



City of Santa Clara
MARKETING COMMITTEE MEETING
Wednesday, March 18, 2015, 4 p.m.
Central Park Library

Organization	Name
City of Santa Clara	Debi Davis, Chair Lisa Gillmor Julio Fuentes Sheila Tucker Jennifer Yamaguma John Roukema Larry Owens 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
Triton Museum	Ester Fernandez
California's Great America	Roger Ross
The Plaza Suites	J.P. Rollet
Santa Clara University	Butch Coyne
Mission College	Daniel Peck

GUESTS:

Kennedy Event Marketing- Peggy Kennedy
Global Fluency- Kevin Sugarman and Natalie Fleisher

1. **Welcome and Introductions**

Global Fluency introduced themselves and group began by reviewing meeting agenda.

2. **Update on brand guidelines (attachment 1)**

Staff reviewed and discussed the brand guidelines. The city will expect that all partners adhere to all rules and guidelines in regards to colors, stretching, placement, etc. and seek approval before use of materials.

3. **Discussion about media launch strategy for brand**

Red Peak would like to prepare a media launch once templates have been approved by council. Media launch will target the business community and reach out to high-end business publications to offer a story for release as the city launches into various other forms of national media.

Feedback: Committee requested to see examples of other brand media launches at the next meeting.

4. **Discussion about logo lock-up & brand guidelines of City and Silicon Valley Power**

The current city seal and SVP logo have always been used together. SVP's brand is larger than city limits as SVP has assets all over the western United States. SVP has specific design aspects that they currently use for their envelopes, invoices and publications. SVP will retain their established brand and marketing but will work with the new city branding so designs work together.

5. **Update on brand templates**

City staff is working to complete the trademark process and will then work to develop a permission process for departments and outside stakeholders to use material.

Staff sought feedback on the powerpoint template (see attachment 2). In general, Committee members liked the slanted bottom border; preferred the plain terracotta when accompanied by a picture; wanted to see if the seal could be slightly larger; liked the map on the opening slide.

The mobile app, My Santa Clara was introduced (see attachment 3). The app will make it easy for residents to contact the city and will launch with a graffiti reporting process. The app will be launched in late spring.

6. **Staff recommendation on outdoor advertising**

On March 10, 2015, the City Council considered a staff recommendation to approve an agreement for professional services with Allvision to access the City's real estate assets for opportunities to maximize revenue from digital outdoor advertising. The revenue is intended to be used to support ongoing marketing efforts. The City Council continued this item to date uncertain pending additional information.

Staff provided supplemental information to the council and will return to council at the March 24th meeting to seek approval of the agreement with All Vision. The agreement is at no cost to the city and will seek to maximize revenue from digital outdoor advertising before returning to council for final approval to construct any new billboards.

7. **Update on local events for Super Bowl 50**

All events and sponsorship efforts have continued to develop. Several of the event management agreements will begin coming forward to council for consideration at the April 21 meeting. The items will also include more detailed plans and revised budgets.

8. **2015-2016 Marketing Campaign**

The proposed plan for marketing and public relations positioning will garner coverage of Santa Clara's brand positioning and economic growth goals in top-tier business press, leveraging the city's role as host of Super Bowl 50. The campaign will bring attention to the new creative brand of the city.

9. **Stakeholder updates**

WrestleMania event will be held on Sunday March 29th. Great America will also open that weekend for their 40th anniversary season. National Tourism Week is in May and there will be a tourism luncheon on May 8th. Triton Museum's 50th Birthday will take place on April 11th. Triton currently has a family show up that is great for all ages.

10. **Adjournment**

Meeting adjourned at 5:40 p.m.

City of Santa Clara

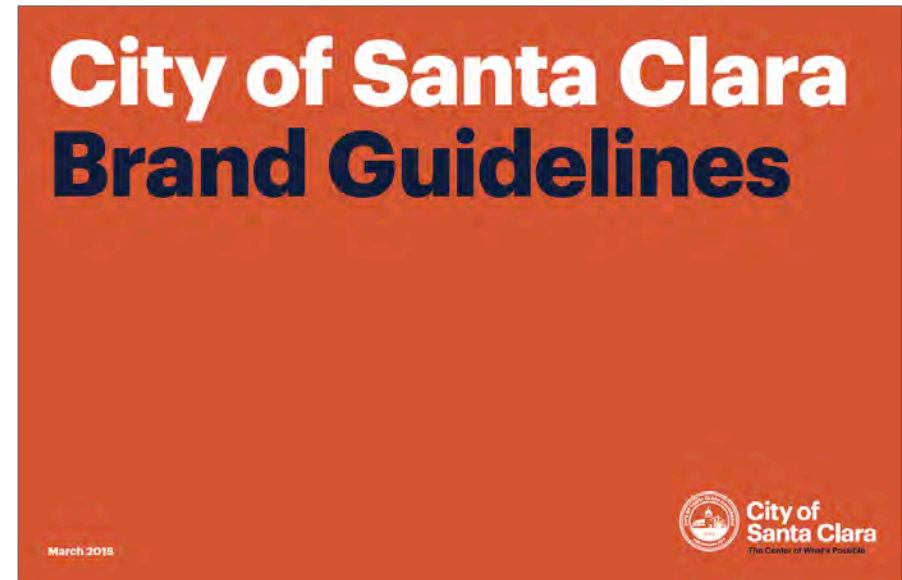
Brand Guidelines



What are brand guidelines?

Brand guidelines outline identifying elements of a brand, creating the foundation from which a strong identity system is built. They explain key principles and demonstrate the most fundamental assets of a brand including the following:

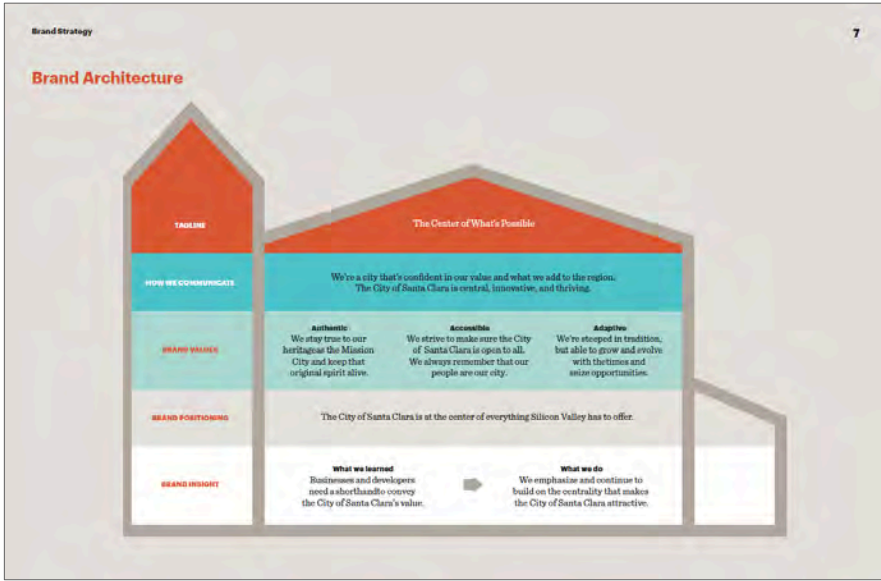
- Brand Strategy
- Logo & Lockups
- Color
- Typography
- Graphic Elements
- Layouts
- Imagery



Why guideline?

Brand guidelines are a powerful tool that serve to establish brand consistency and increase brand equity across multiple touch points.

Using the guidelines when creating all brand assets and collateral ensures that the City of Santa Clara can cohesively convey its authentic, accessible and adaptive nature to the world.



Typography 28

Type usage

The examples shown to the right show the fundamentals of appropriate type usage.

A. Headlines are large and Graphik Bold, the leading is 120% of the point size.

B. Intro text in Sentinel Book at an intermediate size. The leading is 120% of the point size.

C. Labels are Graphik Semibold.

D. Headers, slugs and footers are small in Graphik Semibold.

E. Captions are small in Graphik Semibold. The leading is 120% of the point size.

F. Subtitle is Graphik Semibold. The leading is 120% of the point size.

G. Subtitle is Graphik Semibold. The leading is 120% of the point size.

H. Pull quotes are an intermediate size in Sentinel Book Italic. The leading is 120% of the point size.

Headline in Graphik Bold 86pt.

Body copy in Sentinel Book 26pt
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Labels: City of Santa Clara

Headers, slugs and footers

Intro text

Subtitles

Captions

Pull quotes

* Examples are a suggested layout and type sizing.

Further Example Pages:



Next Steps:

- Finalization of guidelines by March 31st
- Employee trainings on brand identity to follow Spring / Summer 2015



Presentation Template One

**Using Angled Graphic Element with
City Map Background**

Option Title
Slide Here
Can Use
Other Color

Extra Title Slide Layout



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

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- Aenean non dui a enim eleifend rutrum.

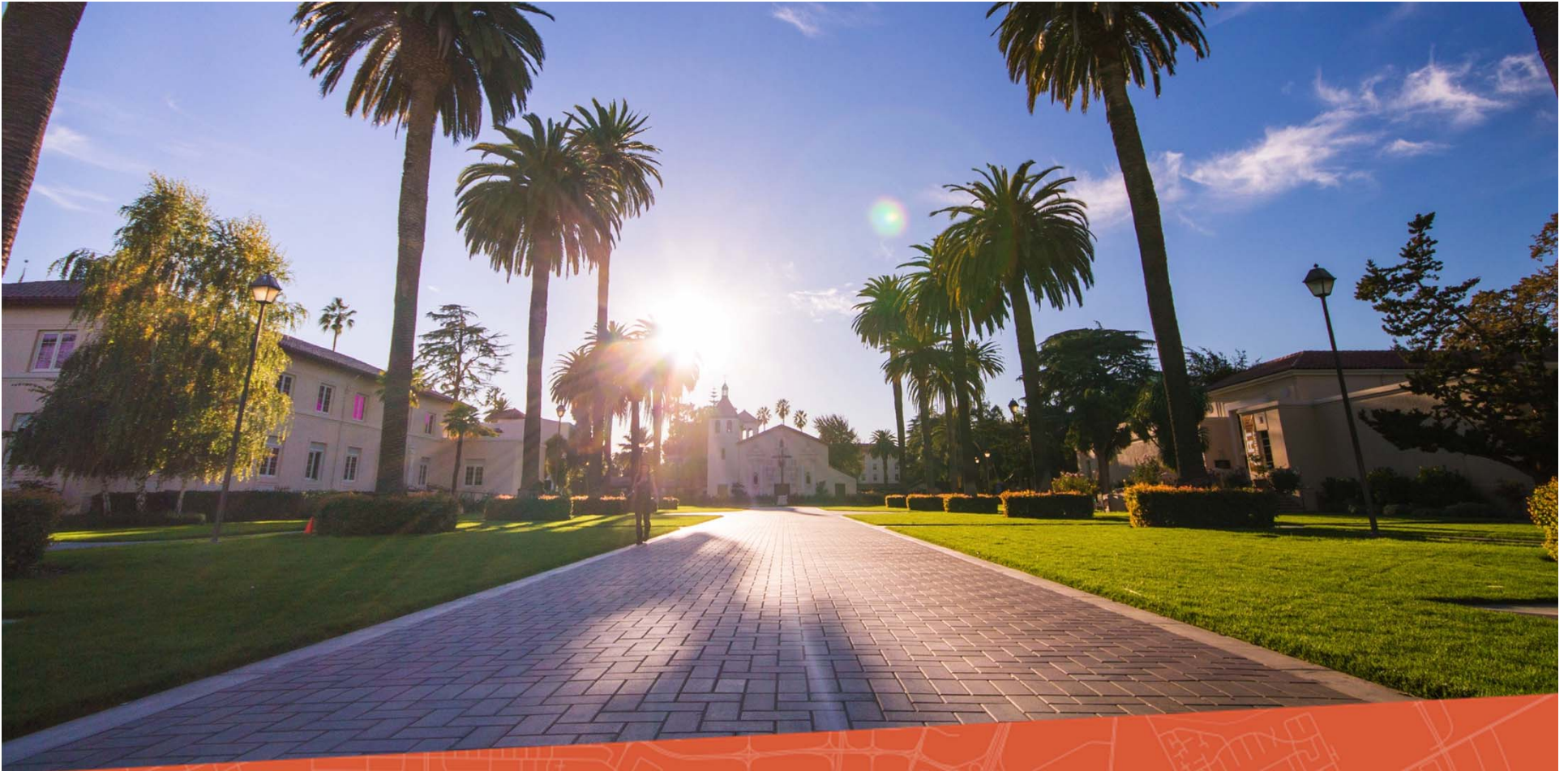




**City of
Santa Clara**
The Center of What's Possible

Lorem Ipsum
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Lorem Ipsum
Can Use Color





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

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

Presentation Template Two

Using Plain Angular Graphic Element
Section Slides



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

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

Presentation Template Three

**Using Rectangular Graphic Element
With City Map Background**

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

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

Presentation Template Four

Using Rectangular Graphic Element

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

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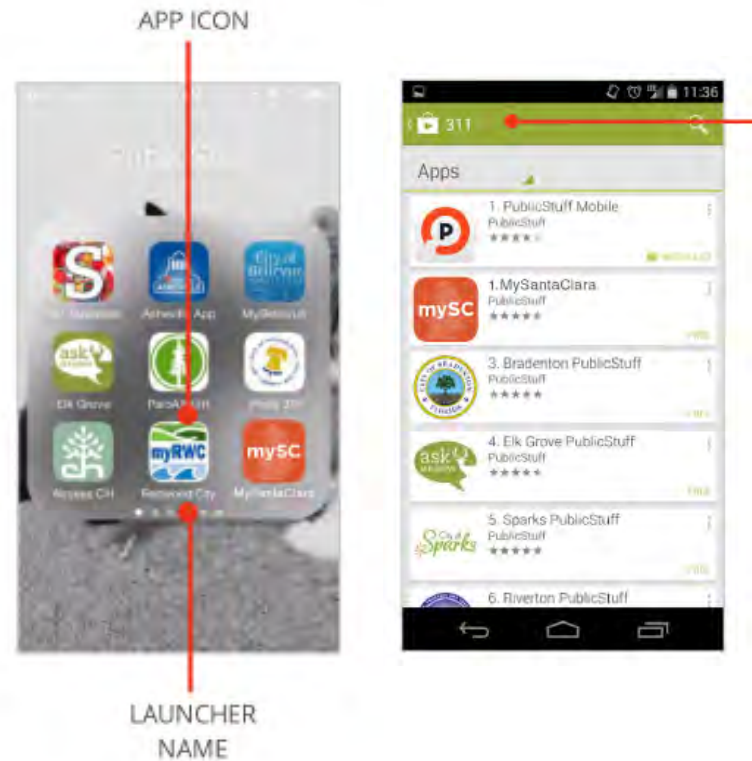
Attachment 3

Recommended

mySantaClara App -- App Icon Recommended



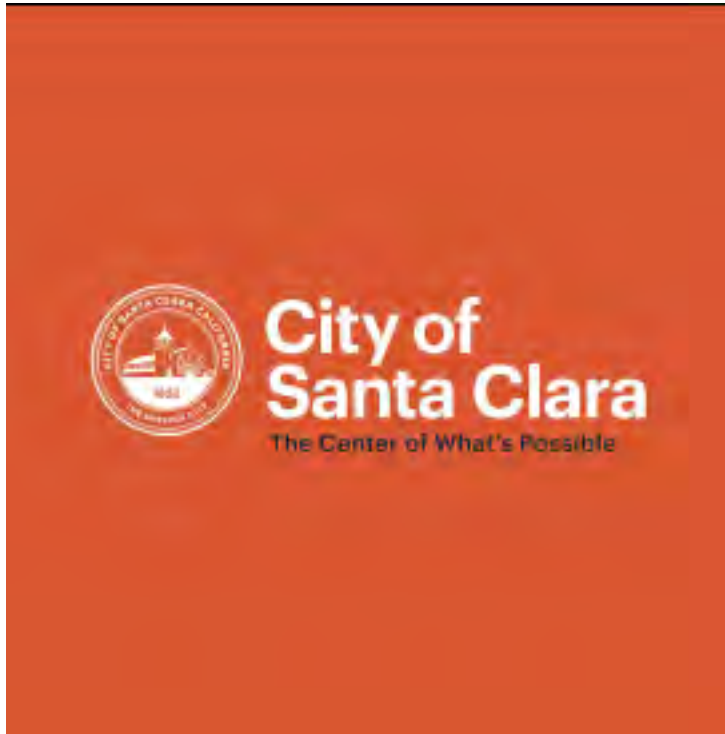
App Icon



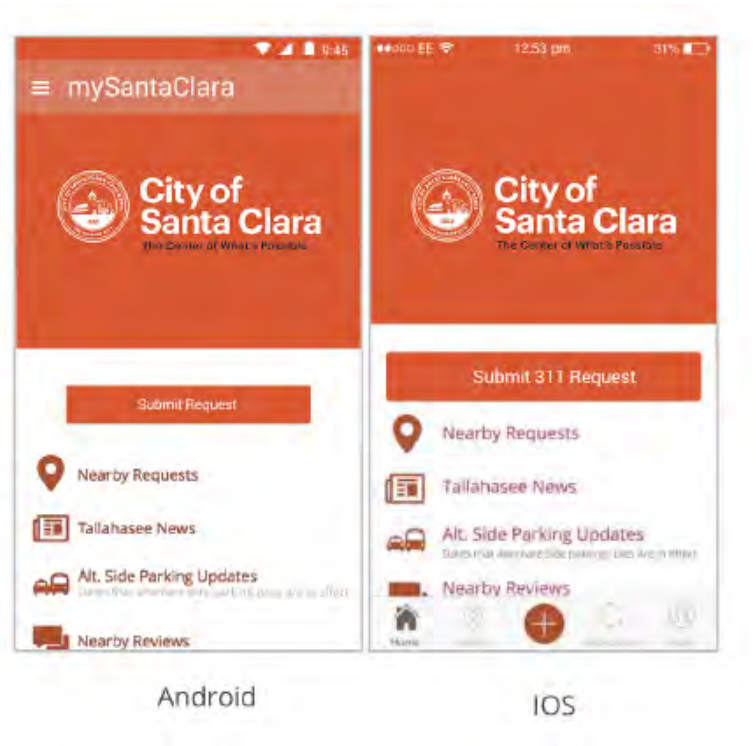
APP ICON

LAUNCHER NAME

mySantaClara App -- Home Screen Recommended



Home Screen



mySantaClara App -- App Icon Recommended



Android

iOS

- On brand w/ color & message
- Distinct color to help identify app quickly
- Humanizes services for community
- Bright, fresh, friendly but still clean and official
- Simple: puts focus on utility, not graphics

Modified

mySantaClara App -- App Icon Recommended



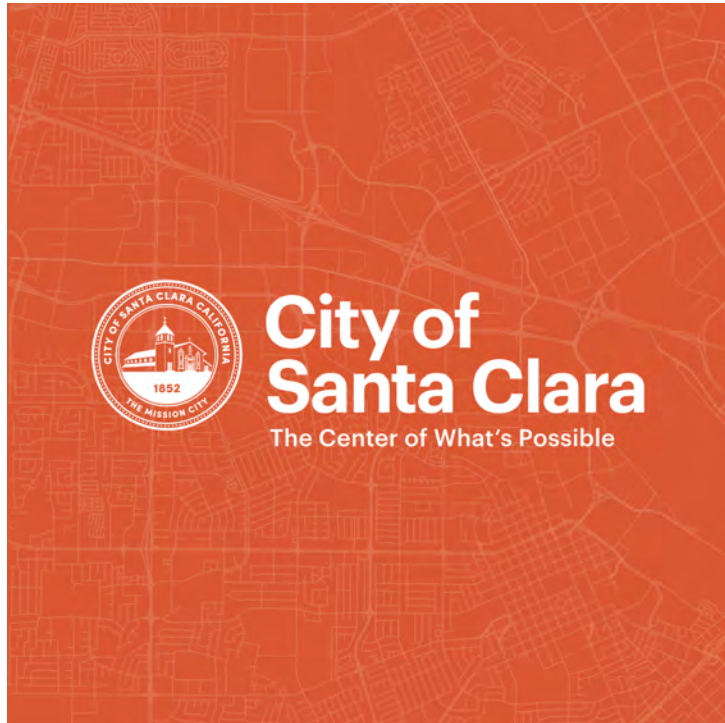
App Icon



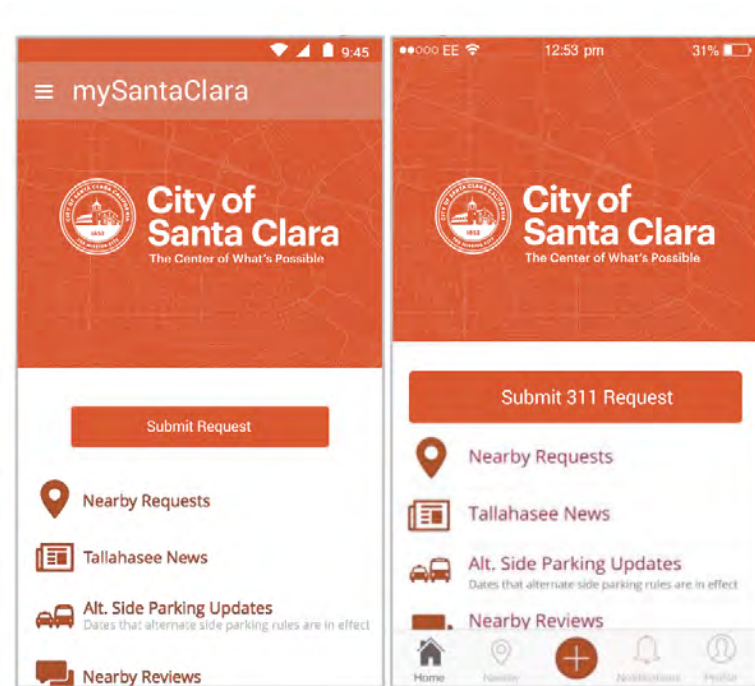
APP ICON

LAUNCHER NAME

mySantaClara App -- Home Screen Recommended



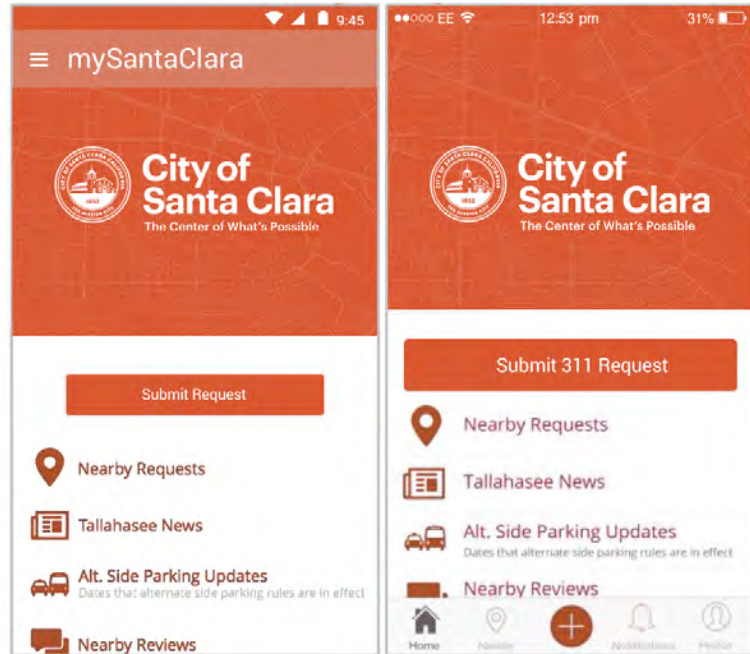
Home Screen



Android

IOS

mySantaClara App -- App Icon Recommended



Android

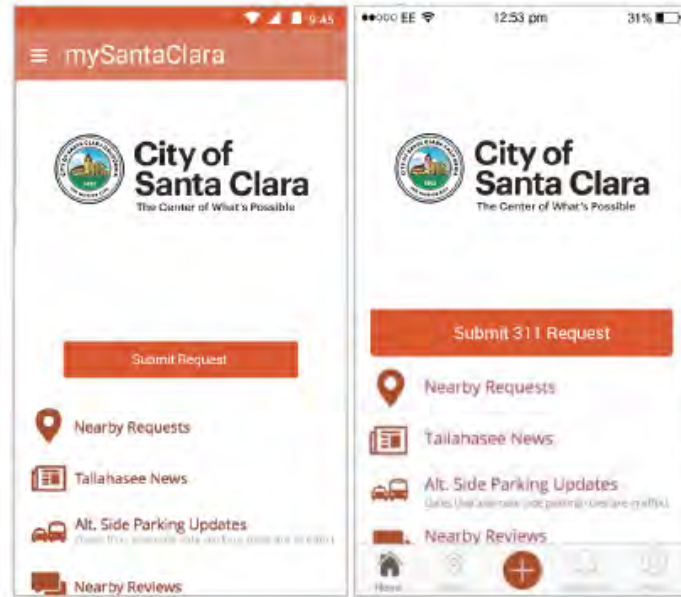
IOS

Alternatives

mySantaClara App -- Home Screen Alternative



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



Android

IOS

Home Screen

mySantaClara App -- Home Screen Alternative



Home Screen



Android



IOS

mySantaClara App -- Home Icon Alternative



App Icon



APP ICON

LAUNCHER NAME

mySantaClara App -- Home Icon Alternative



App Icon

