

Introducing Santa Clara's new brand!

The new brand for the City of Santa Clara includes an overall brand architecture, an updated City seal, a dynamic tagline, a new color palette and design guidelines for all City communications so that Santa Clara will convey a clear, cohesive and consistent message to the residents, businesses and visitors.



City of Santa Clara

The Center of What's Possible

Brand identity showcases City's bright future, rich past

Always a community on the leading edge of innovation and progress, Santa Clara is growing into new prominence as a world-recognized city of stature. Great effort is being made to retain the character of what makes Santa Clara a special place to live, work and visit while at the same time take advantage of the tremendous opportunities that will ensure its future.

Showcasing outstanding quality of life

As part of this transition, the City of Santa Clara developed a new brand that would more accurately reflect the community that exists today and tomorrow. The challenge was to develop a brand that showcased the outstanding quality of life for our residents, recognized Santa Clara as a fun destination for tourists, distinguished this City from others in the region, and provided solid appeal to businesses and developers to invest in Santa Clara's future. After 12 months of research, creative development, public input and careful consideration by citywide leadership, the City of Santa Clara is proud to unveil its new brand.

Thoughtful process involved the public

The process to revitalize and reenergize the City's brand started with the establishment of a Marketing Committee in February 2014 composed of Councilmembers, City staff and representatives from community organizations that are stakeholders in the City's brand. (See list on page 4.)

Research was conducted by a team of Harvard Business School alumni and Simmons Market Research to frame the creative work in developing a new brand (read more about the research on page 4) and a consulting agency, Red Peak, was selected from more than a dozen proposals submitted by firms that specialize in branding.

Over the next few months, the Marketing Committee worked closely with the research team and Red Peak to define the City's best attributes and most distinctive characteristics. The process identified several tagline options and the public and City employees were invited to weigh in on their favorites. More than 500 participated and consistently rated "The Center of What's Possible" higher than other taglines presented.

Focus on centrality, sense of possibilities

The tagline, a key element of expressing the City's brand identity, combines both practical advantages (the City's central location in the region) and the aspirational feelings that have drawn pioneers, inventors, entrepreneurs and immigrants to Santa Clara for decades. These words, and the sentiments behind them, lent themselves to visually striking graphic treatments that make the impact of the statement even more powerful.



At the center
of everything
Silicon Valley
has to offer,
the City of
Santa Clara
is poised for
greatness.

"People are attracted to cities that share their unique values. Cities that can articulate this clearly are the ones that thrive."

Urban Studies Author
Richard Florida

City of Santa Clara's new brand reflects its unique characteristics and bright future



The Center of What's Possible is an accurate description

The outline of the City of Santa Clara's borders is a primary graphic element in the new brand identity. Even when the shape is not directly related to a map, it recalls to the viewer the message that Santa Clara is the vibrant heart of action, whether that be a busy life, entrepreneurial success or fun-filled days and nights.

Santa Clara's status as one of America's most livable cities is well deserved



Santa Clara is, literally, in the geographic center of the Silicon Valley region. But the tagline "The Center of What's Possible" is also a true description of the innovative spirit of Santa Clara and its can-do attitude.

Our residents and businesses have big dreams and goals and they have chosen to locate in a place that encourages their aspirations and surrounds them with examples of triumph and success.

Both practically and philosophically, Santa Clara is, indeed, "The Center of What's Possible."



Distinctive icons

say it all!

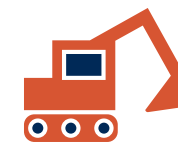
Twelve icons have been created that highlight key attractions, activities, institutions and benefits of living, working and visiting the City of Santa Clara



Convention Center
Thousands come to Santa Clara each year for conventions, conferences and events



Levi's® Stadium
A state-of-art outdoor facility is venue for world class sporting events and concerts



Development
Billions in private investment demonstrate confidence in the City's future



Library
Award-winning library is used by more than 1.4 million visitors annually



Education
Public and private schools, from preschool to post grad, offer academic excellence



Parks
Hundreds of acres of public parks, playgrounds and open space are in Santa Clara



Family Entertainment
A variety of fun and healthy activities for all ages thrives in Santa Clara



Renewable Energy
Santa Clara is nationally recognized for its Green Power success



Government
City Departments have a reputation for being highly-skilled and accessible to the public



Transit
Major roadways, light rail, bus, train and airport are minutes away from any location in Santa Clara



Innovation
Santa Clara based companies have changed the world



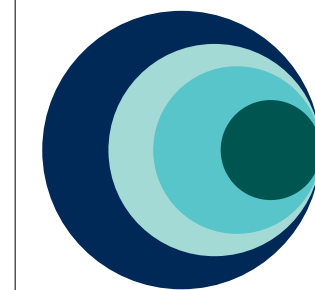
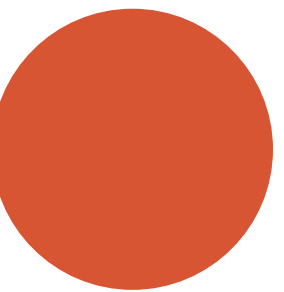
Utility
Low rates, reliability and quick response delivered by City-operated electric, water and sewer services

Color palette also tells the story

A key component of the new brand for the City of Santa Clara is the color palette that will be used for publications, signage, ads and other public information, outreach and marketing materials. Like all of the details of the brand identity, color selection was carefully considered to reflect Santa Clara's singular attributes.

Terracotta

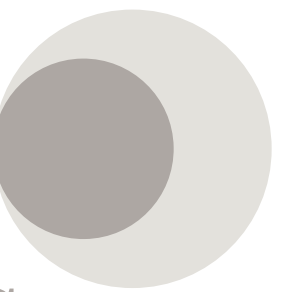
This primary color was inspired by the tile roof of the historic Mission Santa Clara.



The city's beautiful parks, thousands of trees and picture-perfect weather are reflected in these colors.

Blues and Greens

These accent colors are similar to those found on the walls of Mission Santa Clara and other historic buildings.



Stone and Stucco

In addition to this defined color palette, the new brand identity for the City of Santa Clara includes two specific typography fonts – "Sentinel," which is more traditional in appearance to represent the City's history, and "Graphik" which is more modern and forward-looking to represent the City's future.

About Red Peak

Red Peak Branding, part of Red Peak Group, is a branding agency staffed with some of the most renowned figures in the design and marketing industry. The agency was founded in 2010 by Michael Birkin with the vision of helping clients navigate an increasingly complex marketing landscape to help build their brand and drive growth. Red Peak Group was acquired by Hakuodo DY Holdings in May, 2014.

What is a "brand"

A "brand" defines the values, priorities and characteristics of an entity. It conveys attributes and personality and helps to differentiate an entity from

others in its field. Brands can be developed for organizations, businesses, products, individuals – and cities!

Brands are different from logos, taglines and slogans which are brand identity tools created to convey the brand in image and words. Brands are not the same as advertising, but good ads reflect the brand.

Effective brands are those that are true. They make a promise that the brand entity can deliver. Rolls Royce equals luxury. Disney is always family-friendly. Ocean Spray is all about cranberries.

In the case of the City of Santa Clara, its brand identity incorporates the culture and heritage that has made this City so great for generations. The inspirational and ambitious promise of its tagline – "The Center of What's Possible" – is a realistic shorthand for the tremendous potential that lies in the future for the Santa Clara community and for those who choose to live, work and visit here.

Research confirms what Santa Clarans know – this is a great place to live, work, raise a family



Three years ago, the City of Santa Clara was selected to be the focus of a pro bono research project by the Harvard Business School Community Partners program. A team of Harvard Business School alumni now living in Northern California took on the task of identifying what core messages should be reflected in a new brand for the City.

The Harvard team was intrigued by the significant changes underway in Santa Clara – from the world stage potential of Levi’s® Stadium to the billions of dollars in private investment in new developments to its continuing appeal as the new home of people from around the globe. More than ever before in its 163-year history, Santa Clara is an attractive and dynamic place to live, work and play.

Strong sense of place and history

Research included in person and phone interviews with community leaders, public workshops and an online survey. The goal was to identify the top attributes of the City of Santa Clara, including its unique position in Silicon Valley and the assets that showcase its strong sense of place and history. These are the strengths that rose to the top of the list:

- Central location
- Low utility rates
- Transportation – road, rail, air
- Strong base of high tech companies
- World class entertainment venues
- Friendly and safe
- Education – K-12, community college, university
- Diverse population

The full report from the Harvard team can be read on the City’s website SantaClaraCA.gov.

The Marketing Committee and brand agency also relied on a report generated by Simmons Market Research that identified the values of targeted audiences most likely to be attracted to Santa Clara – small business owners, future residents moving here from another location in California and tourists to the state.

The Simmons report found three commonalities among these groups: 1) they all like to take the lead and are well-informed; 2) they all seek newness and crave challenges; and 3) they all prize creativity and think of themselves as inventive and imaginative. The new brand identity for the City of Santa Clara speaks directly to all of these values.

City seal has seen many changes



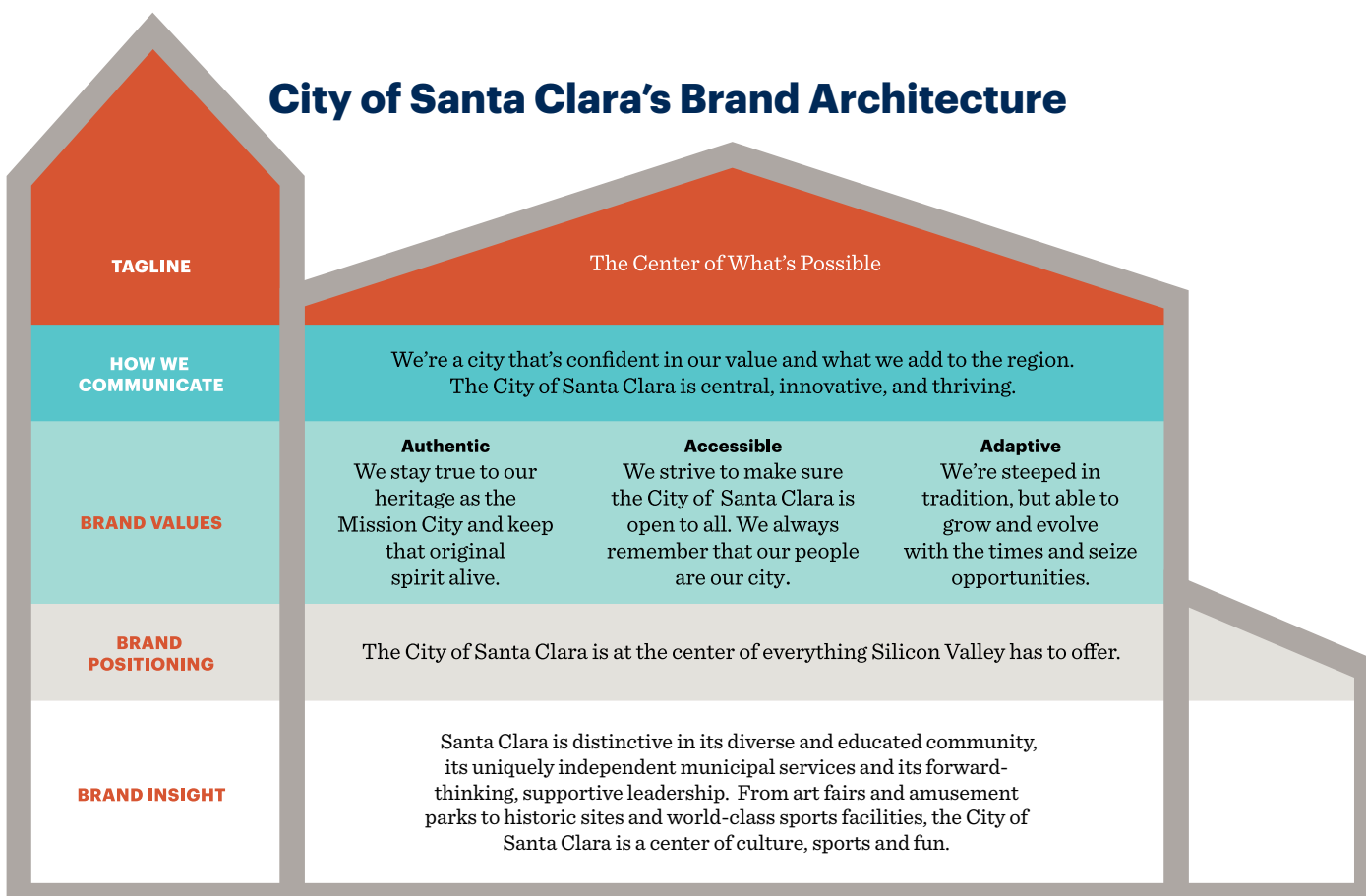
The seal for the City of Santa Clara has seen many changes through the years as graphic design and color printing evolved. What always stayed the same, however, is the identification of Santa Clara as “The Mission City” and a depiction of Mission Santa Clara de

Asis. Those elements remain an important part of the new brand identity for the City of Santa Clara.

As a reminder, Mission Santa Clara de Asis was founded in 1777 as one of 21 churches established by Franciscan padres along the California coast. The area’s native population was joined by Mexican rancheros and American settlers exploring the frontier until, in the 1850s, the hamlet of

Santa Clara began to take shape as a recognizable small town. Santa Clara was incorporated on July 5, 1852 and has continued to maintain a close relationship with the Mission, and Santa Clara University that grew up around it, ever since.

City of Santa Clara’s Brand Architecture



About the Marketing Committee

The Marketing Committee is chaired by the Vice Mayor and includes two Councilmembers, four City staff members and representatives from these community organizations:

- California’s Great America
- Hilton Santa Clara
- Mission College
- San Francisco 49ers
- Santa Clara Chamber of Commerce
- Santa Clara Convention Center
- Santa Clara Convention Center – Visitors Bureau
- Santa Clara Unified School District
- Santa Clara University
- The Plaza Suites
- Triton Museum of Art