Rebranding *Our* City

City of Litchfield Park

June 20, 2012

Is a brand important? Yes!

Brands represent us, communicate values, and characteristics.

A brand represents our reputation, is unique, and customer-centric.

Why rebrand?

Successful rebranding will
update our identity,
broaden the tax base,
and target economic
development primary
markets with a
competitive advantage.

Why Rebrand Now?

Litchfield Park's 2012 Town Hall rebranding initiatives identified implementing action plans:

1. **Improve economic development web pages;**
2. **Create a new tagline;**
3. **Update the City's 1966 logo; and**
4. **Create a user-friendly website with interactive tools.**

must
term
want
sense
foundational
seller
needs
minds
communication
resides
public
succeed
every
point
symbol
design
combination
source
prospects
brand
goods
strong
makes
without
solution
clearly
customers
intended
Loyalty
company
intensifies
researching
strategies
competition
within
understand
see
integrating
Confirms
objectives
perceptions
experiences
important
getting
Therefore
emotionally
Connects
day
total
sum
problem
group
sellers
differentiate
promise
invaluable
wants
target
marketing
name
Concretes
achieve
User
defining
choose
building
provides
buyer
consumer
message
influence
identity
time
branding
piece
spend
investing
good
identify
credibility
contact
Motivates
market
Delivers
clients
include
services
hearts
battle
sign

Rebranding will drive economic growth, promote and develop available commercial properties, build out residential properties, and retain and expand businesses.

How?

Using NEW communication assets including

an updated logo,

printed collateral,

and a redesigned website,

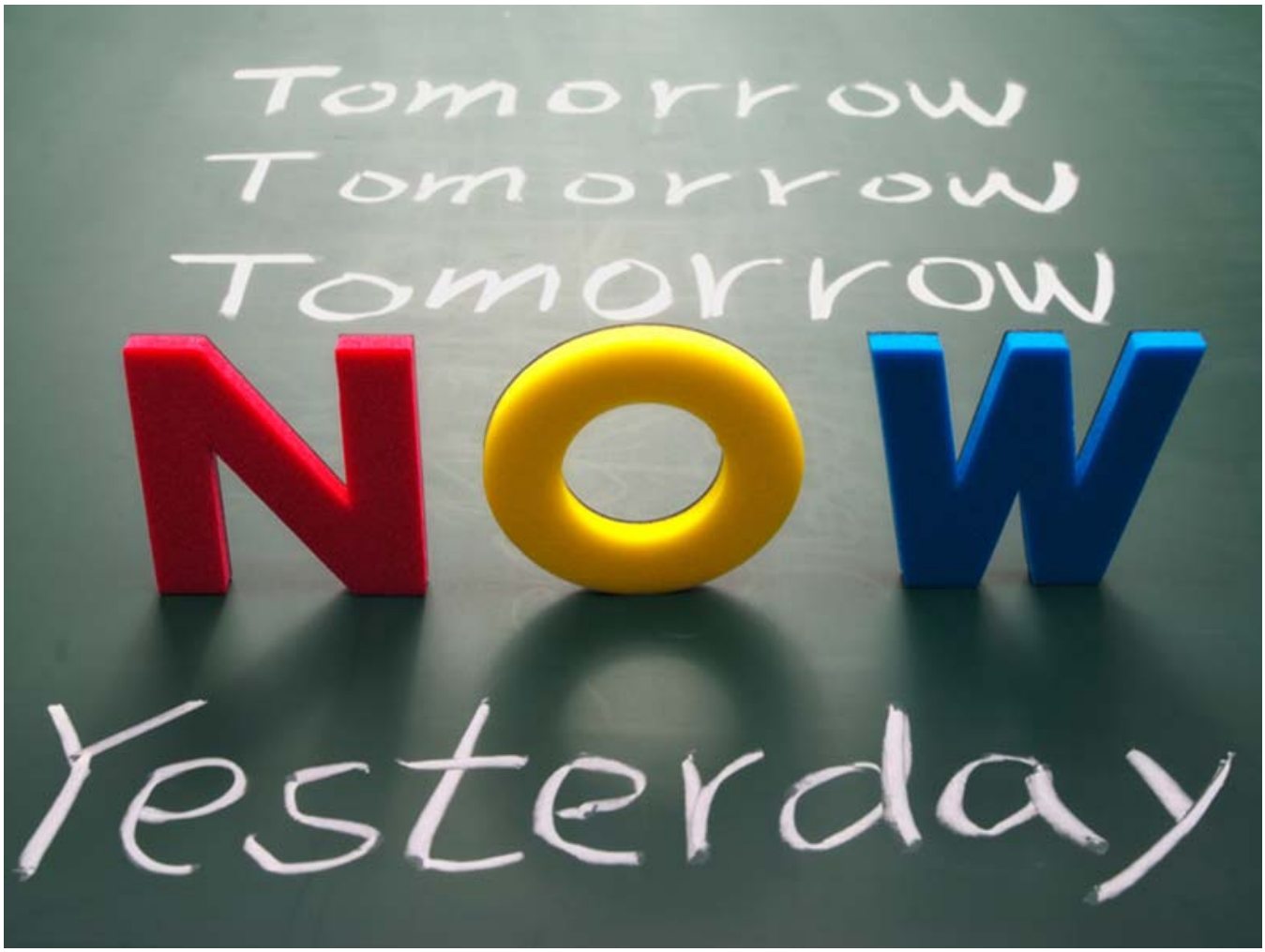
with a focus on social networking to strengthen economic development strategies.

To build on the City's lifestyle by

embracing the City's rich history...

Looking onward to the future as more people

"Discover the Park."



Our brand personality is

timeless,

fresh,

progressive,

clear,

contemporary.

branding
company
brand
product
marketing
name
one
see
logo
word
also
term
products
brands
concepts
market
orientation
associated
promotional
aspect
recognition
awareness
trademark
key
example
people
identity
management
commodity
often
symbol
quality
service
global
advertising
marque
used
may
experience
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called
marketplace
personality
services
owner
make
certain
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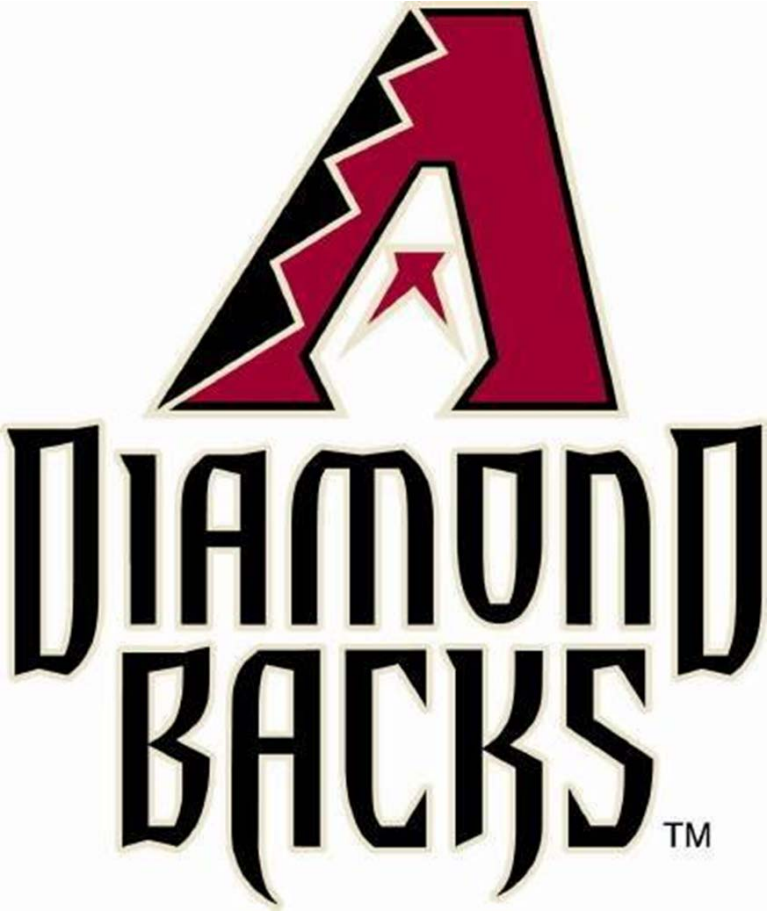
disambiguation
uses
sum
psychological
experiential
promise
concept
items
combination
sometimes
valuable
individual
originally
creating
sign
design
identifies
branded
edit
known
like
expectations
qualities

Fisher PHX

Greg Fisher

Fisher PHX, recognized as the leading graphic design firm in Phoenix, boasts a client roster including Fortune 500 companies, NBA,

MLB, NHL, & AFL franchises,



APS,

Phoenix Zoo,

PhxZoo

and the Wigwam.

WIGWAM

ARIZONA

THE CITY OF
Litchfield Park

The brand (logo) symbolizes the spirit and culture of the City and embodies the palm and orange tree colors and textures into a joyous motion.

Slogan or tagline? Yes!

The tagline is a communication tool developed to be

original,

concise,

memorable, and

an invitation of promise promoting special events, and economic and residential development.

Discover the Park

THE CITY OF

Litchfield Park

DISCOVER THE PARK

Brand Awareness Campaign

- Advertising
- Communication Assets
- Website Redesign

Advertising

Small town charm with five star class.

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Visit us at litchfield-park.org

Litchfield Park

CELEBRATING 35 YEARS

A getaway without going anywhere.

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Visit us at litchfield-park.org

Litchfield Park

CELEBRATING 25 YEARS

Communication Assets

Business Cards

Front

Back

Stationery

The brown bar at the base of the letterhead represents the cotton boll, an important historical element that defines Litchfield Park .

THE CITY OF
Litchfield Park

214 W. Wigwam Blvd. Litchfield Park, AZ 85340

Social
Marketing
Media
company
pages
viral
user
sites
video
success
interest
advertise
site
service
design
include
networks
brand
services
users
fans
advertising
designer
press
agency
videos
presence
employees
message
successful
product
visits
links
web
network
www
audience
animation
organization
publishing
business
create
publish
identity
conceptual
publisher
online
method
conversations
music
http
concept
idea
page

Facebook

- 845 million monthly active users
- 100 billion connections
- 1 of every 5 of all page views

Twitter

- ½ billion registered users
- 175 million daily tweets
- 107.7 million United States members

YouTube

- 1 trillion views in 2011
- 3 billion hours of video watched every month
- 800 million unique monthly visitors

Linkedin

- 147 million members
- Represents 10.8% entrepreneurs
- 58.5 million United States members

Website Redesign

Objectives

- Fresh, clean design
- Social networking focus
- User Friendly
- Interactive

Current Conditions
Visitors
Business
Recreation
Special Events
Litchfield Park
ARIZONA
DISCOVER THE PARK
Home
Government
City Services
How Do I?
FAQs
Business Directory
Economic Development
Email Updates
Municipal Codes
Recreation Registration
Report A Concern
NEWS
VIEW ALL
Architecto Minim Tempor Duis Aute
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CALENDAR
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June 12
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June 20
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June 29
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June 30
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Search...
Recent Activity
Login
You need to be logged into Facebook to see your friends' recent activity.
No recent activity to display.
Put some like buttons on your website to engage your users. Details can be found here.
Facebook social plugin
City Hall, 214 W. Wigwam Blvd., Litchfield Park, AZ 85340 | Ph: 623.935.5033 | Fx: 623.935.5427
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So let's

Discover the Park