



CITY OF CASA GRANDE

Brand Development

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17 years | Certified Downtown Professional

15 years | Small Business Recruitment, Retention, Expansion





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Brand Development

“Your brand is what people say about you when you are not in the room.”

-Confucius?





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amazon

The Amazon logo, consisting of a thick orange arrow that starts under the letter 'a' and points to the right, ending under the letter 'n'. The arrow is curved, resembling a smile.



What makes a brand?





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Brand Development

The Big Question

Who Am I and What Makes Me Different?





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Why brand at all?

- Distinguish you from competition
 - Aka World Domination, muuhahaha!
- Become recognizable
- Build loyalty and support
- Gain/retain customers





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How to brand in six simple steps

1. Define your audience/customers

- Internal AND External
 - Your target market is likely working for you

2. What is your business identity? Mission?

- Example: Cool Scoops Ice Cream- "To provide a memorable ice cream experience by offering an array of artisanal flavors, fostering community connections, and supporting local suppliers, all within a welcoming and dynamic atmosphere."





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How to brand in six simple steps

3. Define your brand personality

- What attracts people to your business?
- What personality resonates with your audience and helps to build a connections?
 - Are you Sincere? Funny? Tough? Bold? Rugged? Sweet? Competent? Trustworthy?





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How to brand in six simple steps

4. Create your brand assets and choose the elements that will identify your business.
 - These include colors, fonts, your logo (The fun stuff finally!)





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Certain colors evoke specific emotions and convey meaning...

COLOR EMOTION GUIDE

OPTIMISM CLARITY WARMTH
FRIENDLY CHEERFUL CONFIDENCE
EXCITEMENT YOUTHFUL BOLD
CREATIVE IMAGINATIVE WISE
TRUST DEPENDABLE STRENGTH
PEACEFUL GROWTH HEALTH
BALANCE NEUTRAL CALM

Brand logos include: Nikon, UPS, NBC, Google, Amazon, Sprint, IMDb, CAT, PAYLESS, SUBWAY, eBay, Fanta, ACE, Target, Best Buy, DHL, Hertz, Goodyear, Shell, Exxon, Virgin, Barbie, LEGO, Y!, Lynx, Lays, Welch's, Canon, KFC, B, shutterfly, McDonald's, TACO BELL, AVIS, Huggies, Pampers, Oral-B, vimeo, Facebook, IBM, Walmart, HP, Dell, JPMorgan, Lowe's, Apple, Mercedes-Benz, GM, Nike, Puma, and many others.

Psychology of Colors in Brands

EMOTION	EMOTION	EMOTION	EMOTION
Strength Passion Excitement	Intellect Joy Energy	Loyalty Trust Intelligence	Freshness Growth Safety
RED	YELLOW	BLUE	GREEN
USE IN MARKETING	USE IN MARKETING	USE IN MARKETING	USE IN MARKETING
<ul style="list-style-type: none"> Used extensively in food industry to trigger appetite Conveys strong energy and high confidence Attracts attention and adds high visibility to the brand 	<ul style="list-style-type: none"> Conveys positivity, high energy and optimism Stimulate creativity and attracts consumer attention Indicates fun, cheerfulness and a "happy" brand image 	<ul style="list-style-type: none"> Considered as the most popular brand color Suggests high loyalty and precision Closely associated to intelligence and trust 	<ul style="list-style-type: none"> Is considered as the easiest color for human vision Used to project a relaxing image and environment in stores Extensive usage to indicate an environment friendly approach





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Font 101: Personality, Readability, Plan for Pairs

Sincerity	Disney	Hallmark	amazon	Cadbury
Excitement	TESLA	Red Bull	Coca-Cola	Nike
Competence	VOLVO	Google	intel	Microsoft
Sophistication	TIFFANY & CO.	ROLEX	GUCCI	Apple
Ruggedness	Harley-Davidson	Timberland	Jeep	Marlboro

BEST CANVA FONT COMBINATIONS

Moontime
Monteserrat

.....

Kage Thin
Open Sauce Light

.....

Elika Gorica
Harmattan

.....

Brittany
Garet Book





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How to brand in six simple steps

5. Integrate across all channels

- Include visual assets such as your logo, colors, and fonts in all your messaging.

6. Consistency = Memorable

- All collateral must be consistent
 - Social Media(s), letterhead, apparel, swag, business card, website, brochures.





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The City of Casa Grande brand refresh

Why the refresh?

- Keep relevant
 - City's have competition too!
- Repositioning
 - Change perceptions
- Create Cohesion
 - The internal “hot mess”





Before:



KEY FOCUS AREAS



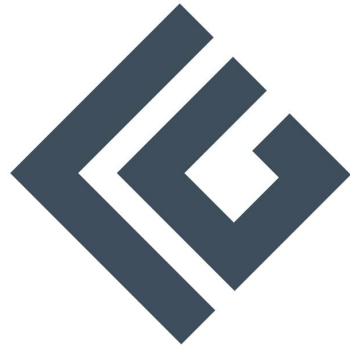
Through a process of discovery and collaboration, the City Council identified these 6 Key Focus Areas for the updated Strategic Plan.

- Financial Stability and Sustainability
- Community Connection
- Community Enhancement
- Economic Expansion
- Education and Workforce Development
- Healthy and Safe Community Environment





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CITY OF
CASA GRANDE

STRONGER UNITED



#593A3F



#3E4E5B



#C9B68C



#D2CFAE



#C47331



#DFBC68

LOGO FONT: MONTSERRAT MEDIUM

*FREE GOOGLE FONT



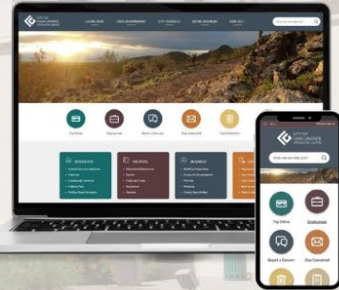


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After:



**STAY CONNECTED.
STAY ENGAGED.
STAY INFORMED.**



WWW.CASAGRANDEAZ.GOV



**CONNECT TO
YOUR CITY!**

Text "CGAlerts" to 38276

Alerts may include:

- Community News & Events
- Traffic Alerts
- Sanitation Route Disruptions
- Emergency Alerts
- General Notifications



Visit www.CasaGrandeAZ.gov to customize your preferred communication method - receive alerts via email, phone or text message.





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Browser tabs: PIO Projects, Casa Grande, AZ | Official Website

Address: https://casagrandeaz.gov

Navigation: CIVICENGAGE CENTRAL, HOMEPAGE, DASHBOARD, MODULES, LIVE EDIT IS OFF

Alert: ROAD WATCH - Peters Road Closure Until September 1st

City Logo: CITY OF CASA GRANDE STRONGER UNITED

Menu: LIVING HERE, YOUR GOVERNMENT, CITY SERVICES, DOING BUSINESS, HOW DO I...

Search: How can we help you?

Meet the Artists

ARTS & CULTURE COMMISSION UTILITY BOX ART PROGRAM

Artwork examples: Dorothy Powell Senior Center, 851 M, I-Casa Grande

Pay Online

Job Opportunities

Report a Concern

Stay Connected

Trash Collection

Permits

RESIDENTS

- Animal Care and Adoption
- Calendar
- City Elections
- Community Services
- Holiday Trash Schedule

VISITORS

- Events
- Parks and Trails
- Passports
- Recreation
- Tourism

BUSINESS

- Building Inspections
- Economic Development
- Planning
- View Open BIDS
- Zoning Search Map

GOVERNMENT

- Agendas and Minutes
- Boards and Commissions
- City Code
- City Council
- Proposed Taxes and Fees

Weather: 92°F Sunny

Time: 11:23 AM 6/18/2024





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*What do you want to be
when you grow up?*





THE CITY OF CASA GRANDE IS
HIRING

WWW.CASAGRANDEAZ.GOV

HR Recruitment Campaign

Work Where You Live | What do you want to be when you
grow up?

Work Where You Live!



Social Media FOMO

JAN
2022

SOCIAL MEDIA PLATFORM AUDIENCE OVERLAPS

PERCENTAGE OF USERS OF EACH PLATFORM AGED 16 TO 64 OUTSIDE OF CHINA WHO ALSO USE OTHER SOCIAL MEDIA PLATFORMS



GLOBAL OVERVIEW

	UNIQUE TO PLATFORM	ALSO USING FACEBOOK	ALSO USING YOUTUBE	ALSO USING WHATSAPP	ALSO USING INSTAGRAM	ALSO USING TIKTOK	ALSO USING TELEGRAM	ALSO USING SNAPCHAT	ALSO USING TWITTER	ALSO USING REDDIT	ALSO USING PINTEREST	ALSO USING LINKEDIN
FACEBOOK USERS	0.7%	100.0%	74.7%	72.7%	78.1%	47.8%	42.0%	31.9%	48.8%	14.4%	36.1%	31.5%
YOUTUBE USERS	0.9%	79.0%	100.0%	72.4%	77.5%	45.8%	44.8%	30.0%	51.3%	16.7%	39.0%	30.7%
WHATSAPP USERS	1.5%	81.0%	76.8%	100.0%	80.2%	46.4%	48.9%	34.0%	49.0%	13.8%	37.7%	33.0%
INSTAGRAM USERS	0.1%	82.9%	77.8%	76.4%	100.0%	50.4%	47.0%	36.6%	54.2%	15.5%	40.0%	31.7%
TIKTOK USERS	0.1%	84.6%	80.5%	73.7%	83.9%	100.0%	46.9%	40.9%	56.6%	17.1%	43.6%	31.2%
TELEGRAM USERS	0.2%	83.2%	81.5%	86.9%	87.6%	52.4%	100.0%	40.0%	60.4%	18.0%	43.1%	39.3%
SNAPCHAT USERS	0.0%	83.1%	79.2%	79.3%	89.6%	60.1%	52.6%	100.0%	61.8%	23.0%	49.6%	39.0%





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Choosing the Right Platform

❖ Facebook: The All-Inclusive Hub

- ❖ Content like news updates, engaging articles, and behind-the-scenes glimpses into your business can resonate here.

❖ Instagram: Visual Storytelling for Millennials and Gen Z

- ❖ Engage millennials and Gen Z with high-quality product photos and user-generated content.

❖ YouTube: Educational Content and Demonstrations

- ❖ Small businesses can create engaging and informative videos, including tutorials, customer testimonials, behind-the-scenes content, or product demonstrations.

❖ TikTok: Short-Form Entertainment

- ❖ Small businesses can leverage TikTok to showcase their personality, participate in trends, and connect with a younger audience.





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Types of Facebook Pages

- Personal Page
- Groups
- **Business Page** – you can still post in community groups





Search Facebook



Casa Grande Chamber of Commerce

3.2K likes • 3.8K followers



Search

- Posts
- About
- Mentions
- Reels
- Photos
- Videos
- More ▾



Intro

Offering Casa Grande businesses networking opportunities. We are the largest business organization i

Posts

Filters



Casa Grande Chamber of Commerce





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Tips for Success

- **Focus on Quality Over Quantity** –It's better to be active and engaging on one platform than to spread yourself thin across too many.
- **Use a Content Calendar** – to stay organized and create consistency. Consistency is key. Build a regular posting schedule to stay top-of-mind.
- **Customer service tool** - respond to comments and messages promptly
- **Free Resources** – Canva, AI





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Scan for FREE Resources

