

Branding Comes to the City

THE BACKGROUND ON BRANDING

During their biannual retreat of 2008, the Mayor and Council developed their 10-year vision of Rockville, and identified specific priorities to pursue over the subsequent two years. One of the vision priorities for 2008-10 associated with "Economic Development and Sustainability" was to develop and implement a community branding campaign.

Marketing consultants Return On Investment (ROI) and Community Retail Catalysts were hired in 2009, and have worked for roughly seven months to research and develop possible brands, create logos and taglines and develop a strategy to brand Rockville.

David Nellis, of ROI states, "Cities and counties and small towns are all in competition with each other, not just for economic development but also for sustainability, to hold onto businesses and residents they already have," which makes the case why branding is so important in marketing our community.

The City has used the following logo and the City seal as branding elements in the past. These images are:



Share your opinion on the three logos and taglines below or at www.rockvillemd.gov/branding.

What Do You Think? Give Your Opinion on Branding

The Mayor and Council are seeking community input on three logos and taglines to be used as part of the new community brand.

A community brand is a collection of perceptions among residents, business owners and visitors. It is the way that people think and feel about the community as a whole.

A brand is not a logo, a tagline, or the two together. Name and symbol recognition do not make the brand, they represent the brand—the thoughts and feelings of people about the community.

Three logos and taglines were developed by consultants after months of research and development:

- **"The World Class City That Feels Like Home"**

This tagline exemplifies Rockville as a leading small city that has held on to the intimate physical and social characteristics that give it a true, hometown look, feel and appeal.

- **"Find The Good Life In A Great City"**

This tagline was developed to invite people to come

to Rockville to investigate and discover how the good life can be found in a city with great physical, environmental and cultural offerings, and access to Washington, D.C.

- **"Get Into It"**

The phrase "Get into it" is both an invitation and a recommendation to find out more about the City and encourages exploration of what Rockville has to offer.

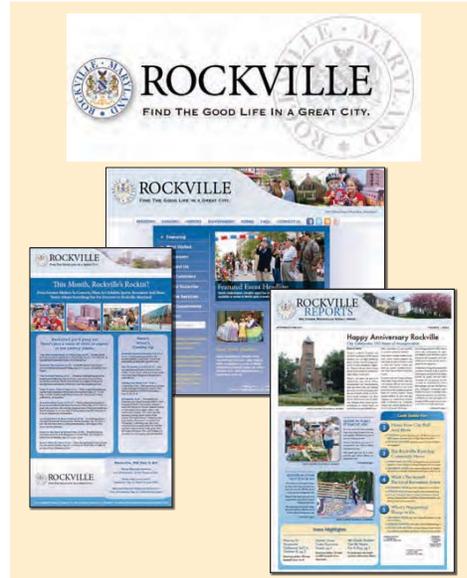
The Mayor and Council will work with the consultant, using your feedback, to de-

velop, select and implement the final community brand.

Please consider commenting on the three potential logos and taglines along with how, when and where you think Rockville should use the brand. To submit your opinions:

- visit the City's website at www.rockvillemd.gov/branding;
- e-mail pio@rockvillemd.gov;
- mail the form below; or
- Visit City Hall, 111 Maryland Ave., to complete a comment card. RR

The boxes below feature three possible logos and taglines and examples of City materials that have been rebranded. The Mayor and Council are seeking feedback from the community. (See form below to submit your comments.)



Share Your Feedback

The Mayor and Council are seeking feedback from the community on the three logos and taglines. To submit your comments visit www.rockvillemd.gov/branding, e-mail pio@rockvillemd.gov, mail or drop off written comments to the Communication Division, City of Rockville, 111 Maryland Ave. Rockville, MD 20850.

Comments: _____

How do you think Rockville should use the brand? _____

Name (optional): _____

Phone # and/or E-mail Address (optional): _____

