR

GRAPHIC ELEMENTS



city of
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Jamie L. Matthews

mayorandcouncil@santaclara.gov

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Santa Clara, CA 95050

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Dear James Nytes,

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Best regards,
Jamie L. Matthews
MAYOR

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THE MISSION CITY
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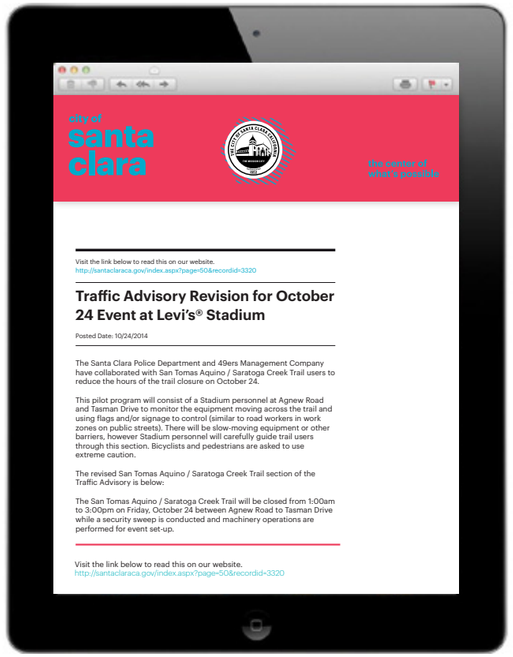
STAY CONNECTED
SIGN UP FOR THE SANTA CLARA NEWSLETTER
NAME
EMAIL
SUBMIT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SUMMARY

SUMMARY

OPTION 01

City of
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Find Your
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OPTION 02

CITY
OF
SANTA
CLARA

FIND YOUR MISSION HERE

OPTION 03

THE CITY OF
SANTA CLARA

FIND YOUR MISSION HERE

OPTION 04

THE
CENTER
THE CITY OF SANTA CLARA
WHAT'S
POSSIBLE

OPTION 05

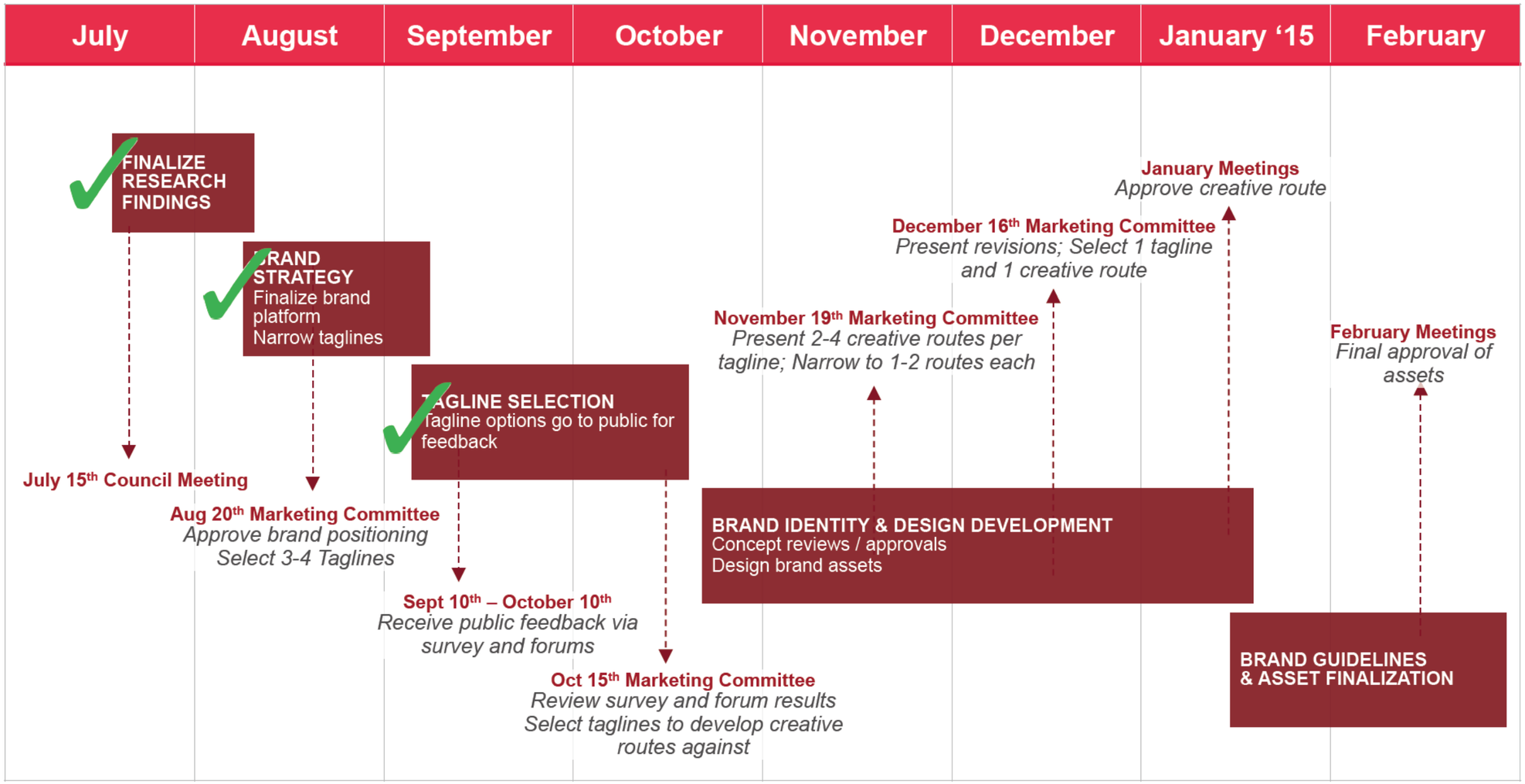
THE CITY OF SANTA CLARA
THE CENTER OF WHAT'S POSSIBLE

OPTION 06

city of
santa
clara

the center of
what's possible

NEXT STEPS


July
August
September
October
November
December
January '15
February
FINALIZE RESEARCH FINDINGS
BRAND STRATEGY
Finalize brand platform
Narrow taglines
TAGLINE SELECTION
Tagline options go to public for feedback
July 15th Council Meeting
Aug 20th Marketing Committee
Approve brand positioning
Select 3-4 Taglines
Sept 10th – October 10th
Receive public feedback via survey and forums
Oct 15th Marketing Committee
Review survey and forum results
Select taglines to develop creative routes against
November 19th Marketing Committee
Present 2-4 creative routes per tagline; Narrow to 1-2 routes each
December 16th Marketing Committee
Present revisions; Select 1 tagline and 1 creative route
January Meetings
Approve creative route
BRAND IDENTITY & DESIGN DEVELOPMENT
Concept reviews / approvals
Design brand assets
February Meetings
Final approval of assets
BRAND GUIDELINES & ASSET FINALIZATION

THANKS

RED PEAK