



CITY OF JOHN DAY
BRAND REDESIGN
PRESENTATION

OCTOBER 2019

WHAT IS A LOGO/BRAND?

- A combination of differentiating attributes that connect on an emotional level with desired customers.
- A collection of cues - visual, verbal and experiential - that create an impression in the minds of those who come into contact with it.
- A visual summation of the “identity”
- Something that the person who experiences the brand comes away a fan, and passes that information on to others. Ultimately, it is the brand, not the actual end goal, that people initially buy and connect to.

WHAT *ISN'T* A LOGO/BRAND?

Your logo is just ***one*** of your many marketing tools. It is meant to be the initial phase of communicating who you are to the people who don't know you. However, successful logos do not attempt to do jobs they aren't meant to do. For example, a logo is not:

- a key message
- an illustration
- a literal representation of your product or organization
- a mission statement
- the *only way* of communicating with your target

CITY of JOHN DAY REBRAND GOALS

Our target audience for our brand is:

- Potential residents (young families)
- Recreation seekers
- Potential new business
- Potential investors

CITY of JOHN DAY REBRAND GOALS

In rebranding John Day, we wanted our brand to communicate (to people who don't know us) that John Day is:

- A thriving Eastern Oregon community
- Forward-thinking and sustainable
- A place for adventure-seekers and outdoor-lovers
- A place for young commuter families
- A place for new businesses (especially service, hospitality, and tech)
- A place where you can enjoy the rural beauty while still accessing the amenities of a more urban environment.

WHERE WE WERE

This is the original John Day brand.



WHERE WE ARE NOW!

After months of discovery, design, and discussion, we present: the new City of John Day brand.

This logo reflects the city's adventurous, forward-thinking personality, without becoming too "tech-y" or modern. It focuses on the natural beauty of the John Day area, with a "humanist" treatment and type style that keeps it relevant and, above all, friendly and accessible.



CITY OF
JOHN DAY

A LITTLE VISUAL AID

Sometimes it helps to envision how a logo will live “in the wild.”



HELPFUL DISCUSSION QUESTIONS

- Does this feel “like John Day”?
- What does this make you think of?
- How does this logo make you feel?
- Does it feel like this logo will appeal to your target audience?
- Do you think this logo would give an outsider a good sense of who John Day is?

It is helpful to always frame your discussion in terms of the *target* audience. Design (and even marketing) are personal and emotional – it is often difficult to separate *what you like* from *what will work*.