

AMERICAN FORK CITY COUNCIL
SEPTEMBER 17, 2019
WORK SESSION AGENDA

NOTICE OF ELECTRONIC MEETING

One or more City Council members expect to be physically absent from this meeting but intend to participate electronically.

Notice is hereby given that the American Fork City Council will meet in a Work Session on **Tuesday, September 17, 2019**, in the **American Fork City Administration Office Conference Room**, 51 East Main Street, commencing at **4:00 p.m.** The agenda shall be as follows:

WORK SESSION

The purpose of City Work Sessions is to prepare the City Council for upcoming agenda items on future City Council Meetings. The Work Session is not an action item meeting. No one attending the meeting should rely on any discussion or any perceived consensus as action or authorization. These come only from the City Council Meeting.

1. Discussion with Jibe Media on the city's rebranding.
2. Discussion on policy considerations and financial projections for the proposed broadband project.
3. Adjournment.

Dated this 14 day of September, 2019.



Terilyn Lurker
City Recorder

- In accordance with the Americans with Disabilities Act, American Fork City will make reasonable accommodations to participate in the meeting. Requests for assistance can be made by contacting the City Recorder at 801-763-3000 at least 48 hours in advance of the meeting.
- The order of agenda items may change to accommodate the needs of the City Council, the staff, and the public.



CITY COUNCIL STUDY ITEM
CITY OF AMERICAN FORK
September 17, 2019

Department Administration

Director Approval Terilyn Lurker

AGENDA ITEM Discussion with Jibe Media on the city's rebranding.

BACKGROUND The City Council has met with Jibe Media recently to discuss possible options for the city's proposed logo. This is a continued discussion on what had been presented and the feedback given by the council.

Council,

Based on your collective feedback of the logos I have reached out to Jibe and relayed what seemed to be the consensus regarding their first 15 logos. I did this to help facilitate a quick turnaround and hopefully allow them to get more clarification from council's meeting on the 17th. Below is the email I sent them and their response.

My email to JIBE:

Greg,

Thanks for checking in. Our city council will be discussing the logos next week at their worksession on Sep 17. However, in lieu of that meeting I have collected their individual opinions and attached those to this email.

After talking with council, the Mayor, David, and a handful of employees, I would have to say that overall we were a little underwhelmed. While I know some felt a few of the logos would be good enough to be our official city logo, I think many felt like our new logo wasn't in the 15 you presented. You will see some of that in the comments I have attached.

I did see a theme in people's opinions; out of the 15 you presented it seemed like concept 3 was generally liked the most with concept 15 a more distant second. With a few exceptions most people didn't like concepts 5, 6, 7, 8, 9 and 14. Most would love concept 12 on a t-shirt but not as a city logo. Some people said they might like concepts 1, 3, and 13 more if they saw it in color. Others said they would like to have the concepts mix and matched a little, like combining the wagon wheel in concept 10 to the text in concept 15. Another said they wanted to see concept 1 without the border. This wasn't expressly stated but based on peoples selections I felt like most wanted a logomark and not just a wordmark. There are a couple other comments as well that I can go over if you want.

I think the take away right now is use concept 3 and maybe 15 as a springboard. You can workshop those ones specifically but also come up with some more ideas based around the principles in those two; or just start from scratch and give us some different ones. If you feel like you have some good direction from what I have shared then we'd love it if you could give us some more options by next week. Otherwise you're welcome to attend next week and glean more feedback from the conversation.

I still think it'd be a good idea to talk so I can expand on this a little more, but I wanted to give you a pulse on how things are going over here.

Thanks,

Camden

Here are a couple of questions we'd love to have asked. Please make it very clear that we appreciate all the feedback that has been provided and are looking forward to working on a new round with the goal of getting toward the end goal. Our questions are only meant to help us get there!

- In your opinion, what makes concept 3 a strong logo? Or what do you like about it?
- It was noted that concept 3 was very well-liked, but that it would take additional work to get it up to where it needs to be. Do you have any specific suggestions for us?
- It sounds like a logo with some sort of mark or iconic illustration would be preferred over a monogram (letters only). Some of the logo concepts previously presented do have a mark, like concepts 1, 6, and 13. Could you help us understand why they weren't received very well?
- In your eyes, would a concept like 15 or 11 be a stronger contender if it was paired with a mark of some kind?
- Do you feel that the logo mark should have a scene of some kind or can it be a more abstract representation of American Fork?

Thanks,

GREG LOWE / PARTNER / JIBE

Logo Concept Opinion Summary

		Mayor	Barbara	Clark	Staci	Rob	Kevin	Others*
Concept 1								
Concept 2								
Concept 3		1	2	1	1	1	1	IIII
Concept 4						2		
Concept 5								
Concept 6								
Concept 7							x	I
Concept 8			x		2		x	
Concept 9							x	
Concept 10			2					III
Concept 11		3		2			3	
Concept 12								I
Concept 13						3		
Concept 14			x				x	
Concept 15		2	1	3	3		2	II

*Shows which logos 12 other employees considered to be their top choice. These are not ranked

Ranking 1=1st choice; 2= 2nd choice; 3=3rd choice

x= DO NOT LIKE

Mayor

Overall happy with the process and thinks there are some good options. I like the logo of number 3, and the text of number 15. We are the largest of only three city's in the US with "American" in the name and the logo should reflect that; it needs to have a patriotic element in it. That could be a star, patriotic colors, or something else.

Barbara

I like #15 the best. It is classy and classic. #3 and #10 are also in my top picks. I do not like #8 and #14. In #8, I can see a longhorn steer. #13 looks like a pagoda.

Clark

I lean to 3, 11 and 15. Going by feel, these were my 3 favorites, however I really believe we need a mark and the latter 2 don't offer that. I think we miss out on a lot by not having color but that is just my opinion. I am just a little underwhelmed by all of them. I think 3 has legs but it's going to require some additional work.

Staci

I am having a really hard time choosing one of the logo concepts. Although I think that all of them are better than what we have now, I don't think that any of them "hit it out of the park." We are spending a considerable amount of time and expense to rebrand and I want this to be something fantastic...something that we can be proud to say, "yeah, I helped choose that." I'm just not there. I also think that the logo concepts haven't quite captured the essence of the mood boards and brand discovery that we discussed. The brand discovery talks about having strong roots in our past and moving toward the future, as well as a dose of good old fashioned hometown America. I don't see that when I look at these.

If I had to absolutely choose one, I would probably choose the marks on concept 3 as my first choice and concept 8 as my second. I like concept 15 but I was hoping for more than just the name American Fork (not strong enough branding for me.)

I am attaching a drawing my son did after he saw these logo concepts. I like it.

**Rob**

I really liked concept 3 the best. Concept 4 was a distant 2nd for me and concept 13 was 3rd. Liked the process. I am not good with this type of stuff. I usually hire this out and have to trust the professionals. Hard for me to give any feed back other than I enjoyed the process and think we should have something to choose from from the selection.

Kevin

My top three would be concept #3, #15, and #9. Probably in that order. My least favorites are #7, #8, #9, and #14.