



City of Santa Clara
MARKETING COMMITTEE MEETING
Tuesday, March 3, 2015, 4 p.m.
Central Park Library

Organization	Name
City of Santa Clara	Debi Davis, Chair Lisa Gillmor Teresa O'Neill Julio Fuentes Sheila Tucker Jennifer Yamaguma Jamie Calnan
Santa Clara Chamber of Commerce	Steve Van Dorn
Santa Clara Convention Center	Lisa Moreno
Santa Clara Chamber of Commerce & Convention-Visitors Bureau	Annette Manhart
Santa Clara Chamber of Commerce & Convention-Visitors Bureau	David Andre
49ers	Rahul Chandhok
Triton Museum	Jill Myers
California's Great America	Roger Ross
The Plaza Suites	J.P. Rollet

GUESTS:

Kennedy Event Marketing- Peggy Kennedy

Red Peak- Andrew Haug

Global Fluency- Liz Miller

1. **Welcome**

The group was welcomed by the chair and agenda was reviewed.

2. **Review draft system assets and templates and provide feedback (presentation attached)**

Overall, the group responded positively to the templates and designs.

Letter head: It was recommended that an off-white shade of paper would look softer and more professional. The official letter head will be one of the only times that the type and seal will be used together.

Email header: Simple layout with terracotta gave a lot of personality and identity. By using Arial as the font, it makes is easy for everyone to read regardless of machine being used.

Insert: Design is more of a playful communication which allows the detail/lines of the map to be used for shape and color.

Newsletter: It is recommended that city change name to "Inside" and combine our three news sources into one piece of information. Perhaps printed in three colors, full color or two colors if needed.

3. **Work Session**

Outcome: Positive response to work. General comments included:

- 1.) When Santa Clara and seal are white, it washes it out.
- 2.) Business cards should have white back so you can write on them when necessary.
- 3.) Ability to co-use with SVP.
- 4.) Need to see vertical version of utility events.
- 5.) Color proof prints will be needed to make sure colors are correct. Red Peak will complete color testing on newsprint and other materials.

4. **Brand Implementation Plan (presentation attached)**

City staff and consultants will apply the new look and feel to all aspects of the city and city communications. All digital and physical aspects of branding will need to be updated. City website will be the first step in implementing the new brand and reflect value. City staff will work to update and uplift current work with all departments while crafting messaging and framework within the visual guidelines developed.

5. **Super Bowl 50 local event planning update**

City staff anticipates providing an update to the Council in March. Council would like estimate of participants and list of resources needed (police, fire, etc.) for each event.

6. **Committee's on-going role discussion**

Marketing Committee will continue to meet through the implementation phase of branding intuitive and Super Bowl event planning.

7. **Adjournment**

Meeting adjourned at 5:34 p.m. Next meeting scheduled for March 18th.

THE CITY OF SANTA CLARA

TEMPLATE DESIGN: 1st REVIEW

MARCH 3, 2015



TODAY'S OBJECTIVE

Review and provide feedback on templates for:

1. Stationery
 - Business Card
 - Letterhead, Envelope
 - Email Signature
 - Press Release & Agenda Report
2. Email Header
3. Utility Bill Insert
4. Newspaper, Trifold, Newsletter

1. STATIONERY

BUSINESS CARDS

RECOMMENDED



JAMIE L. MATTHEWS
Mayor
CityManager@SantaClaraCA.gov

City Hall
1500 Warburton Avenue
Santa Clara, CA 95050
Dir: 408 615 2250
Fax: 408 241 6771




JULIO J. FUENTES
City Manager
CityManager@SantaClaraCA.gov

City Hall
1500 Warburton Avenue
Santa Clara, CA 95050
Dir: 408 615 2210
Fax: 408 241 6771




ALAN KUTORI
*Assistant City Manager/
Chief Operating Officer, Utilities*
akurotori@svpower.com

Silicon Valley Power
1500 Warburton Avenue
Santa Clara, CA 95050
Dir: 408 615 6602 Cell: 408 569 6336
Fax: 408 249 0217



**City of
Santa Clara**
The Center of What's Possible



**City of
Santa Clara**
The Center of What's Possible

Service-oriented	Organized
Professional	Communicative
Ethical	Collaborative
Fiscally Responsible	Progressive



**City of
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LETTERHEAD & ENVELOPE

RECOMMENDED



MAYOR:
Jamie L. Matthews

COUNCIL MEMBERS:
Dominic J. Cserta
Debi Davis
Lisa M. Gillmor
Patrick Kolstad
Jerry Marsalli
Teresa O'Neill

Mayor and Council Offices
1500 Warburton Avenue
Santa Clara, CA 95050

Dir: 408 615 2250
Fax: 408 241 6771
www.SantaClaraCA.gov

James Nytes
409 S B Street
San Mateo, CA 90210

February 13, 2015

Dear James Nytes,

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Best regards,

A stylized handwritten signature in black ink, appearing to read "JL Matthews".

Jamie L. Matthews
MAYOR

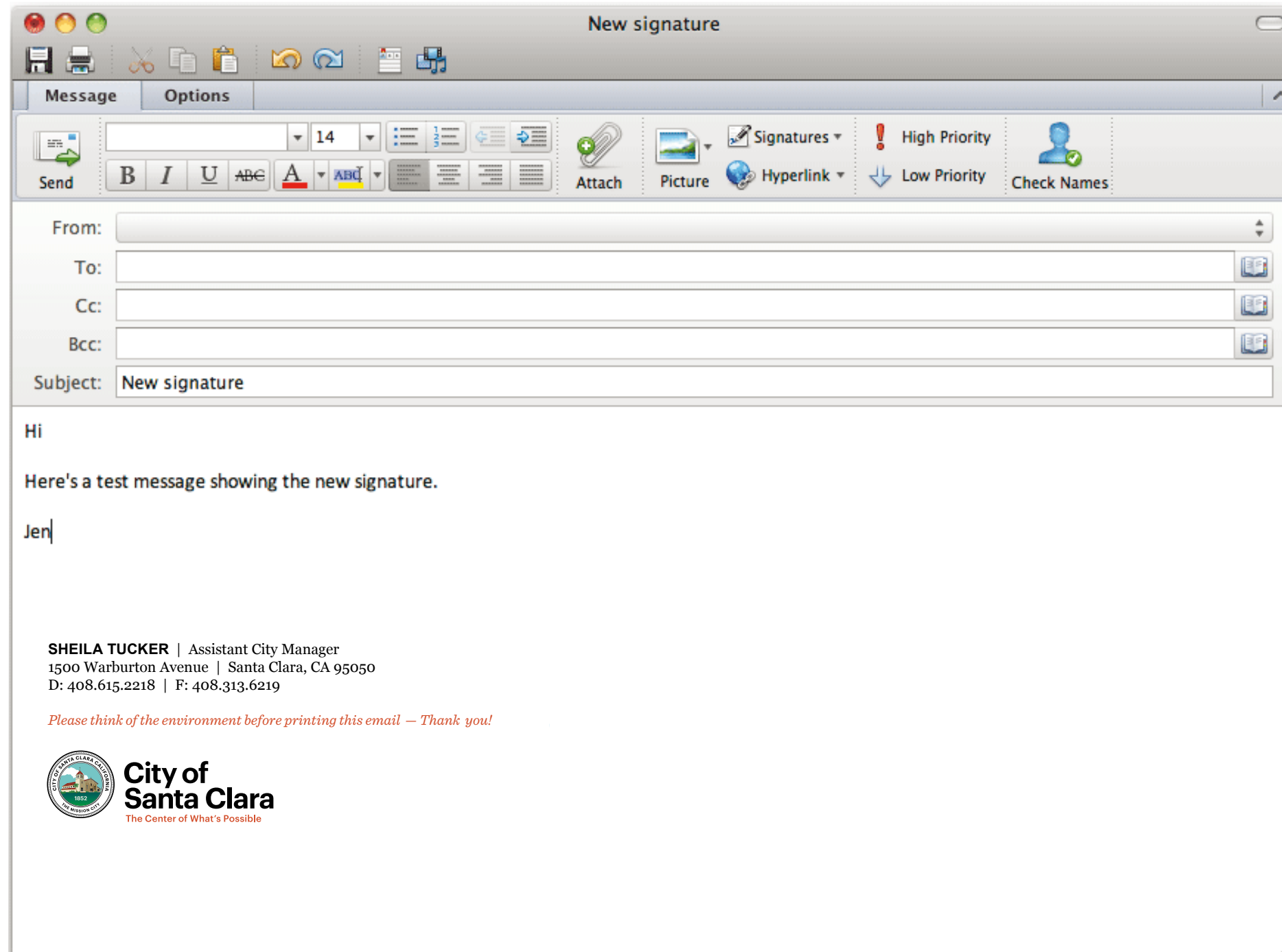
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MAYOR'S OFFICE
City of Santa Clara
1500 Warburton Avenue
Santa Clara, CA 95050

E-MAIL SIGNATURE RECOMMENDED



*System fonts


NEWS RELEASE & AGENDA REPORT

RECOMMENDED



NEWS RELEASE & AGENDA REPORT EXAMPLE


RECOMMENDED




City of Santa Clara
The Center of What's Possible

NEWS RELEASE

FOR IMMEDIATE RELEASE **CONTACT:** Sheila Tucker 408-615-2218



*System fonts



City of Santa Clara
The Center of What's Possible

AGENDA ITEM #: _____
AGENDA REPORT


Date: January 21, 2015
To: City Manager for Council Information
From: [Click here, type sender, press F11]
Subject: [Click here, type sender, press F11]

[Department Head name: F11]
[Department Head title: F11]

APPROVED:

JULIO J. FUENTES
City Manager

Document Related to this Report:
1) [Click here, type subject, press F11]



*System fonts

STATIONERY SUITE RECOMMENDED




JAMIE L. MATTHEWS
Mayor
CityManager@SantaClaraCA.gov

City Hall
1500 Warburton Avenue
Santa Clara, CA 95050
Dir: 408 615 2250
Fax: 408 241 6771

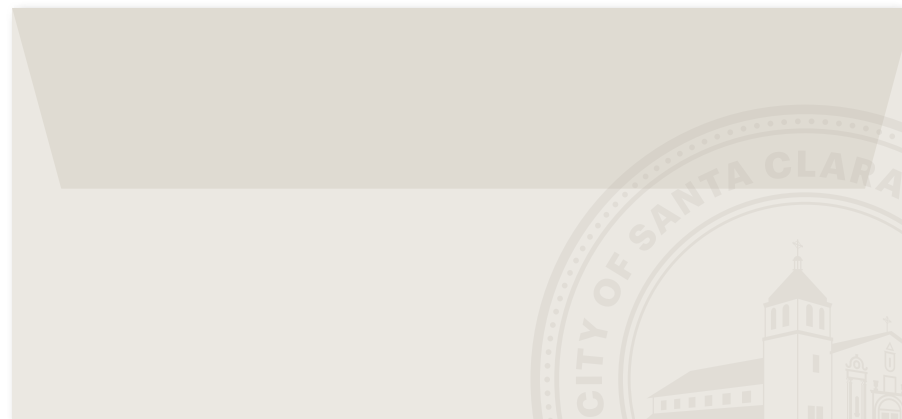



City of Santa Clara
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City of Santa Clara
The Center of What's Possible

MAYOR'S OFFICE
City of Santa Clara
1500 Warburton Avenue
Santa Clara, CA 95050

James Nytes
409 S B Street
San Mateo, CA 90210

February 13, 2015


Dear James Nytes,

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Best regards,



Jamie L. Matthews
MAYOR



New signature

Message Options

From: [Redacted]
To: [Redacted]
Cc: [Redacted]
Bcc: [Redacted]
Subject: New signature



Hi

Here's a text message showing the new signature.

Jen

SHEILA TUCKER | Assistant City Manager
1500 Warburton Avenue | Santa Clara, CA 95050
D: 408.615.2218 | F: 408.313.6219

Please think of the environment before printing this email -- Thank you!

City of Santa Clara
The Center of What's Possible

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AGENDA REPORT


Date: January 21, 2015
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From: [Click here, type sender, press F11]
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[Department Head name: F11]
[Department Head title: F11]

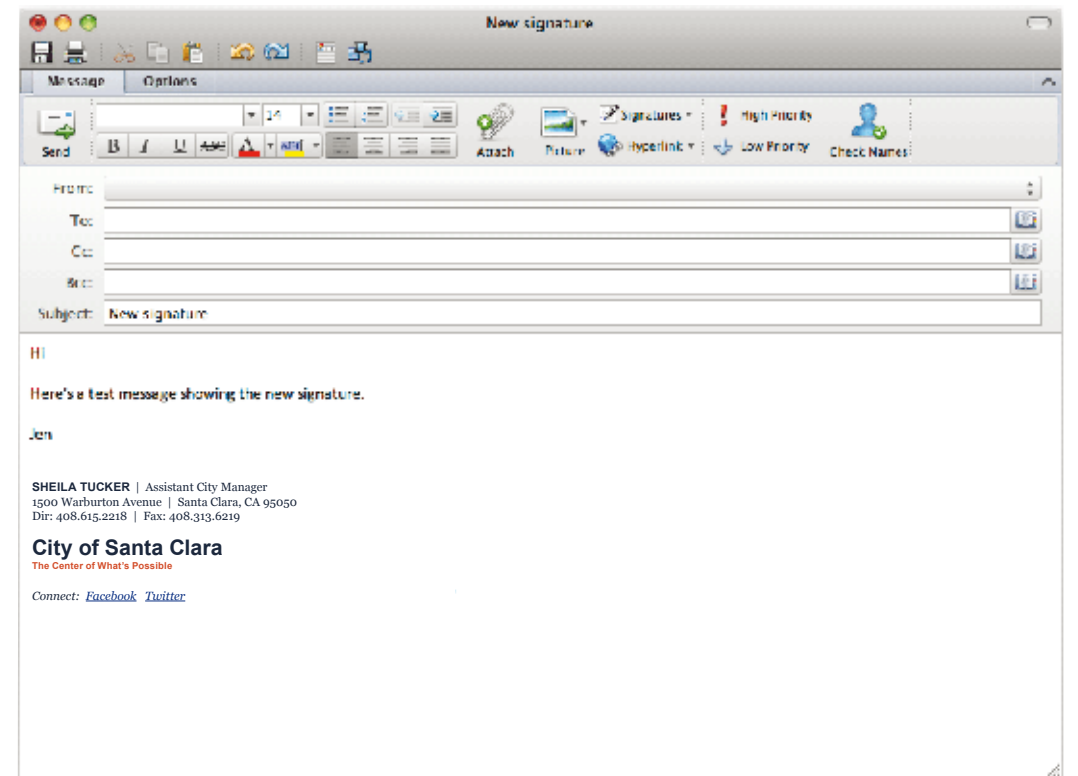
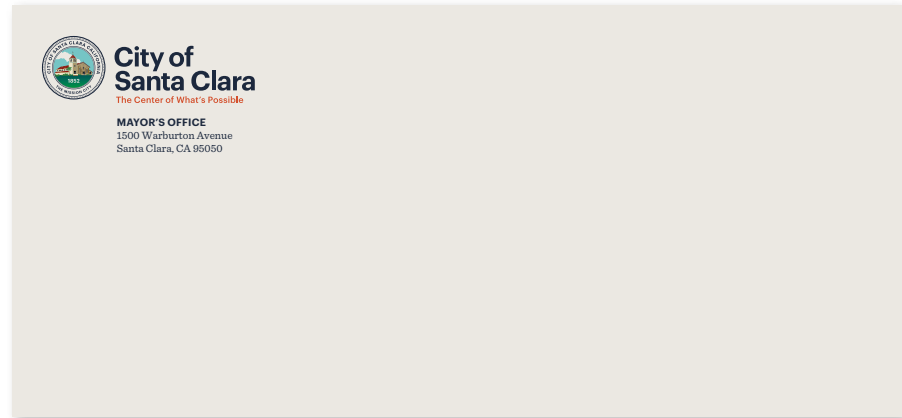
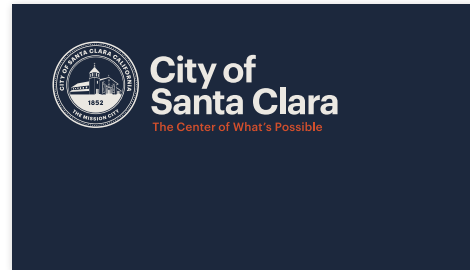
APPROVED:

JULIO J. FUENTES
City Manager

Document Related to this Report:
1) [Click here, type subject, press F11]



STATIONERY SUITE ALTERNATIVE OPTION 01




STATIONERY SUITE ALTERNATIVE OPTION 02




JAMIE L. MATTHEWS
Mayor
 MayorandCouncil@SantaClaraCA.gov

City Hall
 1500 Warburton Avenue
 Santa Clara, CA 95050
 Dir: 408 615 2250
 Fax: 408 241 6771



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**City of
Santa Clara**
 The Center of What's Possible

MAYOR'S OFFICE
 1500 Warburton Avenue
 Santa Clara, CA 95050

James Nytes February 13, 2015
 409 S B Street
 San Mateo, CA 90210

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

 **City of
Santa Clara**
 The Center of What's Possible

MAYOR:
 Jamie L. Matthews

COUNCIL MEMBERS:
 Dominic J. Cserna
 Debi Davis
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 Patrick Kolstad
 Jerry Marsalli
 Teresa O'Neill

Mayor and Council Offices
 1500 Warburton Avenue
 Santa Clara, CA 95050
 Dir: 408 615 2250
 Fax: 408 241 6771
www.SantaClaraCA.gov

New signature

Message Options

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From: _____
 To: _____
 Cc: _____
 Bcc: _____
 Subject: New signature

Hi

Here's a test message showing the new signature.

Jen

SHEILA TUCKER | Assistant City Manager
 1500 Warburton Avenue | Santa Clara, CA 95050
 D: 408.615.2218 | F: 408.313.6219



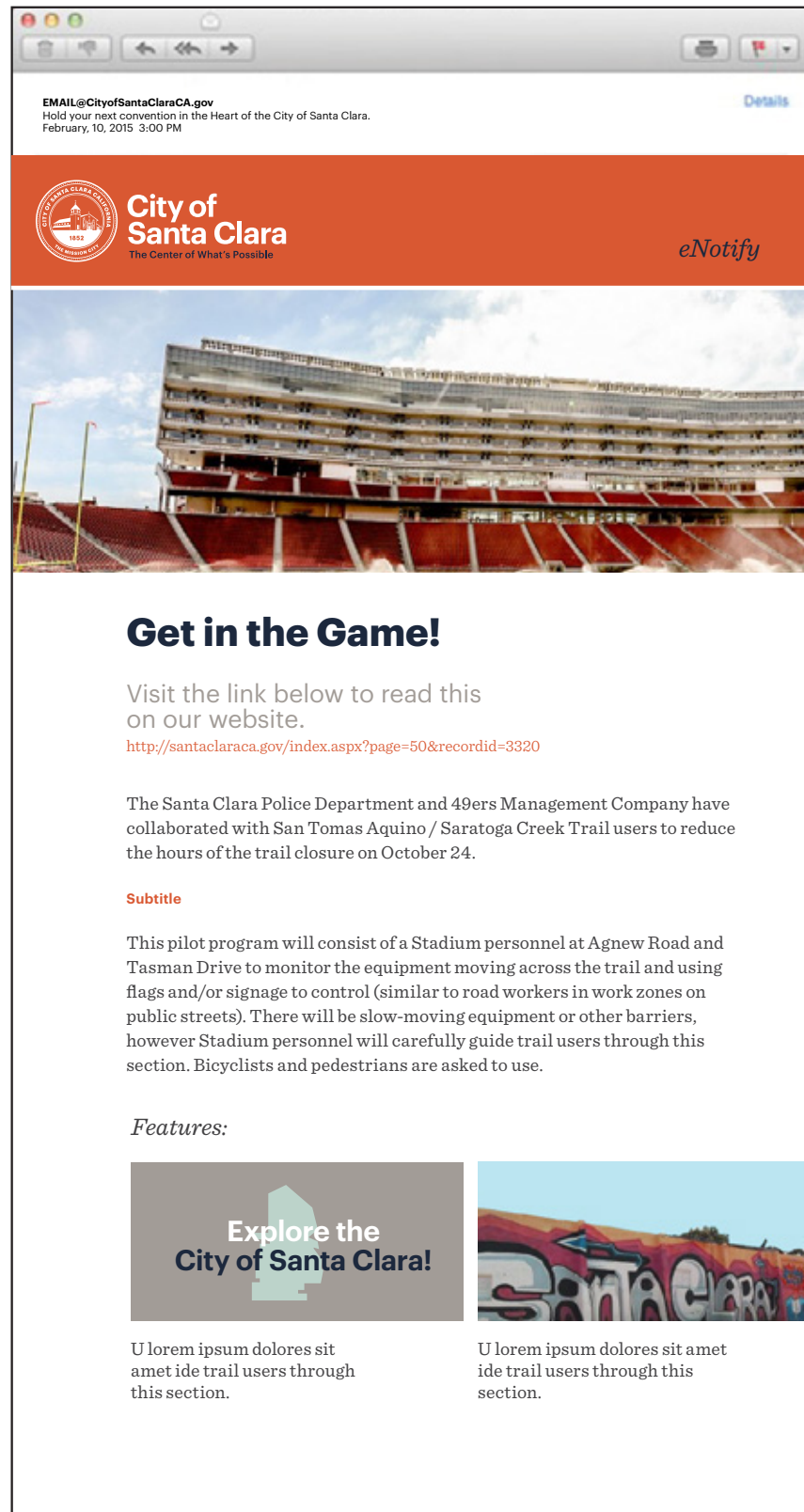
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E-MAIL HEADER

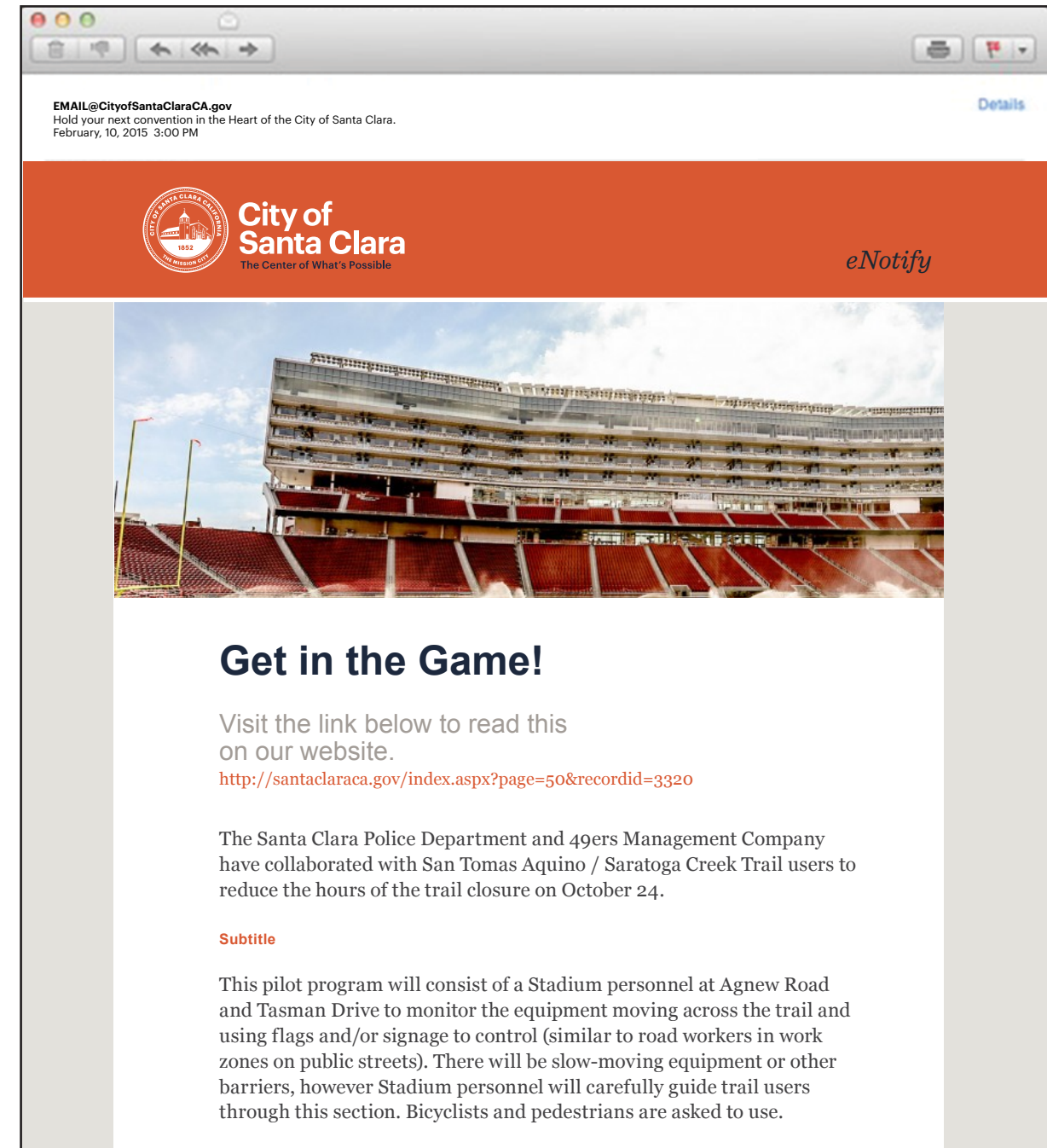
E-MAIL HEADER

RESPONSIVE FORMATTING (W/ IMAGERY)

RECOMMENDED



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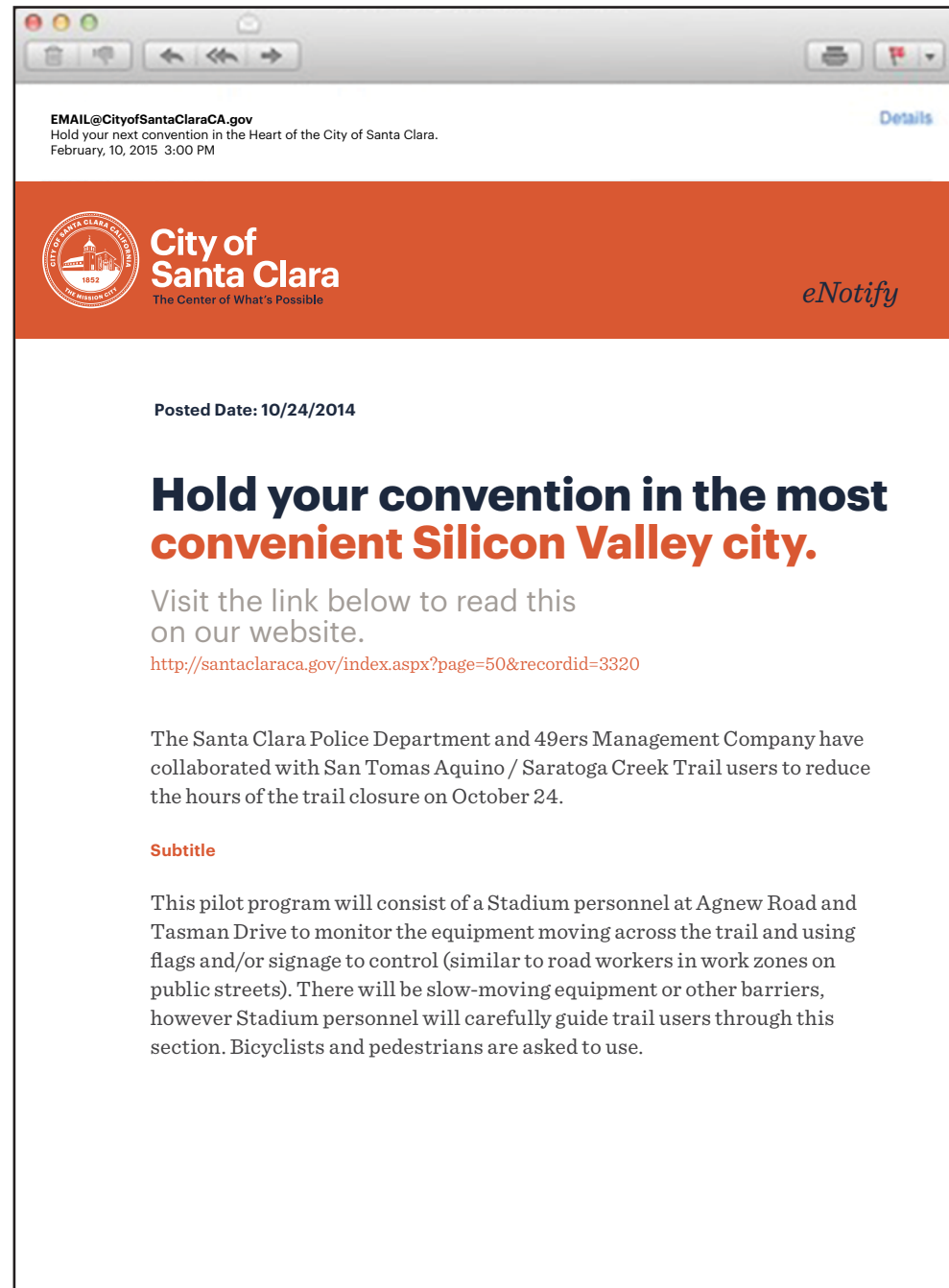


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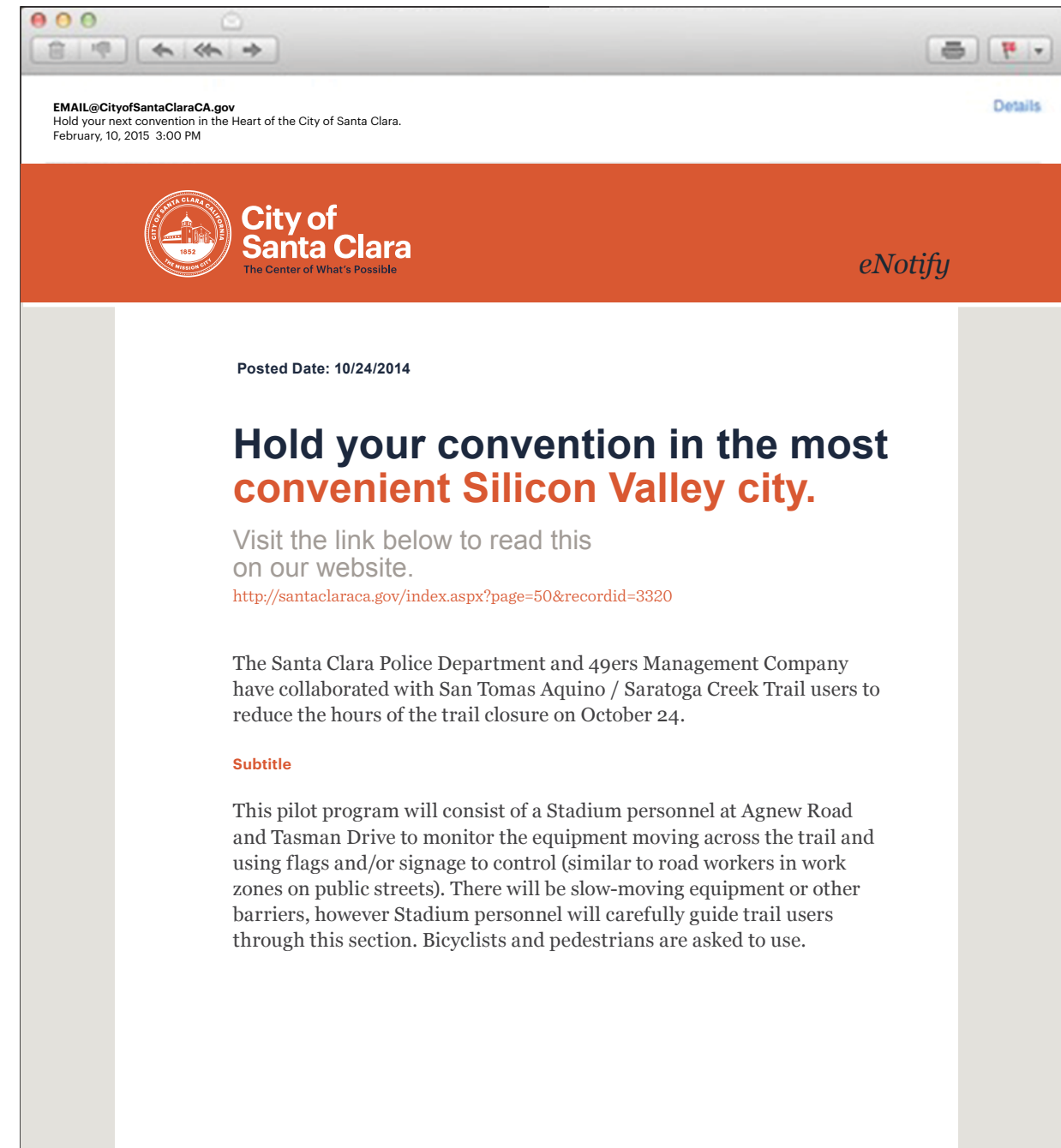
E-MAIL HEADER

RESPONSIVE FORMATTING (TEXT ONLY)

RECOMMENDED



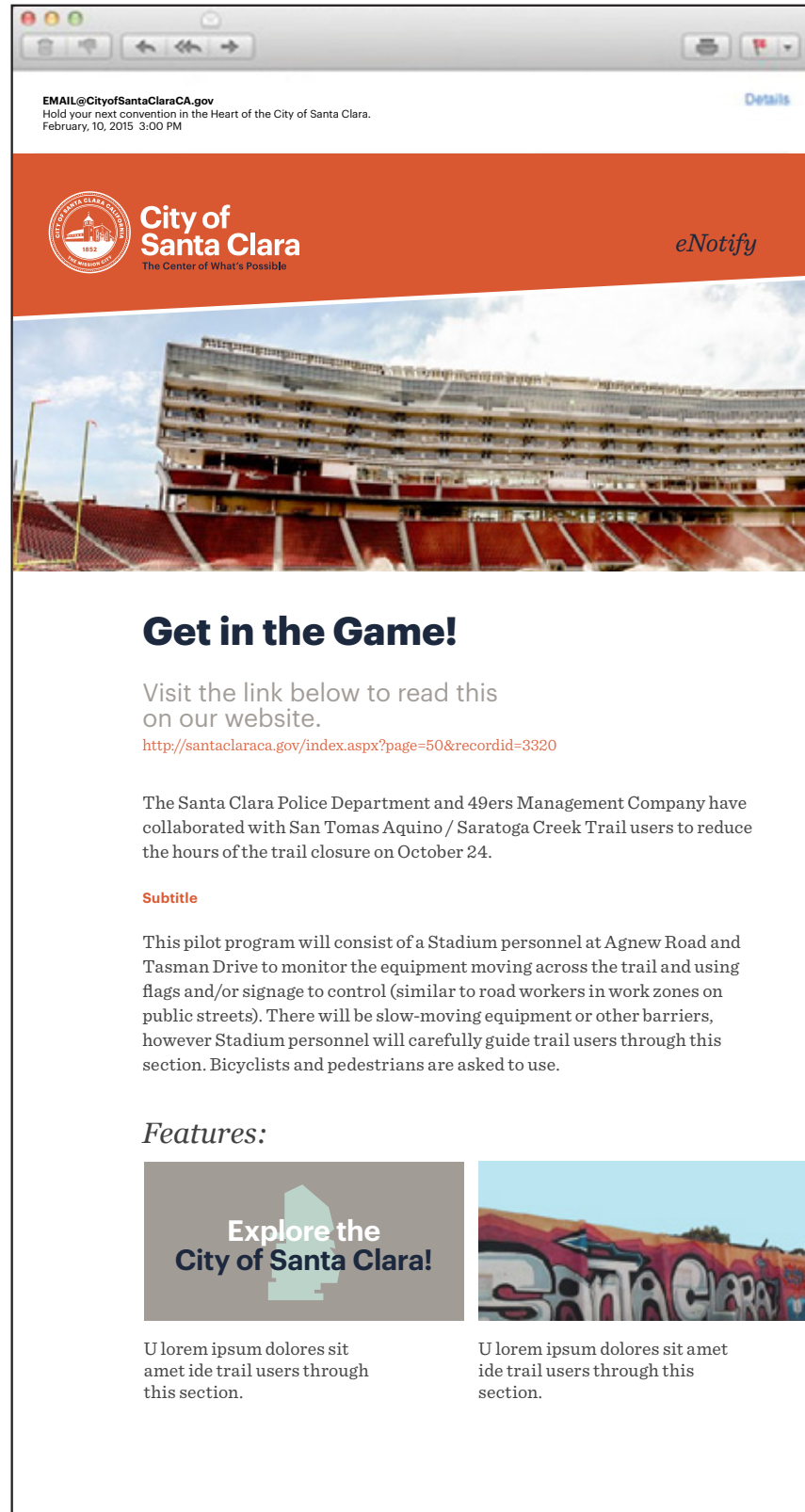
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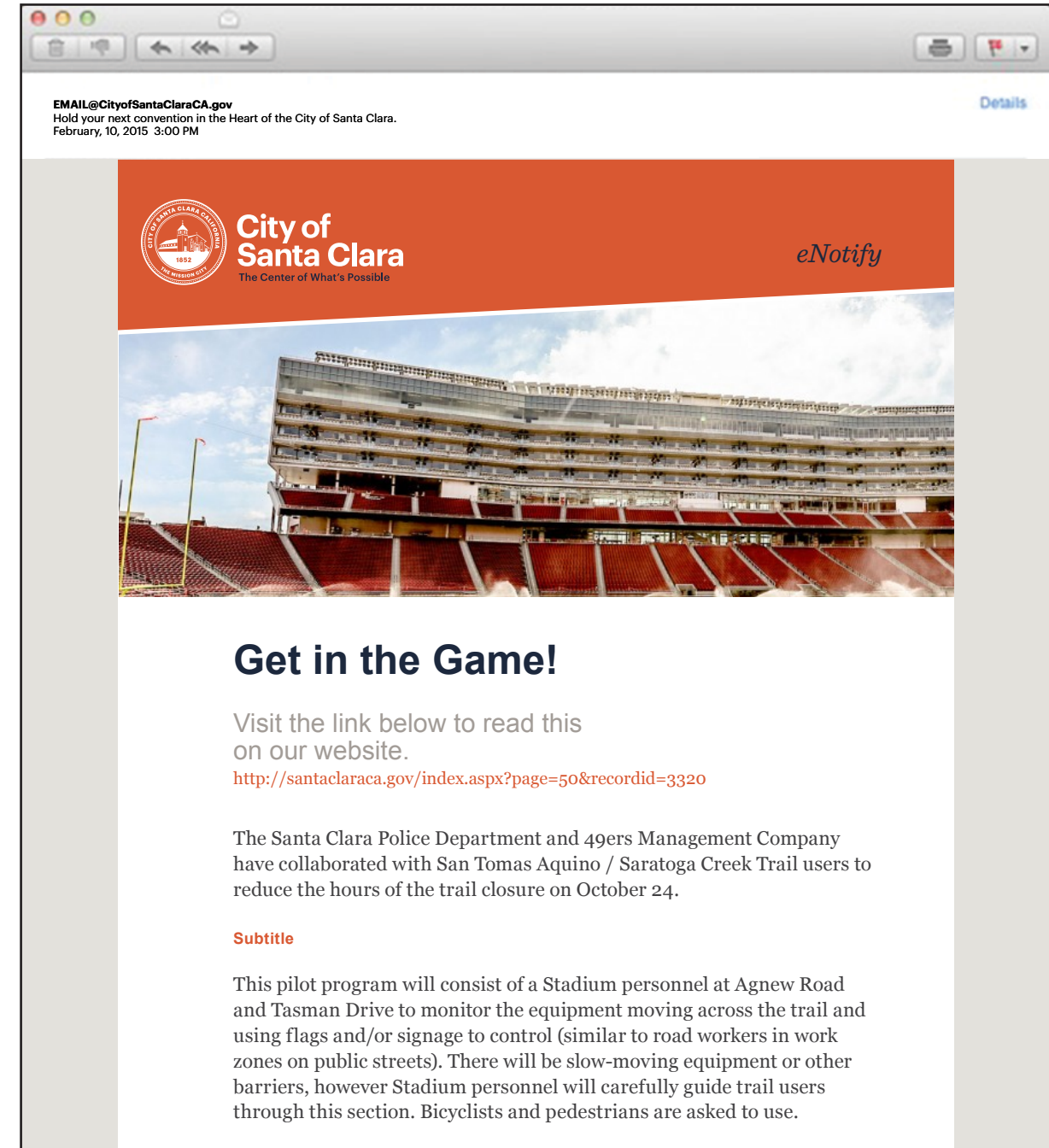
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E-MAIL HEADER

ALTERNATIVE OPTION 01



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UTILITY BILL INSERT

UTILITY BILL INSERT RECOMMENDED

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UTILITY BILL INSERT ALTERNATIVE OPTION 01

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Give us your thoughts!



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**City of
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**NEWSPAPER, TRIFOLD,
NEWSLETTER**

Inside



Special Edition This edition of Inside Santa Clara is packed with information including a special insert: "City of Santa Clara - City Services"

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Inside



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Mission City Scenes

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Claritas est etiam processus dynamicus

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123 Quis Nostrud

Sat, February 21, 2–5 p.m.
Sun, February 22, 11 a.m.–4 p.m.

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Triton Museum of Art Exhibition News

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Triton Museum of Art
1505 Warburton Ave. Santa Clara

Ethics, Honesty, and Fairness in Public Service

CITY COUNCIL

Mayor
Jamie L. Matthews

Debi Davis
Lisa M. Gillmor
Jerry Marsalli
Dominic Caserta
Pat Kolstad
Teresa O'Neill

City Manager
Julio J. Fuentes

**City Clerk/
City Auditor**
Rod Diridon, Jr.

City Attorney
Richard E. Nosky, Jr.

santaclaraca.gov
408.615.2210



Mission City Scenes

January, 2015



Claritas est etiam

Community Recreation Center
969 Kiely Blvd

Sat, February 21, 2–5 p.m.
Sun, February 22, 11 a.m.–4 p.m.

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Mission City Scenes

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**Triton Museum of Art
Exhibition News**

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**Triton Museum of Art
1505 Warburton Ave. Santa Clara**

**Ethics, Honesty,
and Fairness
in Public Service**

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**Mission City
Scenes**

January, 2015



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**Community Recreation Center
969 Kiely Blvd**

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Employees' Newsletter
February 2015



CityCorner

UPCOMING EVENTS

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Saturday and Sunday, February 21 and 22



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NEWSPAPER / NEWSLETTER / TRIFOLD

ALTERNATIVE OPTION 01



City of Santa Clara

Newspaper for City of Santa Clara
Residents & Businesses

Winter / Spring 2015

Special Edition This edition of Inside Santa Clara is packed with information including a special insert: "City of Santa Clara—City Services"

Inside

The Center of What's Possible

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“**Mirum est notare quam littera gothic, quam nunc put**



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City of Santa Clara

January, 2015

Mission City Scenes

Mission City Scenes

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Triton Museum of Art Exhibition News

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Triton Museum of Art
1505 Warburton Ave. Santa Clara

Mission City Scenes



Claritas est etiam

Community Recreation Center
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Ethics, Honesty, and Fairness in Public Service

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City of Santa Clara

City of Santa Clara
Employees' Newsletter

February 2015

City Corner

The Center of What's Possible

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Saturday and Sunday, February 21 and 22



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Ethics, Honesty, and Fairness in Public Service

NEWSPAPER / NEWSLETTER / TRIFOLD

ALTERNATIVE OPTION 02



City of Santa Clara
The Center of What's Possible

Newspaper for City of Santa Clara
Residents & Businesses

Inside

Winter / Spring 2015

Special Edition This edition of Inside Santa Clara is packed with information including a special insert: "City of Santa Clara - City Services"

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City of Santa Clara
The Center of What's Possible

City of Santa Clara
Employees' Newsletter

Mission City Scenes

JANUARY, 2015

Mission City Scenes

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Triton Museum of Art Exhibition News

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Ethics, Honesty, and Fairness in Public Service

CITY COUNCIL

<p>Mayor Jamie L. Matthews</p> <p>Debi Davis Lisa M. Gillmor Jerry Marsalli Dominic Caserta Pat Kolstad Teresa O'Neill</p> <p>santaclaraca.gov 408.615.2210</p>	<p>City Manager Julio J. Fuentes</p> <p>City Clerk/ City Auditor Rod Dirdon, Jr.</p> <p>City Attorney Richard E. Nosky, Jr.</p>	<p>City Council</p> <p>City Manager Julio J. Fuentes</p> <p>City Clerk/ City Auditor Rod Dirdon, Jr.</p> <p>City Attorney Richard E. Nosky, Jr.</p>
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City of Santa Clara
The Center of What's Possible

City of Santa Clara
Employees' Newsletter

City Corner

February 2015

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Saturday and Sunday, February 21 and 22



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ALL TOGETHER

RECOMMENDED SUITE




JAMIE L. MATTHEWS
Mayor
CityManager@SantaClaraCA.gov

City Hall
1500 Warburton Avenue
Santa Clara, CA 95050
Dir: 408 615 2250
Fax: 408 241 6771


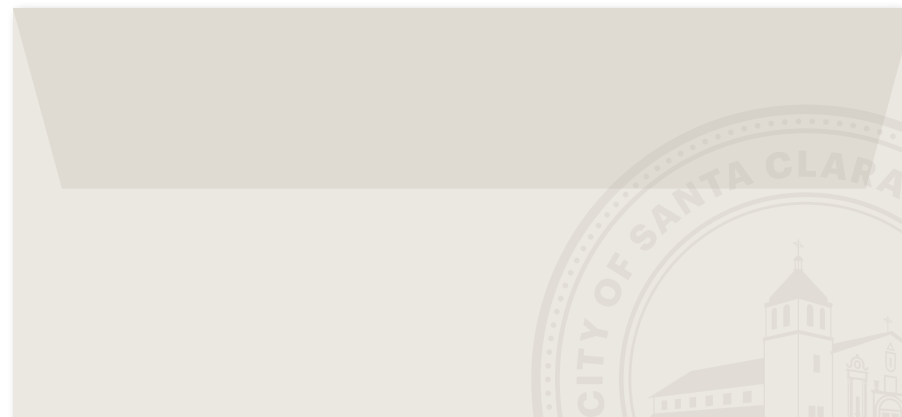


City of Santa Clara
The Center of What's Possible



City of Santa Clara
The Center of What's Possible

MAYOR'S OFFICE
City of Santa Clara
1500 Warburton Avenue
Santa Clara, CA 95050



James Nytes
409 S B Street
San Mateo, CA 90210

February 13, 2015

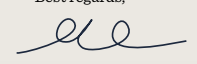
Dear James Nytes,

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



City of Santa Clara
The Center of What's Possible



City of Santa Clara
The Center of What's Possible

AGENDA ITEM #: _____

AGENDA REPORT

Date: January 21, 2015
To: City Manager for Council Information
From: [Click here, type sender, press F11]
Subject: [Click here, type sender, press F11]

[Department Head name: F11]
[Department Head title: F11]

APPROVED:

JULIO J. FUENTES
City Manager

Document Related to this Report:
1) [Click here, type subject, press F11]

NEXT STEPS

- Gather feedback on Templates
 - Revise and route with City Staff for further review
- Begin Guideline reviews, end of February
 - Route through Staff
- Present Templates to Council, March 2015
- Final Guideline release, end of March

THANKS



Santa Clara & GlobalFluency

Launching the New Brand
For the Center of What's
Possible



BRAND LOOK

- Apply new Santa Clara look & feel to new materials & collateral
 - Logo
 - Graphic elements
 - Color palette
- Update existing properties to reflect new look of Santa Clara
- Redesign look & feel of City of Santa Clara websites to reflect new logos, color palette and graphics
- Identify opportunities to uplift look & feel of collateral, materials and content to reflect the updated, refreshed and vibrant new look of Santa Clara

BRAND VALUE

- Align content in City materials to the new brand value statement of “The Center of What’s Possible”
- Rearchitect and help align web presence to demonstrate the value of being the online “Center of What’s Possible”
 - Simplifying content, structure and user experience
 - Centralize look & feel across City websites to tie all stakeholders back to the “Center of What’s Possible”
 - Uplift messaging to communicate what has been possible...and what will be possible by being in Santa Clara
- Develop a “single song sheet” for City stakeholders to deliver talking points, proof points and validation around Santa Clara being the Center of What’s Possible

1

City of Santa Clara Website Redesign Project

2

Unified Messaging Architecture for City of Santa Clara Stakeholders

3

Developing New Content Around “What’s Possible Profiles”: Stories of Success in Santa Clara

4

Media Relations Campaign to Share What’s Possible in Santa Clara with the World