



Issue: BRAND REFRESH PROPOSAL

Date: February 28, 2022

Submitted By: Drew Douglas, Director of Communication

Background

Nixa's current visual brand identity elements are inconsistent, and inconsistently applied across digital, print, and other applications. The Nixa city seal, flag, and police patch were brought into alignment with the current city logo in 2018 through a design contest. However, the current city logo uses a font style and graphical elements which now feel dated and don't necessarily project the image of a forward-thinking suburban community. The current city logo also has nothing in common with the Nixa Utilities and Nixa Parks logos and visual brand elements.

In 2021, I began consulting with Matt Noblett, an experienced graphic designer now teaching graphic design and brand development at Drury University. We had discussed the need to develop a brand identity style guidebook so that the city could be more consistent in portraying our visual identity and other brand elements, and that discussion also uncovered the possibility of updating our visual brand elements including logos and more, to create better alignment across departments and to strengthen the overall brand identity.

In August of 2021, Mr. Noblett and I met with the Mayor, City Administrator, and Assistant City Administrators to present the idea and outlined the reasons why we believed a brand update was warranted. During that meeting, Mr. Noblett and I were given the green light to begin exploring and developing ideas for what an updated Nixa brand might look like.

Since then, I've consulted on a weekly basis with Mr. Noblett, who has done extensive work to create what we believe to be a contemporary, forward-thinking brand identity for the city, which includes evolutions of existing Parks and Utilities branding, and new graphical elements which tie all our branding together around shared shapes, colors, and fonts.

This is an introduction to council of the brand identity elements we are recommending for adoption by the City Administrator. However, the proposed seal and flag designs would need to be adopted by resolution of city council at a later date.

With your blessing, staff intend to implement these visual brand elements and develop a brand style guidebook to assist staff, agency partners, and vendors with proper implementation of our refreshed brand identity.



Brand Identity Refresh

Last Updated 3/8/2022

INTRODUCTION

Meet our branding consultant...

Matt Noblett

INTRODUCTION

What is brand identity?

INTRODUCTION

What is staff proposing and why?

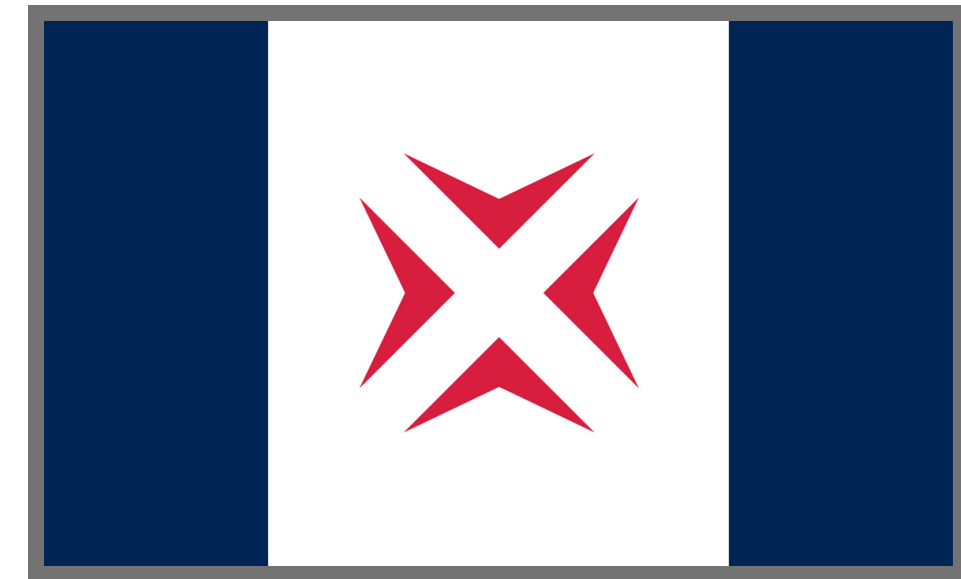
INTRODUCTION

Our current family of brands...



INTRODUCTION

Recommended brand refresh...



CORE BRAND IDENTITY

Logo Mark



CORE BRAND IDENTITY

Word Mark

NIXA

CORE BRAND IDENTITY

Local Combination Mark



BEFORE AND AFTER

Global Combination Mark



DEPARTMENT LOGOS

New Department Brands: Combination Marks



These departments never had their own logos.

WEBSITE SUB-BRAND

NIXA.COM

Official word mark for our online presence.

GRAPHICAL ELEMENTS

Skyline Silhouette



BEFORE AND AFTER

Nixa Utilities Combination Mark (enterprise brand)



DEPARTMENT LOGOS

Utilities Departments: Combination Marks



DEPARTMENT LOGOS

Police Department Combination Marks



**Police will use this as primary logo
for department facilities and civilian/administrative staff.**

BEFORE AND AFTER

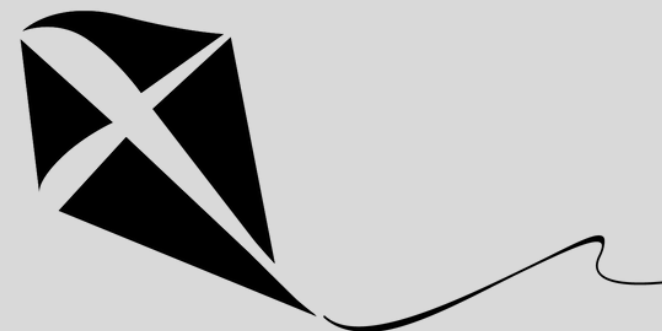
Police Department Patch



**This is a symbol of authority used for patrol vehicles
and uniforms of sworn officers.**

BEFORE AND AFTER

Parks & Recreation Department Combination Mark



EXTRAS

Parks & Rec Program Supplementals (examples)



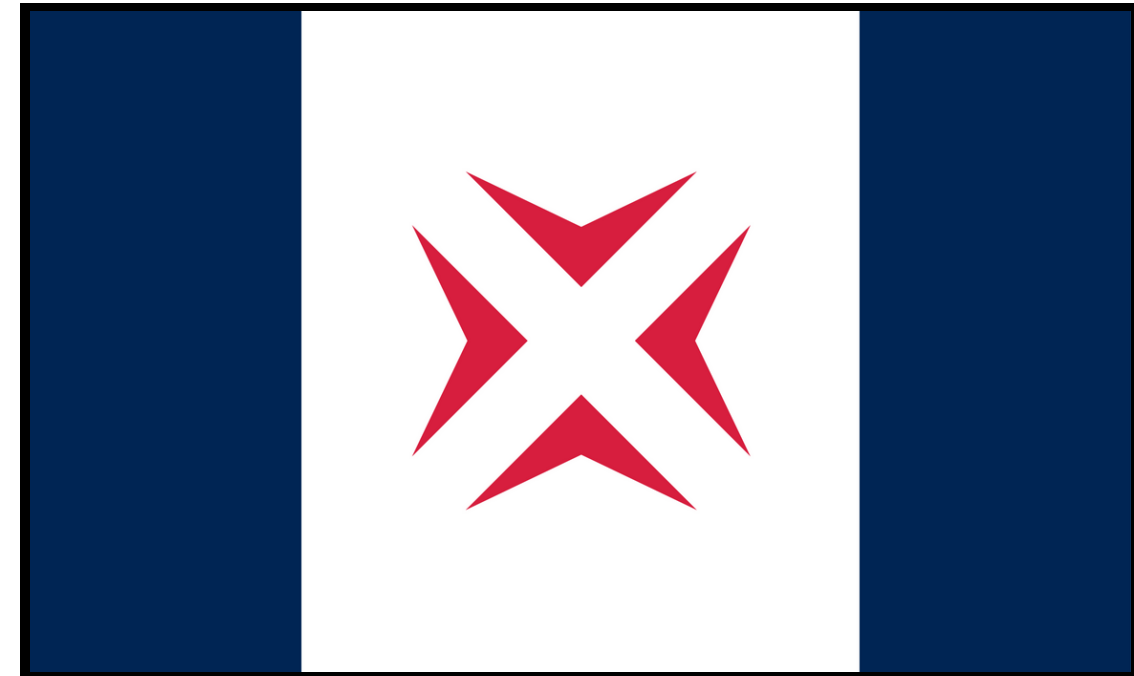
EXTRAS

Parks Facility Logos (not finalized)



BEFORE AND AFTER

Side-by-side comparison



Proposed City Flag

BEFORE AND AFTER

Side-by-side comparison



Proposed City Seal

CITY SEAL

Multi-Color Variations



CITY SEAL

Single Color Versions



OUR BRAND

Other Symbology



Golden Redhorse Sucker Fish



Red Azalea

OUR BRAND

Community Brand Promise

Nixa is a place people love to come home to.
Whoever you are, you can find your place in Nixa.

OUR BRAND

Organizational Brand Promise

Our municipal government is committed to enhancing quality of life for all our neighbors by providing exceptional, reliable, and innovative public services which facilitate forward progress.

MARKETING OUR BRAND

Potential Marketing Campaigns

Find your place.

MARKETING OUR BRAND

Potential Marketing Campaigns

Let's multiply your business
by the power of Nixa.

MARKETING OUR BRAND

Potential Marketing Campaigns

From suckers to success stories.



[NIXA.COM](https://nixa.com)

