

SUBMISSION DATETIME	SEND US YOUR COMMENTS ABOUT THE PROPOSED LOGOS AND TAGLINES FOR ROCKVILLE.	HOW DO YOU THINK ROCKVILLE SHOULD IMPLEMENT THE BRAND?	NAME:	COMMENT RECEIVED FROM:
10/30/2010 19:03	I like the middle one. The top is too serious and the bottom is too light-hearted. I feel like the middle best represents our community.			online form
10/30/2010 19:18	I like "Find the Good Life in a Great City" but I wish the actual logo was a bit more interesting; it's a little boring and looks too much like a municipality and less like a lifestyle (which is where you are going with the logo itself).	Put signage up with that logo throughout the city. I know signage, but maybe the city might be able to get away with it. Of you can have a very crazily dressed person swing it around and around in different areas of the city - that would be much better	Rachel Carr	online form
10/30/2010 21:08	vote for #1 <input type="checkbox"/> The World Class City That Feels Like Home <input type="checkbox"/>			online form
10/31/2010 10:22	Each of these is unimaginative and non-inspirational. I hope that a city with as much talent as Rockville can come up with something better. Some of the ideas proffered on Rockville Central are significantly better.		Jason Anthony	online form
11/1/2010 14:49	I think the R logo is the best, but the "Get Into It" is poor grammar and inappropriate for a city tagline. I do like a part of the one of the other suggested tagline. I would like to recommend the following: "A Good Life in a Great City"	Depends on how its implemented. This should be a low budget investment-we have many other priorities.	Mary Caroline Colletti	online form
11/1/2010 16:44	Consider keeping the Rockville seal. Typography in the top is awkward with hints of gothic faces. Like World Class City that Feels Like Home, but also like Find the Good Life. Perhaps consider "Find the Good Life in a World Class City" or "The good life,		Andrew Gordon	online form
11/2/2010 16:20	To whom it may concern:  "Three logos and taglines were developed by consultants after months of research and development"  Is that so? This is a pretty outrageous waste of taxpayer dollars. How much were these consultants paid for work that could have be		Adam Zimmerman	online form
11/2/2010 17:02	These three possibilities are all astonishingly unimaginative and portray nothing that is distinctive about Rockville. How much was the consultant who delivered these paid? The city should demand its money back.	See <a href="http://rockvillecentral.com/2010/10/about-the-rockville-brand.html/">http://rockvillecentral.com/2010/10/about-the-rockville-brand.html/</a> for an excellent tagline suggestion: "World Class Hometown". The writer does not offer a logo idea, but since the best known Rockville landmark is the red brick courthouse tower -- wh	Ralph Buglass	online form
11/3/2010 9:48	I like "find the good life in a great city" but I like the "R" logo in the red and blue colors			online form

11/3/2010 9:59	I prefer the tagline "Find a Good Life in a Great City", but I don't like the City-seal logos that occupy this option. They are difficult to use in materials and publications. I prefer the "R" logo used in the third option (get into it). The "R" logo c			online form
11/3/2010 11:19	I like the third logo the best (the colorful letter "R")with the second tagline. The second logo gives a perception of government oriented and I think Rockville is so much more than the government behind it. The second tagline exemplifies my thoughts aro	Replace logos on web site and other marketing material. Run contests to have people from different groups (age, culture, etc) give examples of how they live the "good life" in Rockville. Award prizes from Rockville businesses to best entries (as judged	Karen Sanders	online form
11/3/2010 11:30	The first one is the best.			online form
11/3/2010 11:39	I like the first logo with the second tag line	Place on all letterhead, Rockville Reports banners, and the web site banner.		online form
11/3/2010 11:40	I like the first one, "like home", but get rid of the cross symbol ... has a Christian feel to it which might offend some?			online form
11/3/2010 12:08	The first one is the best - "the world class city that feels like home." Just wish it was a little more colorful and artistic, like the other two options.			online form
11/3/2010 12:17	I love the "Get Into It" logo and message. The other two logos on top feel old and out of date. The new logo with color feels younger and modern.	Have a festival, put up signs, social marketing on the web, short 30 second youtube video highlighting Rockville, etc.	Matt Webb	online form
11/3/2010 12:40	My favorite are both the logo and tagline of the first one, "The World Class City That Feels Like Home." They remind me most of the new anchor of our city, the town square. Comparing taglines, the first one is head and shoulders better than the other tw	Just start using it. Phase out other branding over time. Please don't spend too much money to launch the new brand. That seems like such a waste.	Jason Bulson	online form
11/3/2010 12:49	I like the first one. We're a city, but it's important at times to have that small-town feel in our neighborhoods. Feeling like "home" is a comforting concept.	Car magnets / Bumper stickers T-shirts, Mugs, Flags On press releases	Cindi Brooks	online form
11/3/2010 13:24	I prefer the second logo with the first tagline, "The World Class City that Feels like Home."	I don't think this the right time to be spending public funds to change a bunch of signs and websites. The City should wait for better economic times and put the funds allocated for this toward areas of greater need.	Jean Roman	online form
11/3/2010 14:23	I like the first on the best. The second one is good because it's familiar with the seal. I don't like anything about the third option.			online form
11/3/2010 15:36	I like the 3rd choice but recommend deleting the words "Get Into It."  I wish the Mayor and Council would have asked the citizens of Rockville for their nominations of logos. We could received free suggestions and more choices.	Use it on all letterheads and documents.	Brigitta Mullican	online form
11/3/2010 17:18	I vote for option 2			online form

11/3/2010 20:48	I like "The World Class City that Feels Like Home". This is short and sweet, and tells someone who does not know Rockville a huge story with very few words. If I read this somewhere, I would "get into it". I would immediately know what I was buying, vi	Depends which one is implemented. The "R" will need a full educational campaign, as unless one listened to the City Council presentation, the full meaning is not apparent.  I think banners around the city for events, the web page and resident portals, s	Kathleen Conway	online form
11/3/2010 23:47	I like the second logo best. I like the stamps and the logo itself, what it reads. it is really a great city.	I like the format of the word Rockville from the first logo better. I definitely do not like the colorful blue/red colors from the 3rd one. I think the brand should be more formal, so not colorful.		online form
11/4/2010 7:23	I like the first logo best, but all of the slogans are cheesy. I propose: "Rockville: Sorry there's no more free library parking, we spent all your tax money hiring consultants to draw this logo."	Stop wasting tax dollars on this. A new "brand" is a luxury for the city, and we should be focusing the budget on more important things right now.	Michael Steele	online form
11/4/2010 8:42	"World Class..."= Boring "Find the good..."= way too busy "Get into..."= the best so far but JUST needs some re-work on the Big R... Maybe even something different... Too easy a desin/cookie cutter Maybe a Large "R" with a figure slidindg down the Desc		Hal Sadler	online form
11/4/2010 13:55	I like option #2 because it doesn't limit someone to living in Rockville, which is implied with the tagline...feels like home. plus, the second optoin incorporates the current city logo, which makes a lot of sense.		Laura Van Eperen	online form
11/4/2010 15:29	I like the first one -it shows that Rockville really is special city. I think the second one is OK, but isn't as on target as the first one. I think the third one isn't as good as the other two -it puts the burden on the reader, telling him or her to DO	The logo should be shown at the beginning and the ending of any local broadcast on the Rockville Channel. Additionally, any flyers at any festivals should have this logo at the bottom of the page.	Thomas Lynch	online form
11/5/2010 11:46	The "Get Into It" logo would be best, if you were to choose any of the given logos. Something about it just seems hip, and being so close to DC it would bring young families out here to grow and prosper in our city.	The best way to implement the brand would maybe be to create a commercial and broadcast it on the local channels, not just Channel 11.		online form
11/5/2010 17:17	The line "Get Into It" has the good attribute of being brief. Unfortunately, I haven't any idea what it means and I have lived in Rockville nearly 40 years. If it has to be explained to me it is of little good. I originally thought "The World Class City T	Placing it on posters as people cross the the city's boundaries and every time a publication concerning the city goes out.	Walter Teleseetsky	online form
11/5/2010 20:19	I prefer <input type="checkbox"/> The World Class City That Feels Like Home"			online form
11/5/2010 21:21	Thank you for asking for feedback about the possible brands. I overwhelmingly prefer #1; in fact, I would use #1, or not use any at all. I live in Rockville because it is a world class city that feels like home. It feels like a Hometown (as we like to	Rockville should include it on letterhead and signs, etc. It doesn't need to do anything else. Rockville sells itself by being what it is.		online form

11/6/2010 10:27	"The World Class City that Feels Like Home" is the best.		Fran	online form
11/6/2010 17:04	I have an alternative proposition for a tagline:  "Rockville - take it and live it"		Alexey Gorokhov	online form
11/6/2010 18:10	We prefer the tag line of Rockville The World Class City That Feels Like Home. We have traveled to many other cities in the world and few have the amenities and yet the small-town flavor that Rockville has.	Obviously, the website. But also advertise it on buses and other places where the public can see it.		online form
11/6/2010 22:54	The city does not need a "brand". You really spent \$75,000 for this?	It shouldn't.		online form
11/7/2010 11:19	I like "Get Into It". It's different and bold.			online form
11/7/2010 12:17	The 3rd option, if modified, is the most attractive - "City of Rockville/Get into it". The logo "R" should not be used. I feel like it does not represent the city, at best it seems to represent a commercial enterprise (i.e. a car dealership). I believe t	The brand should be consistently used in all places (documents, rockville report, city vehicles, etc.).	Onkal (Duke) Guzey, AIA	online form
11/7/2010 16:49	Get into it is a colorful invitation to the City of Rockville. I like it most.	I Like the "Get Into It" The phrase <input type="checkbox"/> Get into it <input type="checkbox"/> is both an invitation and a recommendation to find out more about the City and encourages exploration of what Rockville has to offer.		online form
11/7/2010 18:26	I like none of the options. The first one is much too long. The second logo sounds like an ad for a senior citizen village. The third one is too short and says nothing.  I'd like something that includes the word "hometown" in it. Perhaps even "hometown		Madeline Guzman	online form
11/8/2010 10:57	All three typefaces are ok, but I prefer the middle one in the display. It is a good idea to have a uniform approach to graphics on the website and publications. However, I do think that the taglines sound trivial and forced. I doubt that anyone would	As noted previously, I think the whole concept for a city is rather silly.		online form
11/8/2010 11:08	I like the first layout & message very much but I prefer the typefaces that you used in the second proposal, more interesting fonts. The last choice does not reflect a city that has been in existence for 150 years. There is no respect for the city's histo	Make more of a presence in ads for Maryland tourism. Let the country know that there are other cities in MD besides Annapolis and Baltimore.	Paula Clancy	online form
11/8/2010 15:28	World class city is most elegant and represents us the best.			online form
11/8/2010 16:45	I like the 2nd logo and tagline best. Showing the crest makes the city look well-established.			online form
11/9/2010 2:05	i like this on best: Find The Good Life In A Great City (the second one). The first one is a line, the last one looks like a logo of a realtor, not a community.	Web site, mailing, promotional material.	Rutie Eckdish	online form

11/9/2010 16:03	As a trademark attorney for my entire professional career, as well as a Rockville resident for 10 years (raised in Potomac and currently residing in North Potomac), I would tend to agree with the consulting group. It is a clean, crisp logo with a solid m	I think repetition is a solid way to promote the city - akin to the CITY OF ROCKVILLE signs I see all around that contain the German sister city's name. Repetition sticks in the consumer's mind, and it shows that the city cares about itself.	Andy Spivak	online form
11/9/2010 22:37	My favorites in this order: 1) Get into it 2) Good life in a great city 3) Feels like home	Implement across all media.		online form
11/10/2010 11:14	I prefer the Rockville logos of the second branding "Find the Good Life..." but like the tagline "The World Class city that feels like home."	Use for local papers, flags, events and on any memorabilia re: Rockville. Post on signs along Rockville Pike.	Sharon Germann	online form
11/10/2010 12:28	What's with the little crosses all over the place?	How about having a sister city besides the one in Germany?!? That's what I'd most like to see on the signs!	Ashira Malka	online form
11/10/2010 16:31	I really like the last image and branding, "Get Into It", I think it's very hip as is the logo. The other images are a bit typical, that one stands out.	On every street corner	Julie O.	online form
11/10/2010 17:52	Rockville Find the Good Life in a great city	with class and understatement. The city speaks for itself	the Kilner Family	online form
11/11/2010 7:44	Of the three only "the world class city that feels like home" works for me. I like maintaining the seal in logo as it both preserves a connection to our history and gives an image that is both dignified and official.  "Get in to it" is both too casual an	The first one gives off the traditional brand image for Rockville of "big city amenities with a small town feel" and fits in the "hometown for the holidays" and other events that play on this theme.	Jose Porro	online form
11/11/2010 13:27	I like the type face of the first logo. I prefer the phrase "Find the Good..." in the second choice. The first choice phrase "The World Class..." sounds forced to me. I prefer not to have the seal of the city in the logo.	Overall, I can't see the need for branding and the expense to change logos throughout the city and elsewhere at a time we are facing budgetary difficulties in city, state, federal, personal commitments.	Kathy Oehl	online form
11/11/2010 14:10	" The world class city that feels like a home" gets my vote. Go to any public spot, listen and watch, people of all races speaking in all languages, feeling good, getting along, making the world a smaller place. That is rockville.		amy	online form
11/11/2010 14:48	The first one is much superior, so welcoming. The consultants knew what they were doing.	That welcoming tagline should not only appear on any literature representing the city, but it also should accompany any ads for Rockville town events. It should appear on banners at the events.	Joyce Lipman	online form
11/11/2010 16:22	My favorite logo is "Find The Good Life In A Great City".			online form
11/11/2010 21:15	I do not like any of the taglines. They are too hokey. I would just use the Rockville Crest used in the first 2 examples. The third logo does not fit and would not be recognized in relation to Rockville.		Joy Stern	online form

11/12/2010 9:31	I think the Rockville image associated with the "world class city" tag line is the better image. However, the "good life" tag line is more appropriately associated with Rockville.	The branding should appear on signs when you enter the city, it should also appear on correspondence and bills from the city of rockville.	Stephen Ravas	online form
11/13/2010 7:51	None is ideal. The first is unwieldy and pompous. The second is acceptable, but not inspired. The third is definitely a no go. "Get into it?" Get into what?? When I read this to my husband he looked puzzled, then said, "Oh, because Rockville is hard to ge	I have no idea. Surely if the city is spending money on branding, you already have an idea of how you plant implement it?	Rachel Shaw	online form
11/13/2010 13:31	I vote for <input type="checkbox"/> The World Class City That Feels Like Home <input type="checkbox"/> Rockville has ruined much of the small town feel that was here when I moved in 1967 by destroying the charming downtown and building the Mall and then making things worse by tearing it up again and st		John McKee	online form
11/14/2010 10:57	Either of the first two possibilities would be good. The blue and red logo is not all attractive and the tag line is meaningless.		Dolores WALLace	online form
11/14/2010 14:03	The first tagline may be a good idea but is too long. The second could be improved by shortening it to "The Good Life in a Great City." It's simpler and a balanced phrase. And I prefer a modified version of the second logo because it says where Rockville i	Signage; buttons; car magnets; gift cards good at any Rockville business	Karen Carp	online form
11/14/2010 16:54	Find the good life in a great city looks good tone: official, well off, warm, emoting security and safety, and professionalism.	In signs, announcements, newspaper and TV ads and communiques, in park and building signs, as well as in stickers and posters.		online form
11/14/2010 19:09	i think the logos with the Calvert cross are too religious. I prefer the middle logo: ("Get into it")			online form
11/15/2010 23:50	I try to be objective, but it is hard to accept any of these ideas. I think the City should ask for its' money back or send these people back for more ideas. In addition, someone needs to tell the consultant his act is tiring, to tone it down and present			online form
11/16/2010 16:58	I don't really like any of them. I'd say the "Find the Good Life..." is the best tagline, but I like the first logo the best.	Think creatively. Go beyond a press release and new letterhead, etc. Perhaps have a community-wide event. Or unveal it at an already popular event like the Memorial Day celebration.	Rachel Rush	online form
11/16/2010 21:41	The first Logo is my option because its what I feel represents Rockville.	Website, Brochures, Sign's, Adds, a mayor event inviting rockville residents ans others, Community ads and brochures, Road signs, etc.	Fernando	online form
11/16/2010 23:21	Rockville is a great place, but is not a "world class city." Sounds like it's trying to compete with the Londons, Tokyos and New Yorks of the world. It's ridiculous. The second slogan is bland, but it might be growing on me. The third slogan is something	Any branding rollout should be integrated with the recommendations of the Communications Task Force.	Sean Carr (member, Communications Task Force)	online form

11/17/2010 11:40	NONE of the Above. Take this back to the drawing board. I am sorry to say that this was really a waste of money and time. These are bland, homogenized and say nothing about what makes this wonderful city unique. This could be any place. These folks did	It should not be adopted, used, implemented. It would be a be very big mistake to "implement" this. Convene a focus group of citizens and have Brad Rourke chair it.	Sima Osdoby	online form
11/17/2010 13:07	I believe you should avoid a long tag line. That said, the only short one is "Get Into It". But I think that one is not quite right. Why try and shorten the others to "Good Life. Great City." or "A World Class Home"		Jonathan Haber	online form
11/17/2010 16:13	I really like the first tagline, "A World Class City That Feels Like Home". As a military family, we have moved around a lot over the past 12 years. When we moved to Rockville (stationed in DC) this past Summer, that's exactly how I described it. - It	I think it should be used in tv ads, recommending local businesses and communities so that everyone in the area can come see what the R-ville has to offer!	Christina P.	online form
11/17/2010 16:52	I really, really like -- City of Rockville Get Into It  In my opinion, the phrase invites people to get involved in the community as well as visiting the City/Downtown. Also the coloring, red, white & blue are very sharp!	On the home page of the website. Front page of the newsletter. Have bumper stickers & tee shirts printed.	Colleen Winters	online form
11/17/2010 20:27	<input type="checkbox"/> The World Class City That Feels Like Home <input type="checkbox"/> ... by far the best, it typifies Rockville, whereas the other two are more 'aspirational'. The logo is also clean, elegant and won't date.	For starters, I'd launch it with a 'splash'... street pole banners in the town centre area, and on the 355. Then obviously role it out to all collateral material, stationery and signage. Maybe play off the word 'world' and bring it to Rockville as part of	Stacey Maud	online form
11/17/2010 21:18	I suggest you go with the following: <input type="checkbox"/> The World Class City That Feels Like Home <input type="checkbox"/> We need to promote Rockville, but also the proximity to Washington, DC.	It needs to be implemented as a great compliment to coming to DC. Rockville, in and of itself is obviously not a destination. All resources to making this happen need to be online. This is the digital age!	Paul Reynolds	online form
11/17/2010 21:44	I like the "find the good life in a great city" branding option. i don't see it here on the website, but looking at the options in the most recent Rockville Reports, i like the look of this option the best.		skye chacon	online form
11/18/2010 7:17	"The World Class City..." is not bad. It does capture, for me, a distinction that I think many of us in Rockville feel. "Find the Good Life..." is just trivial, any-wheresville. It's so generic as to be useless, in my opinion. "Get Into It" is just sil	Attracting meetings/conventions/tradeshows; attractive business development; real estate; tourism.	Jeff Schloss	online form
11/18/2010 12:44	In my opinion, I think the tagline Get Into It is by far the best; however, I like the city seal outlined red circle published in Rockville Reports far better than the Square R logo which looks like a real estate logo. I would take the seal from the firs	I think the brand should be used on Rockville Reports, Rockville websites, signs, Hometown Holiday events, etc.		online form

11/18/2010 15:41	For visual design, I like design #3 (showing the red and blue R). I think the design is more up to date than the others and the R would be easily recognizable on many different things.  As for tag lines, I like #2 with one important change: remove the wo	Seems it should appear on all published pieces: web site, newsletters, etc.	Susan OShaughnessy	online form
11/19/2010 10:17	Like "The World Class City that Feels Like Home" best.	Is it needed?! First reaction is that it's a waste of money.	Susan	online form
11/19/2010 10:27	Vote for City of Rockville Get Into It			online form
11/19/2010 14:27	What an absolute waste of taxpaers' money. Months of research? At what cost? Aren't there more important things the city council should spend its money on? You should all be ashamed of yourselves			online form
11/19/2010 14:43	A tagline helps unify all the key messages --- what are they? It's hard to select a logo and corresponding tagline w/out knowing this. I did read the positioning statement.	First of all, the logo, once decided upon should appear on all print, collateral material and websites/enewsletters, etc. inclusive of stationery, mastheads, brochures, etc. Perhaps an unveiling of sorts is in order --- and should be heavily publicized	Nanci Wechsler	online form
11/19/2010 19:54	None of the above. Try again.			online form
11/21/2010 12:08	Change "The World Class City that Feels Like Home" to "World Class City and Our Home" We live here, it is home, not just feels like it. "Get Into It" sounds like a shoe brand, although its associated logo is the most fun of the three brands. I would reco	Not spend anymore money than absolutly necessary.	Jan Wilson	online form
11/21/2010 16:20	Our family unanimously prefers the tagline, "The World Class City . . . Feels like Home." We love this city and have made it our home since the 1950's and 1960's. We aren't 100% sold on the adjective "world class", however. To us, it sounds a little o	Not sure, as I'm not sure what ways are being utilized at this time.		online form
11/21/2010 16:35	Planeta Guia convida você, a sua empresa a acessar www.planetaguia.com.br e fazer o seu anuncio gratuitamente, estamos precisando de conteudo, na adesão voce ganha uma loja virtual, vamos povoar este mundo, Planeta Guia seu Bairro seu Mundo, o mais novo p	Planeta Guia convida você, a sua empresa a acessar www.planetaguia.com.br e fazer o seu anuncio gratuitamente, estamos precisando de conteudo, na adesão voce ganha uma loja virtual, vamos povoar este mundo, Planeta Guia seu Bairro seu Mundo, o mais novo p	contato@planetaguia.com.br	online form
11/21/2010 22:43	I like #2 - "Find The Good Life In A Great City" I like that it mentions Maryland. The first is a little plain and the last looks too much like a modern product logo, not a city logo.	Use it in all websites, letterhead and in the Rockville Reports newsletter.		online form
11/22/2010 15:57	I have read the literature mailed to me about this and cannot understand why we are spending precious resources on this during these difficult economic times. City government needs to address the many crucial issues facing us and stand up for the interest			online form

11/23/2010 9:07	None of these "tag lines" express what it's like to live in Rockville at all, they just sound like ads for retirement communities. Do we really need a tag line?	I think we should just let our name carry us. Bethesda does not have a silly tag line, and people are happy to flock to it (or if it does have one, I have to admit I've never heard it).	Deborah Landau	online form
11/24/2010 12:46	none of the above	get your money back		online form
11/24/2010 20:12	I love the third logo .... it is so fresh looking compared to city seals, etc. However, I like the tagline "The World Class City That Feels Like Home" best. I probably wasn't supposed to "mix and match", but that's my feedback. ave to		Rhea Jacobson	online form
11/26/2010 18:39	The tagline- Find the Good Life In A Great City is a nice one, but the graphics associated with it looks very dated. The graphics on the last one "Get Into It" are much better but still leave a lot to be desired. We need something that is contemporary and	All official vehicles (except the Police) should have the new logo design and motto. It should be on all signage, too. The old red and blue signs need to come down! They are very ugly.	Keith Allen	online form
11/27/2010 11:45	Hi. The first logo and tag line are good. The font is growing on me...has a medieval feel to it. The phrase "world class" though is a slippery term for me in that it begs the question of what standards are being used? Feels overreaching a bit.  I like	At public events, marketing materials, official literature, on any TV programming, print media, etc.	Fred Nassauer	online form
11/28/2010 11:39	The third one "Get Into It" is the only one that strikes me as fresh and intriguing. The first two are fine but could be about any place anywhere. If our city adopts the third, by that very act it becomes a place to "Get Into"!		Tim Walton	online form
11/29/2010 6:49	Stick to just the City sheild and change the color of the City vehicles to the street sign blue			online form
11/29/2010 7:01	Of the three, "Find The Good Life In A Great City", is my preference. Honestly, in a period when citizen services are frozen, or even shrinking, is there no project or program that could benefit from the money that would be spent on this?	Wait until services have returned to prerecession level and when City services are expanding to implement this branding program.		online form
11/29/2010 7:19	I most prefer the log and tag line of the World Class City. It is professional and appealing. I could live with the good life in a great city, but doesn't make me feel proud like the World Class City. I do not like "get Into It" at all. It sounds imma	On vehicles, letterhead, etc. I think the businesses in Rockville would be proud to promote it.		online form
11/29/2010 7:56	"Find the good life in a great city": sounds like a promo for a retirement home or gated community. "Rockville- get in to it" sounds like the title to a 1970's album/ or an invite to purchase a Vega or Pinto- very dated, and not very freindly.	I like the world class city "logo" very up to date, busines & resident freindly- I would make the red cross bigger	Bob Brewer	online form
11/29/2010 8:13	"My Home Town" or "Home Sweet Home "			online form
11/29/2010 8:42	I like the LOGO/lettering for the "get into it", but not the phrase. I would select the World Class City that Feels like Home: but wonder, does it only feel like home, or is it home... ???			online form

11/29/2010 9:10	Not crazy about any of them. Something lacking in all of them, not sure what though? If I had to choose one I would pick the 2nd one. The 1st one sounds "fake", firstly because most people know Rockville is NOT a world class City, so basically it's a lie		Jeff Hawkins	online form
11/29/2010 9:20		In my opinion this is a complete waste of time and City funds. The City is not replacing its staff in an effort to save money. The employees are not receiving raises in an effort to save money. So why in the world is this process taking place?		online form
11/29/2010 9:26	All three brands are great; very appropriate. The "Get into It" seems youthful, which has its benefits.  I like all three and would be happy with any of them. On the margin, I prefer the first one, "The World Class City that Feels Like Home". I know we	I think I would have some ideas about implementing a "logo" but the brand vs logo discussion has me a bit confused. Somehow the brand has to be shared or publically displayed for the community to hear about it. I would think that is best done through cons	Pat Ryan	online form
11/29/2010 9:36	I like the first two logos but really dislike the third. My favorite is the second logo.	New signage?		online form
11/29/2010 9:58	The tag lines are okay. However, I think that when people look at the seal, they 'see' the county. I like the red fleur de lis in the blue line.			online form
11/29/2010 9:59	I like the font of option 1 but the tagline of option 2. Option 3 is trying too hard to recreate an image and I think it is too strong and too widely used of an image to replace.	Step one could be to replace signs, and images on all external communications (web, etc). Step two could be teaching staff how to creatively work tagline and theme into their work. For example I could write about the skate park and say things like "local	Jon McLaren	online form
11/29/2010 10:07	I'm not crazy about any of the three, but the third one "Get Into It" is the best in my opinion. I like the "R" and it is a little more more interesting and less "stuffY" than the other two.	If it's going to have any impact, it needs to be a coordinated effort with a big splash. For example Giant Food, Capital One and others kept their new look under wraps until they were ready for a big roll-out with new signage at all stores, printed mate		online form
11/29/2010 10:17	Don't think the first two are enough. Like the idea of #3, but don't care for the logo.	Rockville is not just a place to live, it is important as a business community and it's closeness to DC that really make it important.		online form
11/29/2010 10:20	Please remember the large number of newcomers to the DC area. The second option ("Find the good life") is the only one that applies to us, as Rockville does not "Feel like home." The phrase "Get Into It" is far too colloquial to be understood by all, an		Martha McClelland	online form
11/29/2010 10:32	To me, a "brand" is an instantly recognizable symbol, not unlike a logo. The red/white/blue "R" is the best fit as I see it. With proper exposure, that symbol will be easily recognizable as "Rockville" and can easily be included in advertizing for busines			online form
11/29/2010 11:07	I like the "world class city that feels like home"			online form

11/29/2010 12:31	I like the message - Find the Good Life in a Great City. I feel the "world Class" is a bit much. This tag line says it all but not too much.	I think they should pick one and then wait until there is less financial hardship on its residents.		online form
11/29/2010 14:53	#1			online form
11/29/2010 15:22	First two tag lines are too long, third too short. I like a combination such as "Get Into The Good Life" or "Find The Good Life".			online form
11/29/2010 16:46	I like the "Find the Good Life in a Great City" tag line. The "World class city" seems a bit exaggerated and the "get into it" is not meaningful enough without some explanation	It should be integrated into all published materials and signage and letterhead.	Jennifer Young	online form
11/29/2010 17:40	I do not like the tag lines...I do not think that speak of the future..The future sounds to me like..Rockville a Global City...or lie, play, enjoy it. I like the design of the third option without the R...perhaps the O could be the city seal	we should use all type of media as well as making of this a big deal. we need to create a commercial that represent Rockville and the opportunities in the city.		online form
11/30/2010 8:15	"Not just a great city~ but a wonderful community "	your tags come across as having too much "sell" in them		online form
11/30/2010 11:55	I like the world class tag line but I also like using the city seal so perhaps the two could be combined in some way. I'm not sure of the significance of the little red cross and how people would react to it.	Every piece of information coming out of the City should include the tag line and logo-- even the simplest flyer.	Sarah Gicale	online form
11/30/2010 14:02	I like the "get into it" one. New colors, fresh new look. It will catch people's attention.	Put on all correspondence with the public and some signs around the city	Ilene Lish	online form
11/30/2010 14:31	It is my opinion that the City could be using the limited amount of funds available in better ways than with consultants and branding. As everyone in the region is feeling the crunch of budget deficits and shortcomings I think that resources used for this	The City should put on hold this project until such time as departments and services are more closely aligned with the needs of the citizenry and business. At a time when spending should be done out of necessity I think it reflects poorly to re-brand an		online form
12/1/2010 13:50	I prefer the "Get Into It" tagline, because it inspires action. Residents and staff should DO something... become more civically involved, lose weight, go to restaurants (of course not necessarily in that order). I think some of the focus has been to fix	Of course the City's Website, printed materials, TV channel etc. Although I think something like "Get Into It" can become its own saying - Rockville's Rock Climbing Gym, Let's Get Into It! Revamping the Rockville Pike Plan - Get Into It!		online form
12/1/2010 17:19	I like the font in the "Get Into It" logo best, but I like the tagline "World class city that feels like home" best.			online form
12/2/2010 15:20	These logos don't follow good design principles. Please don't pick one of these. It will be three steps back for the city. 1) looks like a church logo; old feeling typeface; "r" too heavy/big; 2) is messy and not inspiring; 3) not balanced and too many colors	Don't be blah. Be inspiring. These are blah. I still can't believe that the vendor would even submit to you something like item #2. What a clear mess? Did the city really look at this firm's capability for brand excellence? #2 is not even a logo. It's so		online form
12/2/2010 21:15	I like the second one with the seal of Rockville. It is important to tell where Rockville is located and the tagline is fitting.	Welcome signs to Rockville, signs for bike paths and signs for local attractions.		online form

12/4/2010 12:14	"Find the Good Life in a Great City" The logo is the most visually appealing, and the tagline is the least corny (which isn't saying much because they are all pretty cheesy)	Minimally		online form
12/8/2010	I don't remember if we were supposed to let you know which branding choice we favored, but, mine would be the second. As Helen H said, we'll never get away from the seal and taglines that mention 'World Class' are a mental speed bump for me (and probably others) as it is too objective and we go into analysis mode. 'Great City' is more subjective and easier to absorb.		Larry Eason (Parks Board)	email
	"Find The Good Life in A Great City"	Everywhere and on everything.	Sheila Scher	Senior Center
	I don't like any of them. "World class" in what? Entertainment, housing, culture, restaurants, shopping, I don't think we have any of that in Rockville that is considered "world class".			Senior Center
	I like the first logo best, between #1 and #2		A.D. Ronenburg	Senior Center
	This is a "World Class City that Feels great like Home". I find this Rockville (unknown) is a (unknown) for the (unknown). We (me and my husband found it excellent and enjoyed on our short 5 month visit (unknown) daughter's house.	Try to bring more international people to enjoy them. Every people and worker are all friendly.	Sunanda Roy & Bankinch Roy	Senior Center
	Regret that the city wasted money developing and choosing possible logos-money could have been spent in a better way. Branding is NOT important to me.			Senior Center
	I like the top one. Taglines, I like second one	T-Shirt or cottonbag as a gift? (like LL Bean)		Swim Center
	They should have the "Find the good life in a great city logo with "The world class city that feels like home" tagline.	They should use it on bags, tee shirts, and other promotional items.		Swim Center
	Any use of the City seal looks governmenty and dull. Option 2 (Find the Good Life) is better than I thought. I like the "Get into it" logo best but the tagline isn't great. You should consider some variation on the (good life" tagline...like "City Benefits-Hometown Feel". You could do this with the current "Get Into It" logo and just alter the tagline at the bottom: City of Rockville "R" City Benefits ~(keep the unknown that's already there) Home Town Feel	Everyone-literature, website, Rockville Town Square, etc.	Melinda Kelley	Thomas Farm
	I like "The World Class City that Feels Like Home" logo	On all letterhead, advertising	Sheila Beck	Thomas Farm
	I like the first one			Thomas Farm

	After teaching Design at a local community college in Texas for many years, my first year design students could of done a better job creating a logo. Rockville was duped by the consultant.	Rockville should go back to the consultant and ask for a professionally designed logo and a tagline.		Thomas Farm
	Suggestion: Rockville: Where opportunity and discovery intersect. This tag was created by Ken Fitzgerald and used by Bonnie Fitzgerald and Ali Mirsky as inspiration of the "Spirit of Discovery" public art installation. Rockville has <u>always</u> been a place of opportunity, as evidence from the early pioneer days. It is filled with discovery with its wonderful offerings to its citizens.	How about a logo that embraces the spirit of discovery!	Bonnie Fitzgerald & Ali Mirsky	City Hall Box
	Please start over. These do not represent Rockville.		Citizen	City Hall Box
	Rockville-The Good Life in a Great City--Drop the "find" it makes it a more positive statement. The "R" logo is the most eye catching and the most modern.	City portals/signs, printed materials. The "R" can become very recognizable, the tagline plays well onto/radio.	Jenny Callistein	City Hall Box
	Only the first one "The World Class" etc. comes close. A better, and much cheaper job could be done in house, if staff was fully empowered to "go for it"	On everything, that's why it's important-to do right and why none of these really cut it.	Ann Wallas Ext. 8205	City Hall Box
	First Choice "The World Class City..." Second Choice "Get Into It" (but drop the "R" graphic)	Plaster it everywhere, and incorporate it in all communities possible.	Scott Ullery	City Hall Box
	I like #3			City Hall Box
	Get Into It!			City Hall Box
	None of these fully attracted me. But if I had to choose from the three, I would opt for "World Class City..."	For all City events and advertising.	H. Faulbernes 301-738-5699	City Hall Box
	We paid how much for these uninspired ideas?!			City Hall Box
	There's no money in the budget for logo change.			City Hall Box
	Get into it log but use "The World Class City That Feels like Home" phrase.			City Hall Box
	Something simpler would be better. Needs to be easy to remember. "Celebrate Rockville"			City Hall Box
	None of the brand logos really reflect Rockville; they are all too broad and unknown in relation to the City itself. - Start over	To reflect what the City is and will soon become.		City Hall Box
	I think that the Branding-Find A Good Life in A Great City should be used to let people know that the City takes pride in what it does for the people, City, and the look will give a feel and sense of Authority and power.	The most useful way is to put on City cars in Rockville, Signs-(Welcome to Rockville) and letter heading.	A Rockville Citizen for 15 years my voice will be heard if I see it (no. 2) Remember Power. Good luck with choosing and gets results.	City Hall Box
	"Get into it" looks lie the Ride On Bus logo! Too unknown like Find The Good Life Best			City Hall Box
	I like the "get it now" loo but not the saying, the middle one looks out of date.	To help update the website.		City Hall Box

	"Find the good life" is the best			Nature Center
	The World Class City that feels like home. All the branding options are unknown need more global/unknown approach to attract younger knowledge workers.	Technology, educating global outlook/perspectivbe, diverse		Nature Center
	I prefer #2-Find The Good Life In A Great City	Tourism advertising and encouraging economic growth-small business promotion		Nature Center
	Here's a Better Tagline: Rockville-It's Better Than Gaithersburg!			Nature Center
	The top logo is very appealing to me. It just says "Rockville"		David V. Patterson	Nature Center
	"Find the Good Life in a Great City" feels homey, comfortable yet well-rounded. The World Class one sounds too cosmopolitan, and makes it sound like the parks, etc., aren't part of the area.	On signs, websites, travil information, brochures, ads. Park signs.	Alexandra VonSaunder	Nature Center
	I like the top one, to me, THAT says Rockville. The 2nd 1 seems too much like advertising for a home. The 3rd 1 just looks way too commercial.			Nature Center
	Go w/ "The World Class City..."			Nature Center
	Since when is a City seal a logo? If yo are trying to brand government then a seal works. I thought the logo was branding the City or community and not government.	I don't	J. Parks	Nature Center
	I like #1 "The World Class City that feels like home" Most suitable for the City and visually appealing	Promotions, Website, letter head	Diane Downey 240-350-7530	Twinbrook
	"Get into it" is going to unknown its off really quickly. It is immature. Please don't pick it. I really like "Find the good life in a great City". The World Class feels impersonal.	I don't know	Veronica Greenwell 301-586-7706	Twinbrook
	Rockville needs a log that will make people feel at home no matter where they came from. The new logo should always welcome new and old people.	Rockville "The World Class City that feels like Home"	Desmonaye T. Brown	Twinbrook
	I like "Good Life" in a geat City-but-I like Rockville in bolder letters and onley one seal.	To promote business andmake residents proud to live here.		Twinbrook
	The third option seems best...but it's obviously depending on your audience.	Town Center, brochures, tourist guide, affiliated buildings	Ben Hersh	Twinbrook
	I like the "World Class City That Feels Like Home"	Website, newspaper, meter stop ads, banners		Twinbrook
	I think less is better	"Get into It"		Lincoln Park
	"Get into IT"			Lincoln Park
	I would like the "Get inot it" with the old Rockville seal somewhere on the top of the "e" letter of Rockville unknown as the 2nd choice on the poster "what do you think..."	Nite Access	Eyob Bekele	Lincoln Park

	The world class city that feels like home is the only logo and slogan I would like to represent our City. Also I would change it to "A world class city..."	Local business promotion, the website, City events		Lincoln Park
	I think "The World Class City that Feels like home"	To make people that are move into Rockville feel happy	Josue Mendez	Lincoln Park
	Having grown up in Rockville, NONE of these tag lines or logos capture anything about this great city. We pride ourselves in being the little "big" City and these brands al seem targeted towards corporations. One suggestion I heard was "All we need, in one great place"	To promote pride in our City.	Neal Owens	Lincoln Park
	Huge waste of money in a time of economic downturn	You paid for it you tell us	They are all terrible	WECA w/Rocio
	I am opposed of this idea	Don't use any more money.		WECA w/Rocio
	\$75,000 last, but lets stop it there. I don't like any of them.	Negative already named City to live in enough said	unknown	WECA w/Rocio
	Branding is a foolish idea-we should cut our loss by abandoning the whole		unknown 301-762-7147	WECA w/Rocio
	Like to see a break from the tradional "City Seal" logos and go with something a little more progressive. The square ith the "R" is nice but too generic and needs to be improved on.	On letterhead, media, news, TRC-11 and City vehicles.	Lauri Over	WECA w/Rocio
	I think the tag lines are pathetic, as well as the artowrk. I mean really...one is unknown unknown -available font. Unknown	Other two combine this with copies of the City emblem. My eighth grader could have done better.		WECA w/Rocio
	3 is more modern, keep seal for history keep "get into it"	For a public symbol		Youth Commission
	I believe the first brand and tagline: "The world class City that feels like home" would work best because this is the message we eant to portray, but it also keeps the historical root.	On letterheads, vehicles, website	Teresa Traficante	Youth Commission
	I like the short, sweet, simple-ness of the tag line "Get into it"; however, the image itself isn't very professional	On more of the youth.		Youth Commission
	#3 most modern appeals to youndger crowd (teen to 30) first one has more history to it (I would pick the 1st)	On letters, businesses, etc.	Lindsay Jamieson 301-230-2278	Youth Commission
	Love the seal and logo of #1, tage line not so much. Tag line of #3 easiest to remember. #3 (Get into it) might have more immediate affects but it won't last. Ideal: #1and #3 Hybrid			Youth Commission
	I liked "Find the good life in a great City"	In any advertising such as, the Ride On Buses.	Lois	Rockville Reports
	I prefer Rockville "Find the good life in a great City". But the example of "Get into it" is more readable. Now if only a dog on a leash could ride the bus with its owner, this would be a great City!	On everything about Rockville-schools, utilities, bus, etc.	Frances Purdy	Rockville Reports

	I would lie to see a simple tag line like "A Great Place To Live And Work", "World Class" and "Good Life" are a little over the top. And "Get into it" is a non-starter. What does it mean?	You tell me!	Earl Estelle 301-762-0842	Rockville Reports
	I think this is one of the silliest things Rockville has done. Aren't there any number of worthwhile things that could have been done with the money spent on this nonsense!	Toss it!		Rockville Reports
	My husband and I both prefer the first logo and tagline because Rockville is a world class City and yet feels like home.	On letterheads-in City papers-anywhere anything is written about Rockville.	Al & Bety Jaques	Rockville Reports
	Went to website. Couldn't figure out how to make site large enough to read. Newspaper pix are too small to read. Like reading everything NOT Times Roman Font Time efficient 3 pm 11:15 am/: useless clutter/Nov 8 7 pm 1.,	Possible logo: Discover the City that makes you feel at home	Sharyn Fuchs 301-251-1761	Rockville Reports
	In this economic outlook, how can our City Council consider such an expenditure? That money should be used for a more beneficial and more specific category that improves life in Rockville.	I do not think it should be used in any manner- does not promote anything-very vague. Not appropriate for Rockville.		Rockville Reports
	I don't think any one of the taglines sucessfully captures what Rockville is. "world class" and "good life" are cliches and trite.	"Get into It" shows promise but no block R	Helen Heneghan	Rockville Reports
	"Find the good life in a greaty City" fits fine. I like the layout and design used in your example	As much as possible-whenever possible		Rockville Reports
	I think the whole idea of "Branding" for Rockville is <u>unnecessary-not needed</u> -a total waste of the City's money- <u>our taxes</u> . It is totally <u>unrelated</u> to economic development.	We do not need it!!		Rockville Reports
	Cancel your Biannual Retreat if this is what you come up with-this is <u>not</u> a priority, period. What about the cost of parking in Town Center??	I think Rockville should not use any of these samples. What we already have make sense.		Rockville Reports
	Branding...I really object to the "word" Branding. I wish another term could be used. It reminds me of the calfs we branded (unknown) to insure ownership should we get our forehead branded with RKV. So that we could be recognized as the property of Rockville. I understand the principle but "Branding" it almost hurts to think of this. Your (unknown) must be City people. Incidentally the Pilgrims <u>Branded</u> women with an "A".		Pete Sante 301-424-8059	Rockville Reports

	<p>You want (need) a new logo-fine, but do you really need a "tagline". When I read the article the City of Baltimore immediately came to mind. No local City has struggled more with a "tagline" than Baltimore. In recent years they have tried-Charm City then Baltimore-the city that reads and Baltimore-.Believe.-all quite ridiculous if not moronic. My recommendation is that you forget about straining to come up with a "tagline" at all. If you insist, I predict it will only be around 5-10 years before all realize it's outdated, too simplistic or just dumb. By the way-Did it really take ROI "roughly seven months" to research and develop this stuff? The 1st one is the best logo, but <u>without</u> the second shadow seal (This "tagline" is the best of the 3, but still not good). The 2nd logo simply not as good as the 1st one-this one is not balanced. The 3rd one is the worst tagline-you'll soon be sorry if you select it. The "R" looks very similar to the <u>Realtors</u> symbol (If you don't think the colorful R looks far too similar to the logo for the Realtors Association, check it out).</p>			<p>Rockville Reports</p>
	<p>I prefer the brand that refers to Rockville as a World Class City.</p>		<p>R. A. Ratti 301-762-4782</p>	<p>Rockville Reports</p>
	<p>Definitely <u>NOT</u> "Get Into It" as a tagline-but the font and logo are nice and modern looking. Trying too hard to be hip-seems silly. Overall-if we have to adopt one-I'd go for "Find the Good life"-both the tagline and logo are decent. "Find the Good life..." tagline is best but logo is too busy. Logo/font of other two is better.</p>	<p>Could use on all City communications, advertising, etc. But really I don't think we should spend a lot of money on this-people are already coming to Croyden Creek Town Square, hometown holidays and other City events.</p>		<p>Rockville Reports</p>
	<p>"Find the good life in a great City". I agree Rockville is a great City-but the good life-like "shop Rockville" banners are now false. All of my favorite shopping stores in the new downtown Rockville have closed-only to be replaced with more places to eat. What is wrong? Are the taxes too high-the rents? All I know is that I now shop Bethesda (Bethesda Row) and the Kentlands in Gaithersburg. Downtown Rockville has nothing except the library for me! What a shame. Rockville does have more than young families. Please rethink more "shopping" i.e-"Blue Mercury" unknown Bookstore. Maybe a "Ben Franklin" type store. I want to shop Rockville!</p>			<p>Rockville Reports</p>
	<p>My favorite tagline is #3. But I like the logos for #1 and #2.</p>	<p>Crazy question-Use it in the best way possible</p>	<p>Susan Krause</p>	<p>Rockville Reports</p>
	<p>City of Rockville-Get Into It. I like it and I am 85 years young. It is very hip and modern-exciting and moving. Its Alive!!</p>	<p>Stress the cultural arts-outdoor activities-nite life-educational opportunities-lovely neighborhoods for young new families.</p>	<p>Helen Rathner 301-468-0323</p>	<p>Rockville Reports</p>