

1 PAYSON CITY  
2 CITY COUNCIL WORK SESSION  
3 Payson City Center, 439 W Utah Avenue, Payson UT 84651  
4 Tuesday, May 14, 2019  
5

6 CONDUCTING Mayor William Wright  
7

8 ELECTED OFFICIALS Linda Carter, Brett Christensen, Taresa Hiatt, Brian Hulet, Doug Welton  
9

10 STAFF PRESENT David Tuckett, City Manager  
11 Sara Hubbs, Finance Director/City Recorder  
12 Jill Spencer, City Planner  
13 Travis Jockumsen, Dev. Serv. Director/City Engineer, PW Director  
14 Ron Crump, Electrical Superintendent  
15 Larry King, Vehicle Maintenance Superintendent  
16 Kent Fowden, Streets/Landfill/Storm Drain Superintendent  
17

18 OTHERS Kirk Beecher – Payson Planning Commission, Jed Morley, Bill  
19 Shuravelli  
20

21 This work session of the City Council of Payson City, Utah, began at 6:00 p.m. The meeting was  
22 properly noticed.  
23

24 A. PRAYER & PLEDGE OF ALLEGIANCE  
25

26 B. WORK SESSION

27 1. Discussion regarding City Branding  
28

29 Councilmember Hulet stated the city began this process some time ago. It was found the previous  
30 proposed tag line couldn't be used. With the process, the city will have studies, surveys, and a style  
31 guide to back up a city logo and tag line. He introduced Jed Morley and Bill Shuravelli, who will  
32 present the tag line and logo.  
33

34 Bill Shuravelli stated they work to define, design, align branding stories, and then address how to  
35 articulate and package it to the outside world. We are now in the brand selection and approval  
36 process. The art assets and style guide come next. He discussed brand value and if it is really worth  
37 spending the money. Branding conveys the story of value. It states what makes Payson different  
38 from another city and why a business should come bring their business to Payson. Brand value is  
39 the perception in the market place. Brand equity is built over time and accounts for at least a third of  
40 a company's stock market value. The value of a brand provides time and cost savings as well as  
41 clarity, simplicity, culture, and association. He shared brand return on investment stories.  
42

43 Jed Morley shared the branding platform. He spoke to the city leaders and members of the  
44 community including people in many different age brackets and backgrounds. He toured the Payson  
45 Canyon and the city. After all, of the research, his brand platform contains Make Adventure Feel at  
46 Home, Utah County's Adventure Land, and Live the Adventure Lifestyle. Brand pillars are major  
47 themes including love of the outdoors, family, community, and pioneering. Brand personality

48 includes neighborly, adventurous, rural, fun loving, and independent. Many of the people he spoke  
49 to said they live here because it is so accessible to many recreational and outdoor activities.

50  
51 Bill Shuravelli said a logo symbolizes what the organization stands for and builds recognition. A  
52 logo is launched strategically to have an impact and reinforce the story. Key aspects of a good logo  
53 include a strategic brand platform, distinctive, appropriate, recognizable, simple, memorable, and  
54 functional (reproducible). He reviewed three different logo alternatives.

55  
56 The first approach uses a landmark symbol with a retro approach using Mount Nebo suggesting  
57 adventure and enduring values, a path leading to the mountain, and an eagle suggesting the many  
58 opportunities and experiences of adventure. The deeper green color represents the outdoors; green is  
59 a very widely accepted color. The tag line “Home to Adventure” marries the idea of home and  
60 adventure.

61  
62 The second approach uses a compass symbolizing adventure, navigating adventure, and  
63 pathway/guide to a destination. The four points of the compass direct people to the many  
64 opportunities and experiences; the true north values. The P in the middle represents that Payson is at  
65 the center or heart of adventure. There is a sense of ruggedness and strength.

66  
67 The third approach is their recommendation. They call it a firebrand of adventure, a symbol of  
68 distinction and differentiation. It suggests a rugged, pioneering, independent spirit of adventure. The  
69 letter A represents a very contemporary, simple symbol. It’s a pathway to adventure with a  
70 simplistic version of Mount Nebo, but a firebrand letter A. The Payson firebrand symbol represents  
71 the many compelling experiences in the lifestyles that embody the regions position as home to  
72 adventure. It’s an iconic fire brand A. The abstract Mount Nebo represents the pathway to  
73 adventure, a mark of distinction, enduring values, and an independent spirit of adventure as a  
74 symbol that points upward and forward. It speaks to a community that values tradition, being the  
75 good neighbor, and pursuing and forging together the many opportunities in Utah County’s  
76 adventure land – Payson, Utah. There is a very ageless quality, yet modern. This logo would help  
77 differentiate Payson from other cities. It can be used as a stand-alone symbol as well as used in the  
78 A place of Payson. Although it is the simplest of the three approaches, it is also the most distinctive.  
79 Graphic imagery could also be put inside the A.

80  
81 Discussion:

82 Mayor Wright said the first time he saw these, it took him a long time to warm up to the last one.

83  
84 Kent Fowden said the symbolism in the A is like the arrow in FedEx; it’s a subtle message.

85  
86 Councilmember Christensen said the A looks like a backward P. He likes the second logo because it  
87 catches his eye, but it’s a coin toss. The compass could represent a starting point to somewhere  
88 better; when he pulls out a compass that means he is headed somewhere.

89  
90 Councilmember Welton is concerned that people may associate it with Alpine since we are focusing  
91 on the letter A. Years from now, it may not be the case. The compass can represent adventure that is  
92 here.

93

94 Councilmember Hulet likes the third logo because it is bold and different from most other cities. He  
95 also likes the versatility because it could look like a teepee representing Peteetneet, a home being  
96 inclusive, or a tree. It will require the city to step out of its comfort zone.

97  
98 Councilmember Carter said every city has a circle with a logo in it.

99  
100 Dave Tuckett liked the second logo at first, but the third one has really grown on him.

101  
102 Further discussion:

103 The city has to go all in with commercials, billboards, and other items. For return of investment, the  
104 logo and story are launched for months and even years to build the brand. Launch the new logo and  
105 brand with a party. There needs to be community buy in as well, which surveys have been done.

106 The logo needs to remain in place and not change with each council. It's important to build equity,  
107 so it stays in place. Everything isn't changed all at once; the most important things change first.

108 Vehicle logos are very easy to change and very visible. Other things may need to be budgeted and  
109 goals are set to change difficult items. The story reminds you of the logo and the logo reminds you  
110 of the story. Home to Adventure is good to be registered. The council consensus is the third logo.

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112 C. ADJOURNMENT

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114 This work session adjourned at 7:10 p.m.

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119 Kim E. Holindrake, Deputy City Recorder