



*City of Santa Clara*  
MARKETING COMMITTEE MEETING  
Wednesday, November 19, 4:00 p.m.  
Central Park Library

<b>Organization</b>	<b>Name</b>
City of Santa Clara	Debi Davis, Chair Lisa Gillmor Teresa O'Neill Julio Fuentes Sheila Tucker Gaurav Garg Yvonne Galletta Jamie Calnan Larry Owens Cheri Fulk Robin Shaddle
Santa Clara University	Butch Coyne
Santa Clara Chamber of Commerce	Steve Van Dorn
Santa Clara Chamber of Commerce & Convention-Visitors Bureau	Annette Manhart
San Francisco 49ers	Rahul Chandhok
Triton Museum	Jill Myers
Guests:	
Red Peak	Liz Solomon Andrew Haug

**Matters for Council Action:** None

1. **Welcome and Introductions**

Meeting called to order at 4:06 p.m. Red Peak began by reviewing the agenda and the creative review process of brand identity.

2. **Review strategic and creative routes for top tow taglines**

Red Peak (consultant) presented six creative routes. Three each for two taglines: "Find Your Mission Here," and "The Center of What's Possible." See presentation attached.

Overall, the group was pleased with the visual concepts presented. The group felt that "Find your Mission Here" was expressive, personal and made a connection with the physical mission in Santa Clara. The style of communication is focused on individual and different types of people finding different personal missions.

Option 1 was the most liked by the group. It was noted by several members that it was the safe route. However, some felt the font for some of the creative was difficult to read and would be hard to recognize in certain places such as street signs.

Option 2 of “Find your Mission Here” was felt by many to be difficult to understand or identify that it is the geographic shape of the city, although it was acknowledged that the concept was an astute representation of the marketing strategy. Red Peak felt the design defined our area, created a shape that was powerful to identify our city limits and educational. Red Peak saw it as the fingerprint or DNA of Santa Clara and noted that the color scheme was inspired by our local mission and adobe mission style red roof tops.

Option 3 was well perceived as modern and fun but many felt it was too playful and Disney-like. Overall, the group felt it was too childlike to attract businesses and promote economic growth.

Option 4 was not liked as many felt is too busy and difficult to read. The consultant explained that the idea behind this creative design focused on the theory of being in the “center” and the visual was to represent two ideas coming together. The group did like the idea of different colors for departments which was explored in this option.

Option 5 was highly preferred when it was paired with an image of people but there was some concern that without a person, it may not be the best fit. The consultant noted that this doesn't have to be the sole visual design and the group agreed it would be best to explore how it would look with other city related items such as architecture and businesses.

Option 6 was also found to be childlike. Some members of the group added that it was expressive and highlighted the city seal but the delivery was too loud for the majority of residents in the city.

### 3. **Work Session**

**Outcome:** The Marketing Committee narrowed the creative route to Option 1 of “Find your Mission Here” and Option 5 of “Center of What’s Possible” to be explored for further development, addressing concerns about use of imagery, making the routes ownable and easy to implement. Red Peak also requested to come back with creative routes for Option 2 that addressed concerns about the map graphic being confusing or meaningless, to which the group agreed.

There is also a request to infuse the sentiment of the line “Center of What’s Possible” into copy in the “Find Your Mission Here” routes. Red Peak as asked to return with creative that targeted residential, business and visitor audiences.

### 4. **Marketing & Branding Updates**

None.

### 5. **Public Comment**

None.

### 6. **Adjournment**

Meeting adjourned at 5:32 p.m.





RED PEAK

# SANTA CLARA

## CREATIVE REVIEW

NOVEMBER 19, 2014

TRITON MUSEUM OF ART



## 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

Find Your  
Mission  
Here.

**Jamie L. Matthews**  
MAYOR



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

# City of Santa Clara



Dear James Nytes,

Lorem ipsum dolor sit amet, consectetur 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.

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Best regards,  
Jamie L. Matthews  
MAYOR

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MayorandCouncil@santacalaraca.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.*

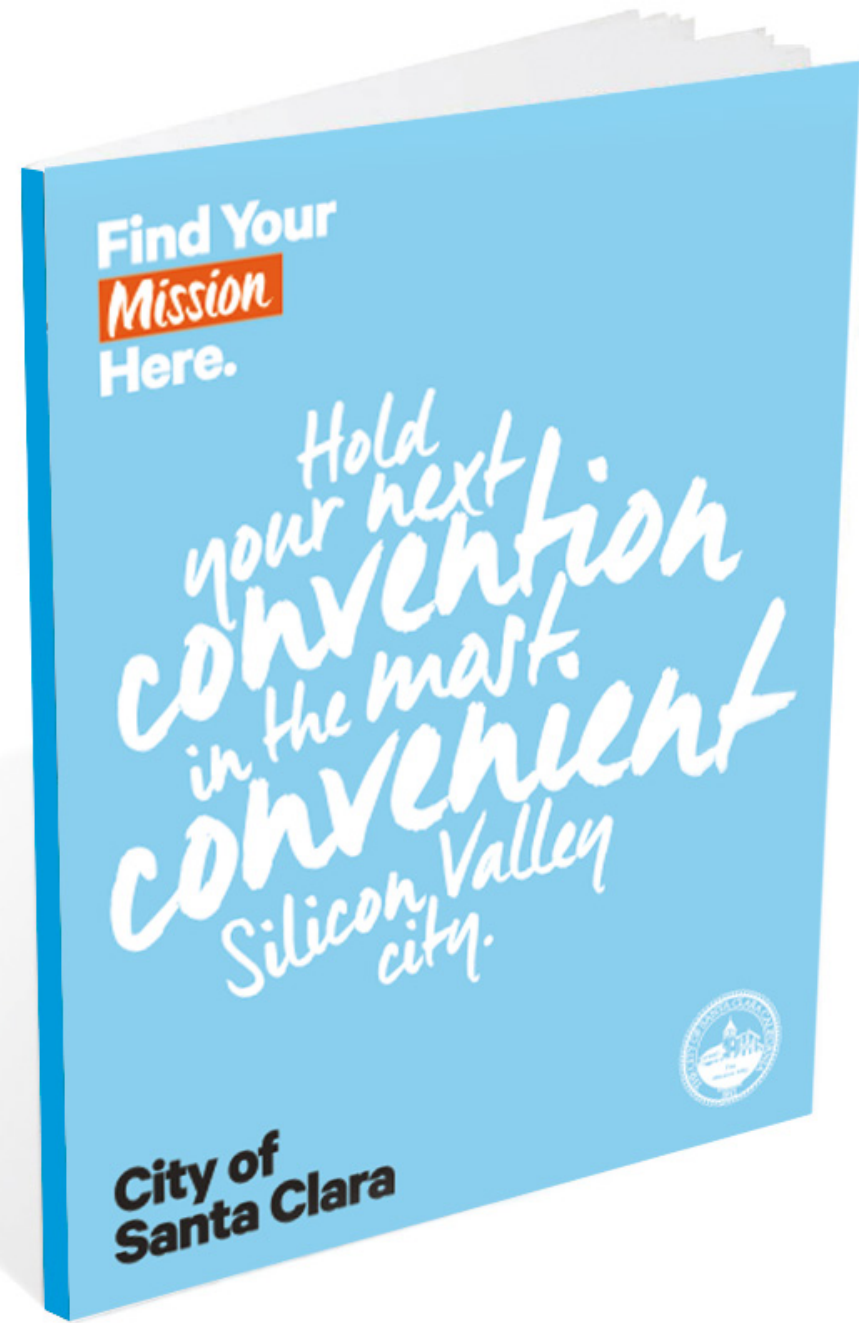
City of Santa Clara

**Find Your Mission Here.**

*Come here. Stay here. Dream here.*

City of Santa Clara





All the Lorem Ipsum generators on the Internet tend to repeat predictable chunks of text, making this the first true generator on the Internet.

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard M. Healey, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undetectable source. Lorem Ipsum comes from sections 1.10.2 and 1.10.32 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet," comes from a line in section 1.10.32.

The standard chunk of Lorem Ipsum used since the 1960s is reproduced below for those interested. Sections 1.10.2 and 1.10.32 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1964 translation by H. Rackham.

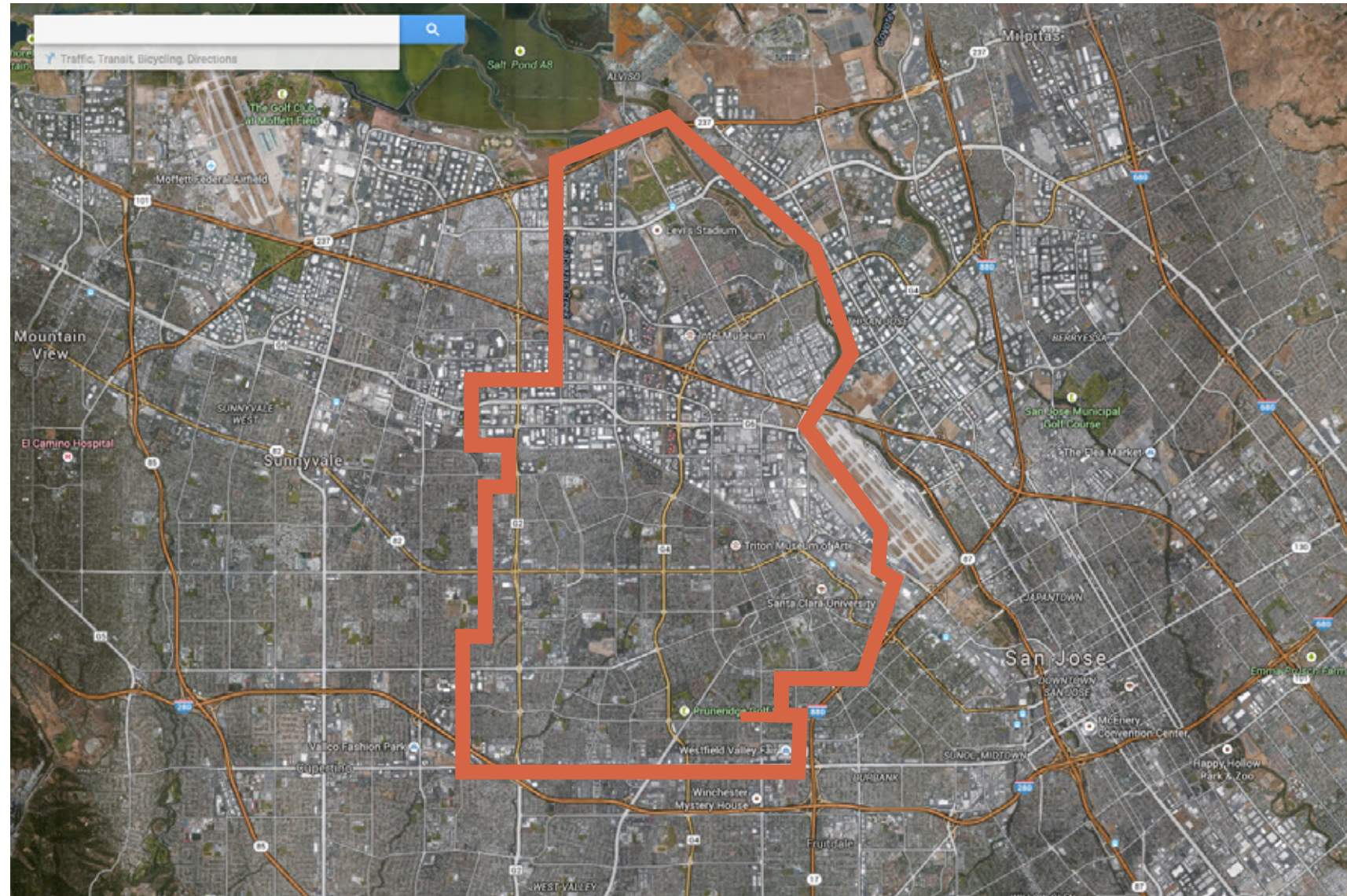
There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predictable chunks of text, making this the first true generator on the Internet. It uses a database of over 200 Latin words, combined with a handful of model sentence structures, to generate Lorem Ipsum which looks reasonable. The generated Lorem Ipsum is therefore always free from repetition, injected humour, or non-characteristic words etc.

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# OPTION 02







**FIND YOUR  
MISSION HERE**





LOGO/TAGLINE LOCK-UP

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COLOR

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GRAPHIC ELEMENTS

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**JAMIE L.  
MATTHEWS**

**MAYOR**

mayor@santaclara.gov

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**F** (408) 241-6771

1500 Warburton Ave.  
Santa Clara, CA 95050



Dear James Nytes,

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Best regards,  
Jamie L. Matthews  
MAYOR



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**SANTA CLARA.GOV**

# CITY OF SANTA CLARA

**FIND YOUR  
MISSION HERE**





# CITY OF SANTA CLARA



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

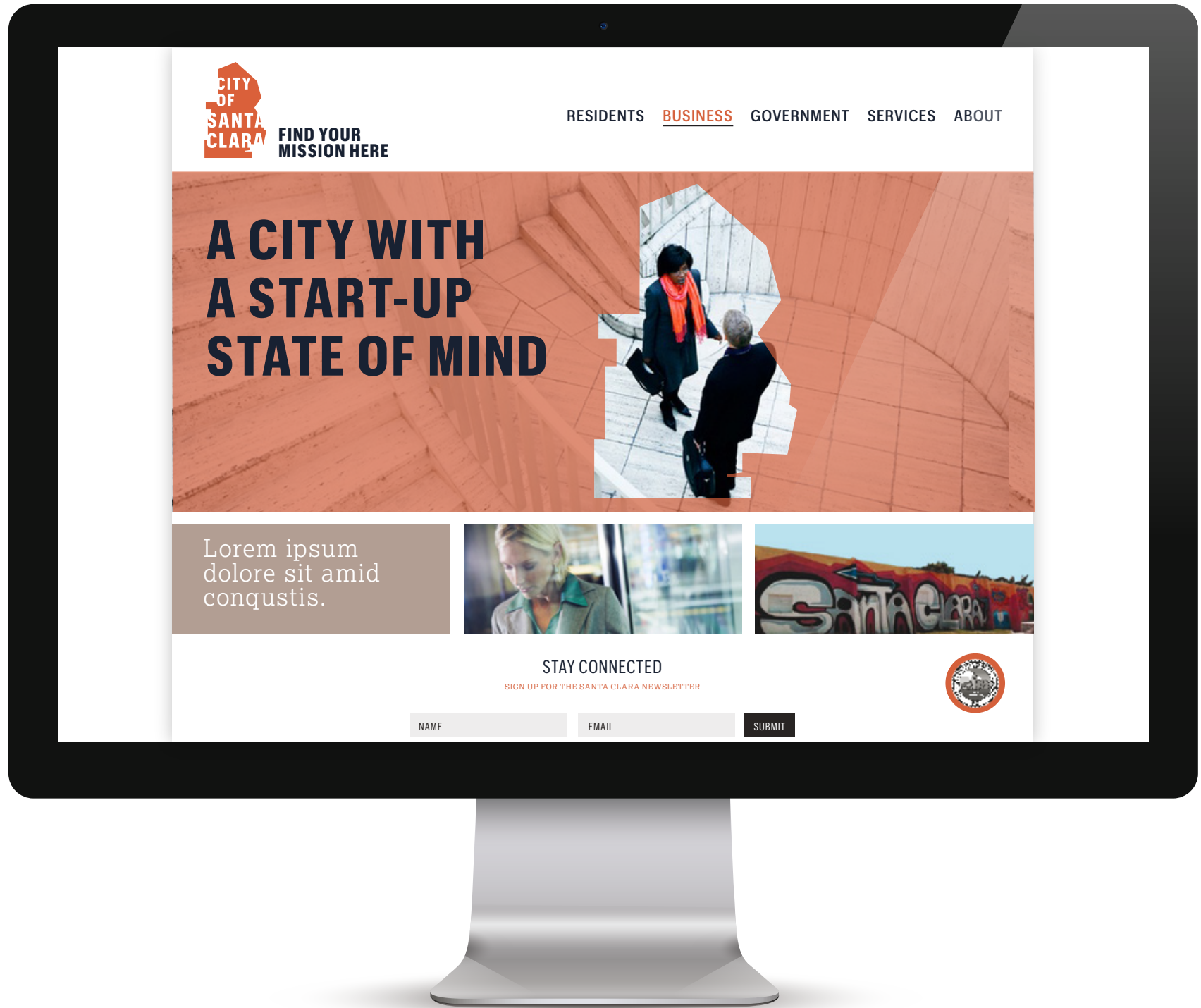
FIND YOUR  
MISSION HERE











# OPTION 03

LOGO/TAGLINE LOCK-UP

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**FIND YOUR MISSION HERE**

SEAL

---



COLOR

---





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Jamie L. Matthews  
MAYOR





# THE CITY OF SANTA CLARA

FIND YOUR MISSION HERE



# THE CITY OF SANTA CLARA

FIND YOUR MISSION HERE





**THE CITY OF SANTA CLARA**  
FIND YOUR MISSION HERE

**INNOVATION LIVES**



**THE CITY OF SANTA CLARA**  
FIND YOUR MISSION HERE

**WORLD CLASS EDUCATION**



**THE CITY OF SANTA CLARA**  
FIND YOUR MISSION HERE

**CREATIVE JUICE**







# HAVE YOUR NEXT CONVENTION IN THE CITY OF SANTA CLARA

Contrary to popular belief, Latin books do not simply  
reproduce text. It has roots in a place of classical Latin  
literature from 45 BC, making it over 2000 years old.  
Richard MacDonick, a Latin professor at  
Hampden-Sydney College in Virginia, looked up one of  
the more obscure Latin words, conventional, from a Latin  
book, and going through the sites of the word  
in classical literature, discovered the undecipherable source.  
Latin books come from sections 1000 and 1000 of  
the Latin Dictionary at Harvard's The Classics of Good  
and Evil by Cicero, written in 45 BC. This book is a  
treasure in the theory of ethics, very popular during the  
Renaissance. The first line of Latin reads, "Latin books  
do not read." comes from a line in section 1000.

The standard chunk of Latin books used since the  
1800s is reproduced below for those interested. Sections  
1000 and 1000 from "The Latin Dictionary at Harvard"  
by Cicero are also reproduced in their exact original form,  
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humour, or non-characteristic words etc.





**THE CENTER OF WHAT'S POSSIBLE**

# OPTION 04

LOGO/TAGLINE LOCK-UP

---

THE  
CENTER  
THE CITY OF SANTA CLARA  
WHAT'S  
POSSIBLE

SEAL

---



COLOR

---








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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 albus 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, aequae graece vis ea. Ea odio altera nec, ne eum persecuti rationibus, elit 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 aequae debitis, nec eu odio facer instructor. 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 albus 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 aequae debitis, nec eu odio facer instructor. 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 albus delectus. Et illum hendrerit percipitur nam, nam mucius dicunt no.

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





**A place  
for  
inspired  
minds.**

THE  
CENTER  
OF SANTA CLARA  
WHAT'S  
POSSIBLE



THE  
CENTER  
OF SANTA CLARA  
WHAT'S  
POSSIBLE

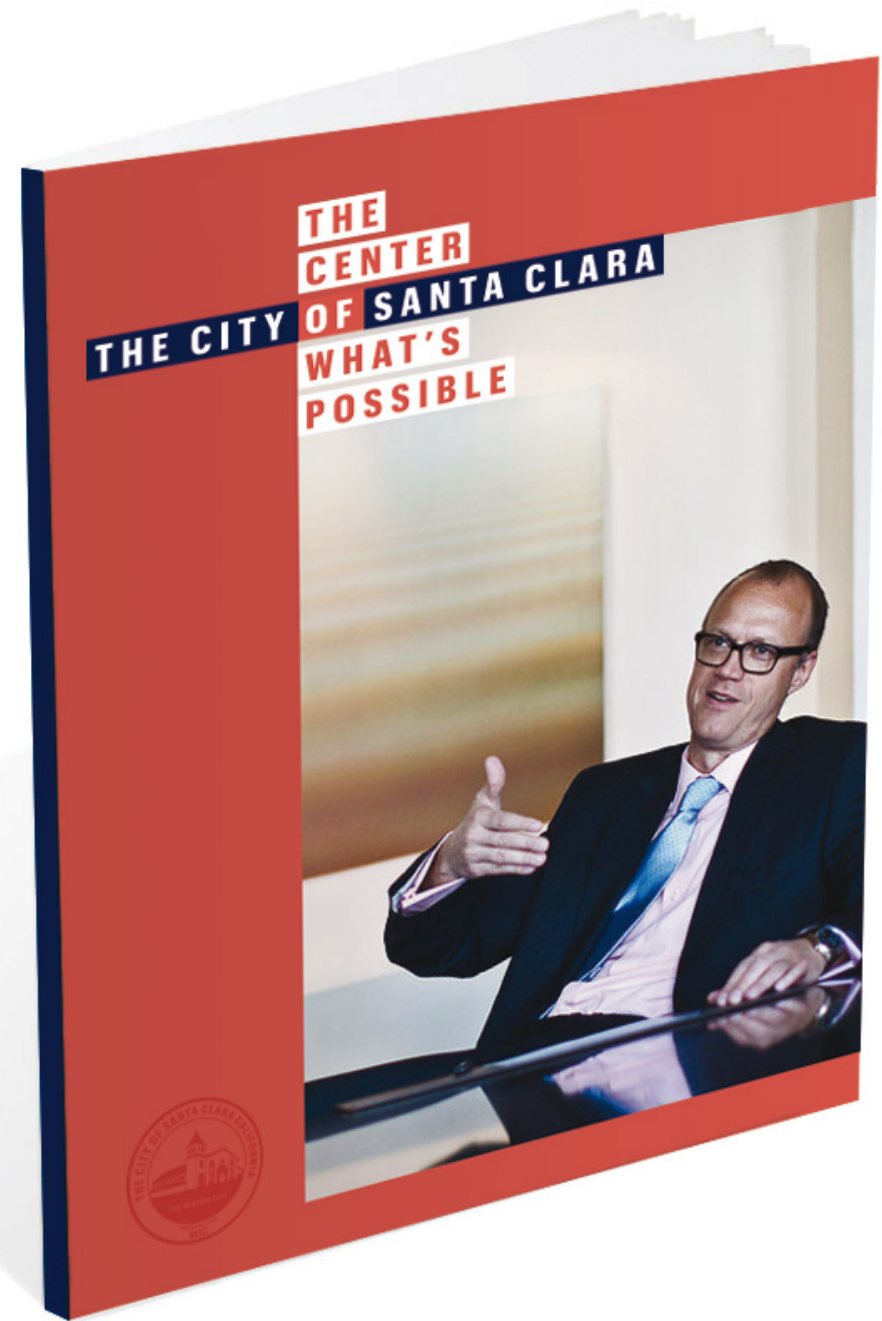


A city with  
a start-up  
state of mind

THE  
CENTER  
OF SANTA CLARA  
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 facetreaa feugait albucius ex. Illum dictas iisque cum at.**

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 torquoste scriptorem ut, choro tamquam et eam. Cum facete feugait albucius ex. Illum dictas iisque cum at. Vix ex illud paulo imperdiet, senibus assuerent pro eu, ex tota nobis apparat vix.

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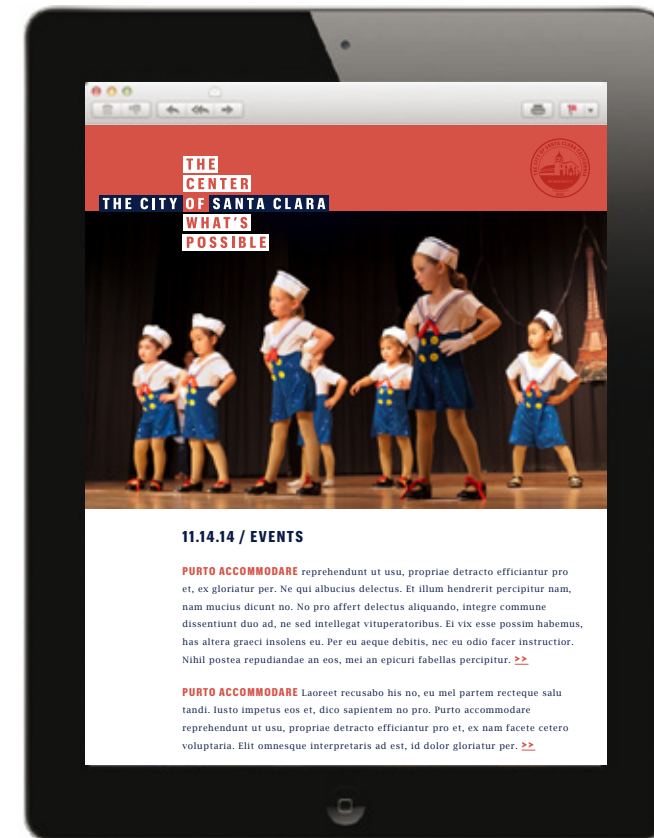
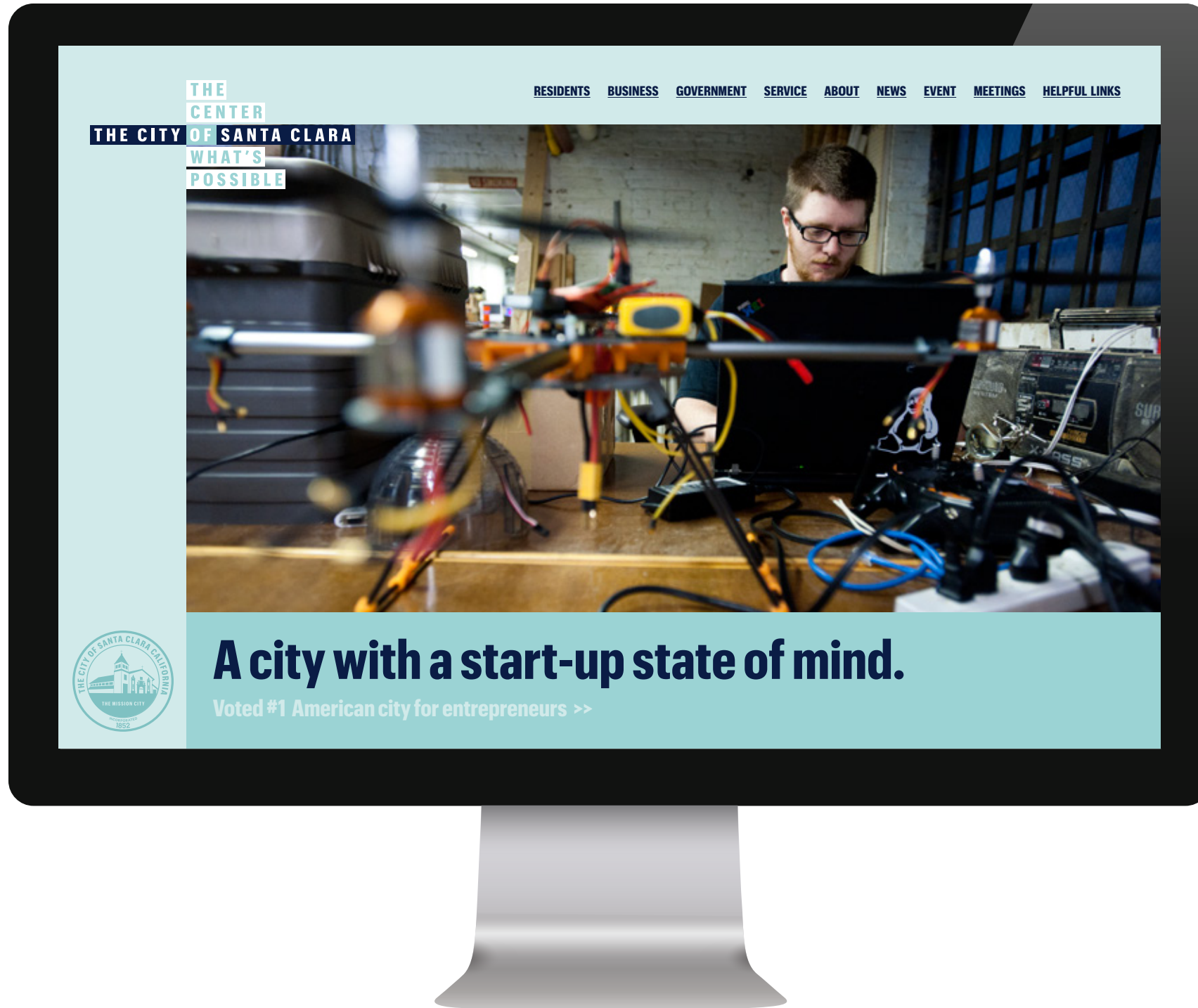
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# OPTION 05



**THE CITY OF SANTA CLARA**

LOGO/TAGLINE LOCK-UP



COLOR





**Jamie L. Matthews**  
MAYOR



D 408.615.2250 F 408.241.6771  
MayorandCouncil@santaclaraca.gov  
1500 Warburton Ave., Santa Clara, CA 95050



Dear James Nytes,

Lorem ipsum dolor sit amet, consectetur 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 dui 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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Best regards,  
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**MAYOR**



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



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







A Place for  
Inspired Minds.  
santaclara.gov



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

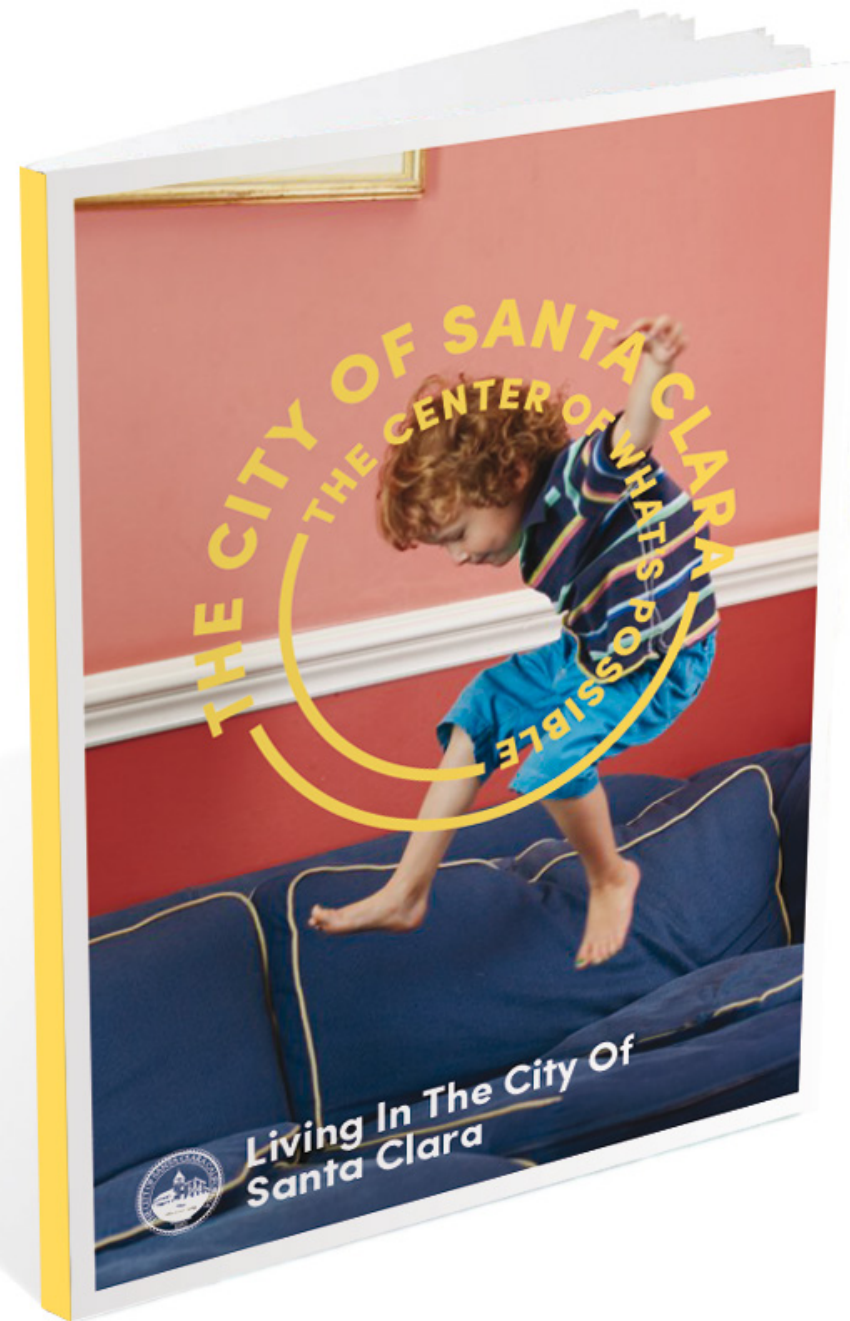


A City with a Start-up  
State of Mind.  
santaclara.gov

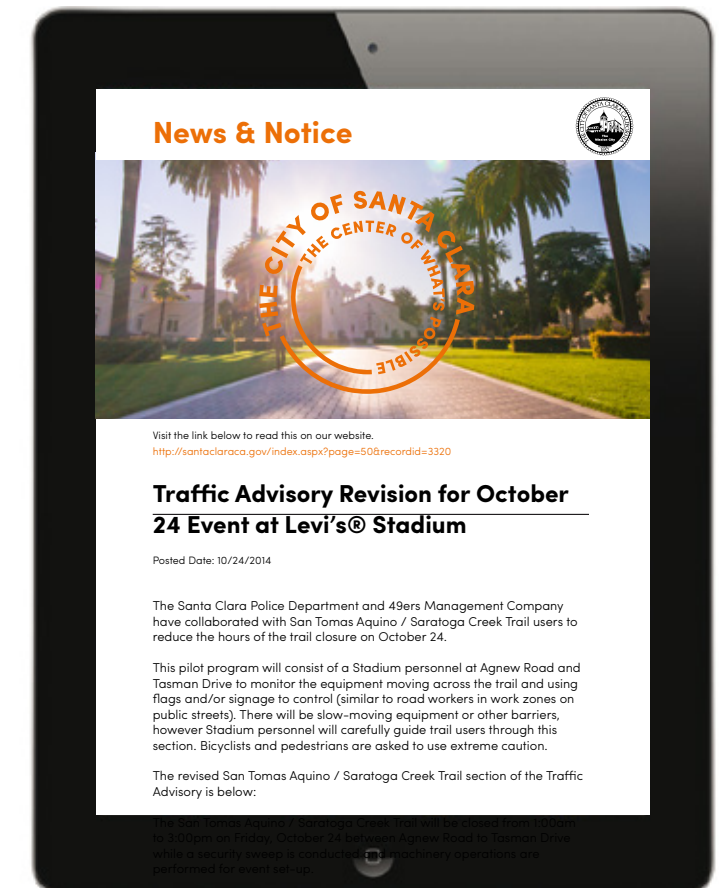


Come Here. Stay Here.  
Dream Here.  
santaclara.gov









# OPTION 06

city of  
**santa  
clara**

the center of  
what's possible





LOGO/TAGLINE LOCK-UP

city of  
**santa clara**  
the center of  
what's possible

city of  
**santa clara** the center of  
what's possible

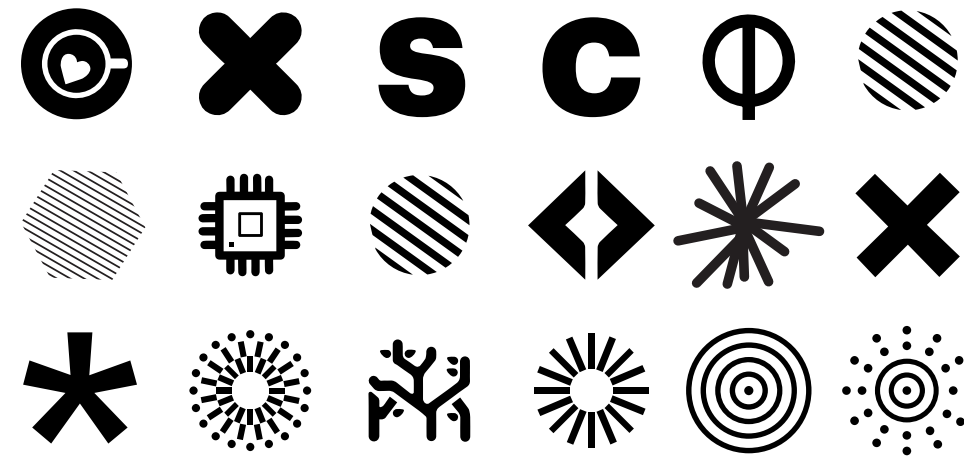
SEAL GRAPHICS



COLOR




GRAPHIC ELEMENTS







**Jamie L. Matthews**  
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 F (408) 241-6771  
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**city of  
santa clara**

Dear James Nytes,

Lorem ipsum dolor sit amet, consectetur 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 dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima.

Best regards,  
 Jamie L. Matthews  
 MAYOR

1500 Warburton Ave.    D (408) 615-2250  
 Santa Clara, CA 95050    F (408) 241-6771    [santaclara.gov](http://santaclara.gov)





city of  
**santa clara**



the center of  
what's possible

city of  
**santa clara**

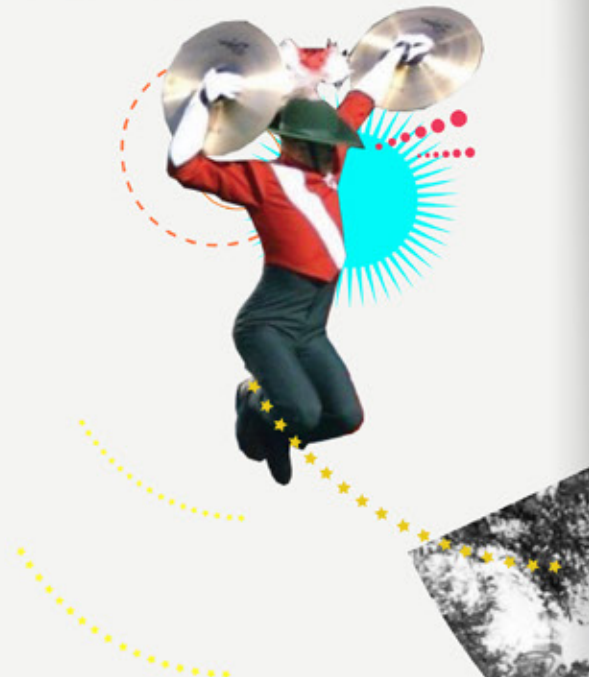


the center of  
what's possible



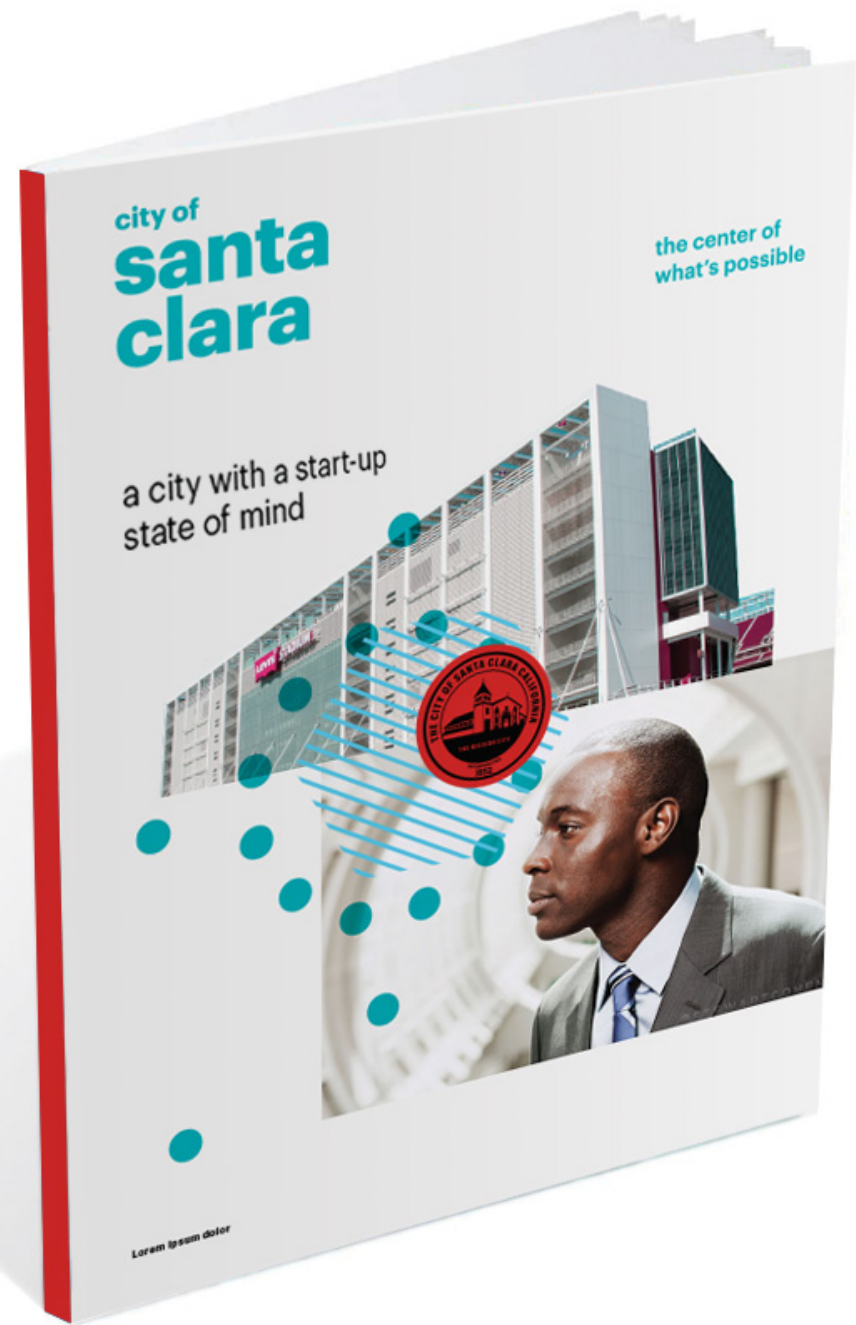
city of  
**santa clara**

the center of  
what's possible

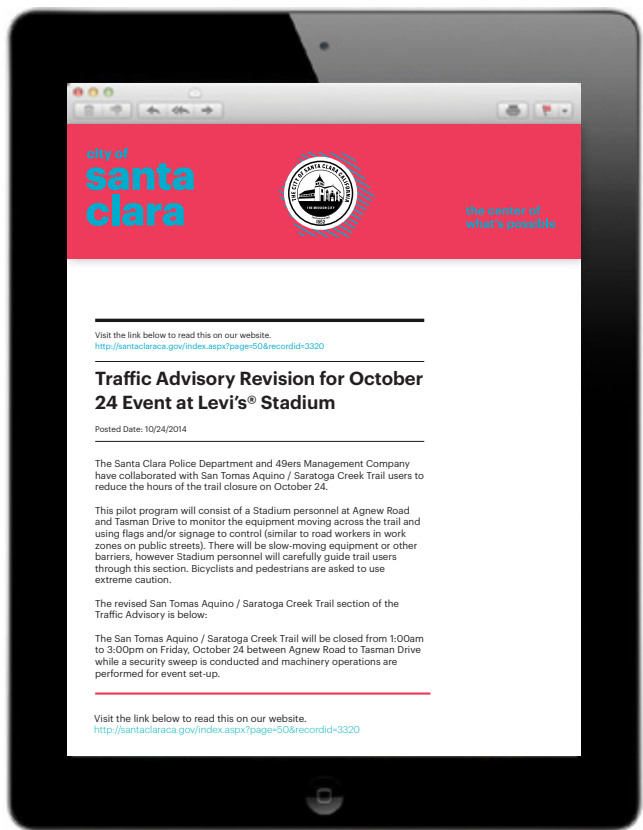


**Play  
& stay in  
the City  
of Santa  
Clara!**









# SUMMARY



# SUMMARY

OPTION 01

# City of Santa Clara

Find Your  
**Mission**  
Here.



OPTION 02



FIND YOUR MISSION HERE



OPTION 03



FIND YOUR MISSION HERE



OPTION 04



OPTION 05



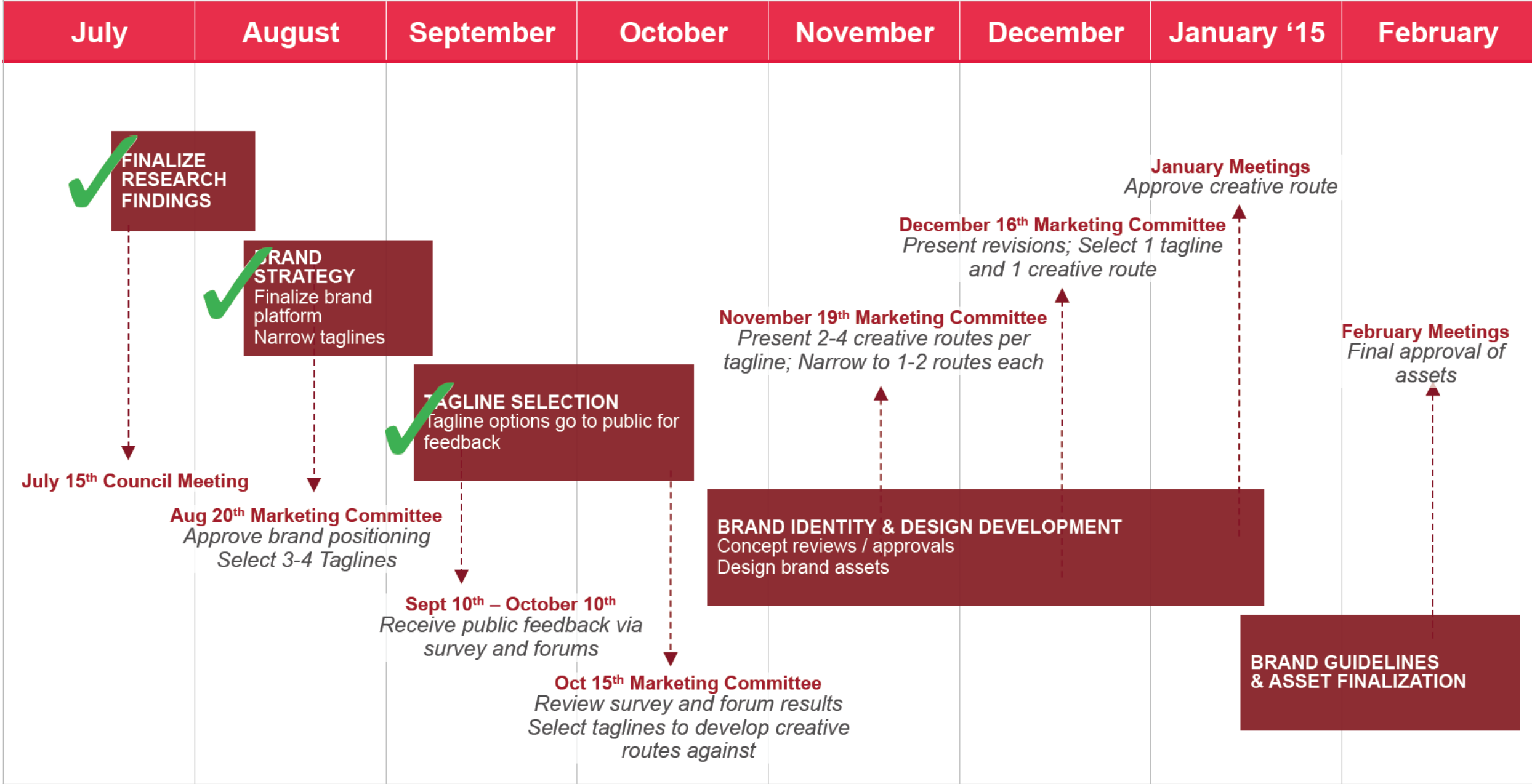
OPTION 06

city of  
**santa  
clara**

the center of  
what's possible



# NEXT STEPS





# THANKS

