



Refreshing the County's brand

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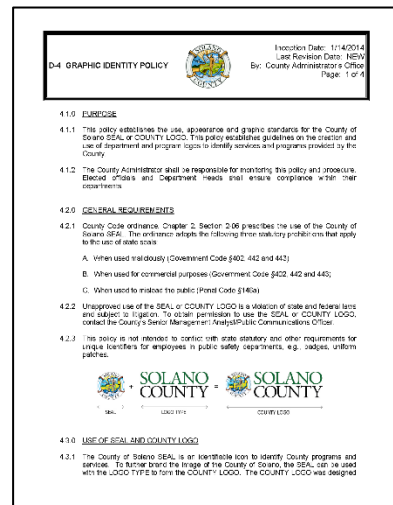
Brief history of County branding standards



Branding Standards Manual (2011)

In March 2011, the County Public Communications Officer developed, published and internally distributed the Branding Standards Manual. The goal of the Branding Standards Manual was to develop a brand standards for the County that is consistent across all communications. The document included:

- Universal Standards for text, photos, typography and layout
- Recommended Guidelines to help set tone and send the right message
- Logo placement, color pallets and templates for deliverables



Graphic Identity Policy (2014)

On January 14, 2014, the Board of Supervisors provided formal direction to staff when they approved the Graphic Identity Policy, formalizing the County's approach to the branding and style of public documents. The document included:

- Guidance on the use and placement of the County Seal / County Logo
- Guidance for departments on the development and use of their program logos
- Guidance for the development of form designs and document layouts



Opportunity to refresh the County's brand

Timing is Key

- Earlier this year, the Board of Supervisors gave direction to staff to proceed with updating the Solano County website platform, **SolanoCounty.com**.
- As the Website Executive Steering Committee works to streamline services, incorporate modern online tools and improve overall user experience – perfect time to re-examine, refresh and modernize the County's brand
- Refreshed brand launch when the new website platform goes live next summer

Telling our Unique Story

- Refreshing our County's brand is an opportunity to work together to re-imagine how we identify, capture and promote the County's unique identity
- This process also gives us the tools to showcase our strengths, opportunities, and future direction of the County across all platforms – kicking off with the launch of the new **SolanoCounty.com** website





Selecting a contractor to assist with the branding refresh

Interviewing Branding Agencies

- The Website Branding Committee (Committee) solicited creative agencies that have contracted for services with the County in the past three years
- The Committee interviewed five (5) local-area branding agencies
- The Committee reviewed all branding agency proposals and creative samples

Selecting Mnemonic (*new-mon-ick*)

- After interviewing agency staff, reviewing their proposal and evaluating previous campaigns, the Committee selected Mnemonic to assist with the County's refresh and re-branding effort / campaign

Previous work with the County

NOV 2020	NOV 2020	DEC 2020	JUL 2021	AUG 2021	SEP 2021
Solano Public Health: Stock clip flu campaign	Solano Public Health: COVID & flu employee campaign (custom)	Solano Public Health: "Safe, Strong, Stylin'" campaign (custom)	Solano County Behavioral Health: We All Struggle" campaign (custom)	Solano Public Health: "Vaccine Stories" campaign (custom)	Solano County Behavioral Health: TRUEcare map and billboard placement
DEC 2021	MAR 2022	MAY 2022	AUG 2022	SEP 2022	MAY 2023
Solano County Behavioral Health: "Write What You Feel" campaign (custom)	Solano County Registrar of Voters: "Get Ready to Vote" campaign (custom)	Solano Public Health: "Swap the Situation" campaign (custom)	Solano County Behavioral Health: "Mobile Crisis" campaign (custom)	Solano County Registrar of Voters: "Get Ready to Vote" campaign (update)	Solano Public Health: "Let's Clear It Up" campaign (custom)





Phased approach with content deliverables

PHASE 1 Contract approval date to October 31, 2023	PHASE 2 November 1, 2023 to December 31, 2023	PHASE 3 January 1, 2024 to February 28, 2024	PHASE 4 March 1, 2024 to Summer Launch, 2024	PHASE 5 Summer Launch to end of Calendar Year 2024
DELIVERABLES: <ul style="list-style-type: none">▪ Host branding audit workshop(s) with County stakeholders▪ Host brainstorming sessions(s) with County staff and stakeholders▪ Develop a final strategy and project deliverables outline▪ Create a branding and creative brief for messaging, logos and the website▪ Develop a creative brief for other channels, including social media and tangible assets	DELIVERABLES: <ul style="list-style-type: none">▪ Develop logo design(s) and main elements for the website, including fonts and colors▪ Develop base website assets, including stylized banners, photos, layouts, photos, etc.	DELIVERABLES: <ul style="list-style-type: none">▪ Develop the branding and style guide▪ Develop social media assets for County departments▪ Develop designs for County letterhead, presentation slides, business cards, etc.	DELIVERABLES: <ul style="list-style-type: none">▪ Develop expanded website assets, including custom photos and designs▪ Continue to develop expanded website video assets, gifs, images and templates / content for social media campaigns	OPTIONAL DELIVERABLES: <ul style="list-style-type: none">▪ Poster and flyer templates▪ Social media stills and video post ads▪ Bus and/or transit ads▪ Television commercials▪ Radio commercials▪ Custom website video shoots▪ Custom photo shoots▪ Testimonial videos and interviews▪ Recommendations and designs for County vehicle/clothing▪ Other images, videos or physical assets

Website Redesign Timeline

Listening
Sessions /
Discovery
Summit

Define and
Design
Phase

Build and
Implement
Phase

Launch,
Project Ends
/ Support
Begins



Consider approving contract with Mnemonic

Requested Board of Supervisors Actions:

- Receive this update on the County's re-branding / branding refresh process
- Consider approving a contract with Mnemonic for the term of September 25, 2023, through December 31, 2024, for County re-branding and website design strategy in an amount not to exceed \$74,999; and
- Delegate the County Administrator to sign the contract with County Counsel concurrence