



INFORMATIONAL MEMORANDUM

TO: Community Development and Neighborhoods
FROM: Brandon Miles, Business Relations Manager
CC: Mayor Ekberg
DATE: September 15, 2017
SUBJECT: Visitor Marketing, Brand Development: Brand Mark Selection

ISSUE

Selection of a brand mark to be used by the City in tourism promotion efforts.

BACKGROUND

On August 28, 2017 City staff and Bill Baker provided an update to the Council on the City's brand development efforts. The goal of this branding effort is to actively promote the city to Puget Sound residents as a great place to play, dine, stay, and recreate. By doing this, staff is hoping that more visitors to the City will mean more revenue to area businesses.

Additionally, as we have gone through this branding process, we have also realized that our efforts to bring more day visitors to the City could also be beneficial in how the City positions itself for overnight guests. Great places to visit during the day are also great places to stay for the night.

This branding project is funded primarily with proceeds from the City's lodging tax, which, under State Law, can only be used for tourism promotion.

At the August 28th briefing, the City Council also viewed three potential brand marks that could be used in the City's marketing efforts. Additionally, the Council concurred with the proposed criteria, developed by Bill Baker and staff, to be used in evaluating the proposed brand marks.

The criteria are as follows:

1. *Best captures the Tukwila brand description?*
2. *The most attractive?*
3. *Represents a forward looking city?*
4. *Represents a multi-cultural community?*
5. *Represents a fun place?*
6. *Is contemporary and modern?*
7. *Is casual and relaxed?*
8. *Is welcoming and friendly?*
9. *Is appropriate for families?*
10. *Is appropriate for Millennials?*
11. *Is flexible for variety of marketing applications?*
12. *Is your preferred design?*

As a reminder, the adopted brand concept for the brand is "accessible fun."

How the Brand Mark will be Used

The brand mark will only be used in the City's efforts to promote the City to potential tourist and those tourists already in the City. Potential uses of the adopted brand mark include, print and digital ads, wayfinding signs, gateway signs into the Southcenter area of the City, social media, and clothing (for sponsorships). The brand mark is not intended to be used outside of the City's efforts for tourism¹, it will not replace logos and wordmarks used by other City Departments, nor will the wordmark replace the City seal.

DISCUSSION

Attached with this memo are the three proposed brand marks originally presented to the City Council on August 28th. Additionally, staff has also included a revised concept for concept 1, called concept 1A.

When the proposed brand mark concepts were reviewed by the City Council, Seattle Southside, community members, and staff, one comment kept coming up about if it would be possible to include the tittle (dot) over the "i" in Tukwila. Staff worked with Mr. Baker and his graphic designer to update concept 1 with a concept that includes the tittle.

Given that Tukwila has such a unique name, staff has concerns that people might not know that Tukwila contains an "i" if the tittle is not included, this could hinder the City's branding efforts. "Tukwila" can easily be read in concept 1A. Additionally, concept 1A is consistent with the City's adopted brand concept and meets the criteria laid out above.

One limitation of concept 1A is that it cannot be written out vertically, due to its design. Staff has no concerns with not being able to write it vertically. Given the short length of the "Tukwila" name, the brand mark can always be written horizontally.

RECOMMENDATION

Staff recommends the City adopt concept 1A for our branding efforts. Staff suggest the Committee forward its recommendation to the October 2, 2017 Regular Council meeting.

ATTACHMENTS

- Proposed brand marks.

¹ For overnight guests, outside of the area, the City partners with the cities of Des Moines and SeaTac under the "Seattle Southside" administrated by Seattle Southside Regional Tourism Authority.
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Proposed Tukwila Marks

Concept 1



Concept 1A



Tukwila

Concept 2

TUKWILA

TUKWILA

TUKWILA

TUKWILA

TUKWILA

TUKWILA

TUKWILA

Concept 3

TUKWILA

TUKWILA

TUKWILA

TUKWILA

TUKWILA

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TUKWILA