

Town of Belleair Branding

The Town of Belleair currently operates using two different logos: the Town seal and the “sunset and birds” logo. There is presently mixed use of the two logos and no system in place to distinguish which should be used in given circumstances. This has resulted in general misunderstanding regarding branding, confusion over which image is preferred, and a wide spread of use among materials.

Over the past several years, staff has recognized this issue; however, a discussion on this has not previously been brought to the Commission. Staff believes direction regarding the future of Belleair’s brand and image would help to unify the Town’s communications front, and recommends that the Commission considers the branding options outlined below.

Additionally, the staff recognizes that now could be an opportune time to seek the design and implementation of new branding since the Town will finalize and adopt a formal communications plan and unveil a website redesign this summer that could time nicely with a branding update.

Regardless of the Commission’s choice, there are likely cost implications for each alternative that involve three phases of brand unification:

- Phase 1: *Logo design/touch-up work*
- Phase 2: *Immediate deliverables to be completed within six months*
- Phase 3: *Phased-in deliverables to be completed over the course of two to three years*

Explanations and estimated expenses for each of the four options are broken out below.

Option A

Retain the current seal that was approved by the Commission in 1975 and unify it as Belleair’s official logo. Although this is the approved seal of Belleair, it is not widely used, and many items would have to be converted over to make this logo uniform. Departmental branding would also be necessary for this option, as unified variants for each department would have to be created.

The seal is currently used on letterhead, window envelopes, agendas, some web materials, the Town flag, some flyers, utility bills, for the Town Hall art piece, on some vehicles, and on some employee uniforms.



<i>Phase 1 Cost</i>		\$300.00
<i>Logo design/work</i>	<i>n/a</i>	
<i>Phase 2 Cost</i>		\$1,115.00
<i>Letterhead</i>	\$35.00	
<i>Window Envelopes</i>	\$0.00	
<i>Business cards</i>	\$580.00	
<i>Agendas</i>	\$0.00	
<i>Web materials</i>	<i>[indirect cost]</i>	
<i>Flag</i>	\$0.00	
<i>Print flyers</i>	<i>[indirect cost]</i>	
<i>Utility bills</i>	\$0.00	
<i>Town Hall art</i>	\$0.00	
<i>Rugs</i>	\$500.00	
<i>Phase 3 Cost</i>		\$6,100.00
<i>Police patches</i>	\$2,100.00	
<i>Vehicle decals</i>	\$4,000.00	
<i>Uniforms</i>	<i>[indirect cost]</i>	
Total Cost		\$7,515.00

Option B

Adopt the unofficial logo that has been in partial use since the early 2000s and was designed by a staff member. Though this logo is currently more widely used, Town staff would still have to unify a style, fonts, and colors across all departments since there are many variants currently in circulation. Additionally, a final digital version of this logo would have to be decided upon and rendered to ensure a singular variant.

The "sunset and birds" logo is currently used for business cards, some web materials, some flyers, rugs, police patches, some vehicle decals, and some employee uniforms.



Phase 1 Cost		\$300.00
Logo design/work	\$300.00	
Phase 2 Cost		\$1,507.00
Letterhead	\$70.00	
Window Envelopes	\$132.00	
Business cards	\$580.00	
Agendas	[indirect cost]	
Web materials	[indirect cost]	
Flag	\$125.00	
Print flyers	[indirect cost]	
Utility bills	\$0.00	
Town Hall art	\$600.00	
Rugs	\$0.00	
Phase 3 Cost		\$2,800.00
Police patches	\$0.00	
Vehicle decals	\$2,800.00	
Uniforms	[indirect cost]	
Total Cost		\$4,607.00

Option C

Continue the mixed use of the two logos, but designate staff to define standards for when each should be used and how. This option would require the creation of formal guidelines and designs of each logo, but could still generate confusion regarding Belleair's branding. Departmental branding would also be necessary for this option, as unified variants for each department would have to be created.

Regarding cost implications, a determination on expenses would be contingent upon the definition of logo uses; however, this option could likely be the cheapest of the four.



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Option D

Seek a re-brand with the design of a new logo. This option would involve working internally to capture a cohesive brand identity for Belleair via interviews with stakeholders, an evaluation of the Town's vision and core values, and then later working with a graphic designer to create a new logo, color scheme, and style guide.

The Town of Belleair has never sought to formally create a logo that represents the unique history and personality of the Town, and while this option is more costly, it provides that opportunity to truly capture Belleair's identity through strong and comprehensive branding.

If the Commission wishes to pursue this path, approval of any future designs would be brought back to the group for input, evaluation, and ultimate approval. It is important to note that costs for logo design can vary greatly, depending on the wishes of the Commission.



<i>Phase 1 Cost</i>		<i>\$1,500 - \$25,000</i>
<i>Logo design/work</i>	<i>*\$1,500 - \$25,000</i>	
<i>*The cost for logo design can range greatly depending on the scope of work and desire of the Commission.</i>		
<i>Phase 2 Cost</i>		<i>\$2,007.00</i>
<i>Letterhead</i>	<i>\$70.00</i>	
<i>Window Envelopes</i>	<i>\$132.00</i>	
<i>Business cards</i>	<i>\$580.00</i>	
<i>Agendas</i>	<i>[indirect cost]</i>	
<i>Web materials</i>	<i>[indirect cost]</i>	
<i>Flag</i>	<i>\$125.00</i>	
<i>Print flyers</i>	<i>[indirect cost]</i>	
<i>Utility bills</i>	<i>[indirect cost]</i>	
<i>Town Hall art</i>	<i>\$600.00</i>	
<i>Rugs</i>	<i>\$500.00</i>	
<i>Phase 3 Cost</i>		<i>\$6,500.00</i>
<i>Police patches</i>	<i>\$2,100.00</i>	
<i>Vehicle decals</i>	<i>\$4,400.00</i>	
<i>Uniforms</i>	<i>[indirect cost]</i>	
<i>Total Cost</i>		<i>\$10,007.00 - \$33,507.00</i>