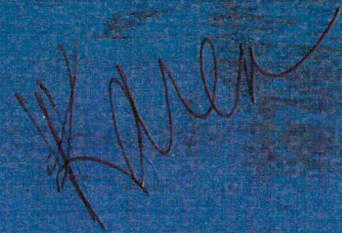


CITY OF POWELL
Minutes of 03.19.2019
Exhibit 2

CITY OF POWELL

EXECUTIVE SUMMARY

Branding Presentation | March 2019

A handwritten signature in dark ink, appearing to read "Karen", is located in the lower right quadrant of the page. The signature is fluid and cursive.

An Introduction To Branding

The Importance of Engagement:

When it comes to delivering your brand promise, every player on your team is important, especially the people who deal directly with your residents and potential residents. That's why we include a diverse cross-section of your team in the creative process.

Your Branding Team:

The City of Powell's recently-created Branding Team worked with us during the discovery phase, the development phase and will watch and protect the brand after its launch. It is our pleasure to acknowledge the following members of the City of Powell's Branding Team.

- Megan Canavan, Communications
- Deputy Chief Steve Hrytzik, Police
- Rocky Kambo, Development
- Gina Kolp, Parks & Recreation
- City Manager Steve Lutz, Administration
- Jessica Marquez, Finance
- Karen Mitchell, City Clerk
- Kevin Moran, Building

Empowering Your Branding Team:

Since the Branding Team was selected based on organizational impact, not necessarily marketing expertise, the first step was to provide these Branding Team members with a basic Introduction to Branding.

During the course of the Introduction to Branding Session, your new Branding Team was introduced to the power of a brand.

- A brand is often the only factor that differentiates one product from a multitude of comparable offerings. It is the personality of the product, the tangible expression of an abstract experience.
- The brand is a promise that your ownership experience will transcend the mere act of making a purchase. The brand is a powerful phenomenon that cannot be limited to a price tag or summed up by a label - it can be a way of life, an attitude and a state of mind.

An organization that completely fulfills the promise set forth by its brand commands a loyalty and respect unmatched by its competitors. Allowing the brand promise to overflow into every aspect of its operation demonstrates sincerity and integrity.

EXECUTIVE SUMMARY

A strong brand will provide focus.

It will clearly define your collective purpose and subsequently increase the effectiveness and the enthusiasm of the entire organization.

A strong brand will also inspire results.

When your staff operates as a focused team, The City of Powell will be able to consistently convey its purpose and its promise. As a result, every customer interaction with the City of Powell will enjoy increased significance and greater respect.

The benefits of branding:

- Increased quality of identity and messaging;
- An understanding of your target audience's perceptions and preferences will lead to stronger engagements;
- Talking points for team members and stakeholders that are consistent, strategic and intentional;
- Evolved visual identification and differentiation to ensure effective and memorable brand communication components;
- Unique-to-you messaging that resonates with your audiences to encourage action;
- Consistency builds brand equity, which leads to cost efficiencies;
- Diverse internal groups can be brought to consensus through the process – branding provides a promise for them to deliver;
- Documented strategy with actionable plan and useful tools.

EXECUTIVE SUMMARY

You have high expectations.

When asked to complete the sentence, "I will consider this branding initiative a success when [BLANK]," your Branding Team members shared the following responses:

- We have a united vision of what we think the City is and where we want it to go.
- A majority of the community can identify many of its' components.
- We have a clear and consistent message being sent to the community by all staff.
- The larger percentage of the community understands where we are and where we want to go.
- We convey our strengths in a unified image that we can convey consistently as a staff.
- I hear someone say "let's go to Powell to see... and stay the night."
- Our team embraces the new graphic standards and we begin to see the implementation in the community.
- Consistent across staff and community.

In other words....

You will consider this branding initiative a success when you are united – in agreement about what the City of Powell is today and what you want to see the City of Powell become. When your team embraces and consistently communicates a clear and compelling message that is identifiable, embraced and supported by the community.

As a result, the City of Powell will preserve its small-town charm and values while moving forward, together.

EXECUTIVE SUMMARY

PCG's Branding Process begins with discovery.

To determine the qualities that should comprise its new brand and/or remain from its existing brand, we examined the City of Powell's strengths, challenges, personality, organizational culture and key attributes offered now and in the future. The discovery phase included:

- Site visits;
- A series of one-on-one conversations with identified leaders;
- An Information-Gathering Questionnaire for the Branding Team;
- An Information-Gathering Session with the Branding Team; and
- A review of the *City of Powell Comprehensive Plan* – Adopted by City Council on October 7, 2015.
- A review of the *City of Powell Community Attitude Survey* – Summer 2016.
- A review of the *City of Powell Community Attitude Survey* – Spring 2018.

Our one-on-one conversations:

To honor the access we are given to your team, it is essential for us to understand the expectations of leadership. We met first with leaders identified by Megan Canavan on November 13, 2017.

- Deputy Chief Steve Hrytzik, Police;
- Brian Lorenz, City Council/Past Mayor;
- City Manager Steve Lutz, Administration; and
- Chief Gary Vest, Police.

Megan Canavan hosted and remained present during our conversations.

EXECUTIVE SUMMARY

The City of Powell's Comprehensive Plan:

During our conversations, a need was expressed several times – the need to come to a consensus about what the City of Powell needs to be today and what the City of Powell needs to become in order to continue providing residents opportunities to thrive.

However, after reviewing the City of Powell's Comprehensive Plan, we found that consensus had already been achieved in October of 2015.

"The City of Powell is one of central Ohio's premier communities, sought after for its high quality of life, unique community character, and vibrant business environment. Situated in a significant growth corridor in southern Delaware County, Powell has planned for continued growth and development in a responsible and strategic manner. It has retained the charm of a small town with rural roots while responding to changing trends and development pressures in a way that is uniquely Powell."

Key Findings

1. Residents of Powell are educated, affluent and driven – as a result, expectations are high.
2. The City of Powell values its small-town charm and strives to offer the modern amenities of a larger city.
3. Because of strong schools, excellent parks and recreation options and overall sense of security, Powell is a great place to raise a family.
4. There is a disconnect between the affluence of the community and the City Government's financial reality. Residents do not always appear to understand how the City of Powell is funded.
5. A Powell address does not necessarily mean the property is in the City of Powell. Many perceive the City's boundaries are larger than they are.
6. Despite some inconveniences (i.e. traffic issues), residents take great pride in living in Powell.
7. While not every employee of the City lives in Powell, they view the City of Powell as if it were their home – citizens as if they were their neighbors.
8. There was an expressed need to come to a consensus about what the City of Powell needs to be today and what the City of Powell needs to become in order to continue providing residents opportunities to thrive.

Brand Deliverables

BRAND VISION STATEMENT

What will the City of Powell achieve through branding?

We will confidently pursue a single vision to:

- Preserve, protect and celebrate the City of Powell's small-town charm and values;
- Come to a consensus about what the City of Powell needs to be today and what the City of Powell needs to become in order to continue providing residents opportunities to thrive;
- Consistently communicate a clear and compelling message that is appreciated, embraced and supported by the community;
- Engage residents in an ongoing conversation to increase understanding through information in an effort to build trust;
- Continuously validate the essential nature of excellent service;
- Emphasize the importance of consistency of performance; and
- Provide guidelines for ongoing brand interactions and actions including documenting standards for the development and production of creative deliverables and providing talking points to enhance team engagements.

The audience:

- Team Members
- Prospective Team Members
- Residents
- Prospective Residents
- Media (Traditional and Social)
- Chambers of Commerce
- Vendors
- Team Members' Families
- Community
- Fans
- Causes

EXECUTIVE SUMMARY

AUDIENCE SEGMENTATION

The following audience segments have been identified:

While most organizations have an understanding of the need to communicate to customers, prospective customers and the people who make what they do for their customers possible (employees), many fail to see the bigger picture. First, we identify all of the unique audiences that have an interest in your message. Then, we group those audiences into audience segments to ensure they receive the information they desire.

The Flag Wavers

This category is interested in the City of Powell's success stories and vision for the future. They appreciate positive, top-line information in the interest of staying up-to-date and being given the ability to have informed conversations about the city. Stated simply, it's a matter of pride.

- Team Members' Families
- Extended Community
- Fans
- Causes

The Scoop Group

This category is interested in what's going on – both positive and negative. They appreciate being in-the-know and being provided some of the details related to purpose, features and justification. Why are you doing this? What's the benefit? How does it affect me, my readers or our community? They appreciate top-line information – plus anything else that might help to establish their credibility – in the interest of informing the opinions and conversations they have about the city.

- Media (Traditional and Social)
- Chambers of Commerce
- Vendors

EXECUTIVE SUMMARY

The Substance Group

This category is interested from the perspective of impact. They want to know what's going on, why it's going on and how it will impact them. They're trying to understand the big picture to better understand how they can benefit from an engagement with the City of Powell.

- Prospective Team Members
- Prospective Residents
- Residents

The Performance Group

This category is also interested from the perspective of impact. They feel entitled to know what's going on, why it's going on and how it will impact them. While entitlement is often viewed in a negative sense, in this case, it's generally positive. Often, they're trying to understand the big picture to better understand how they can provide the support that's required to help drive the City of Powell forward.

- Team Members

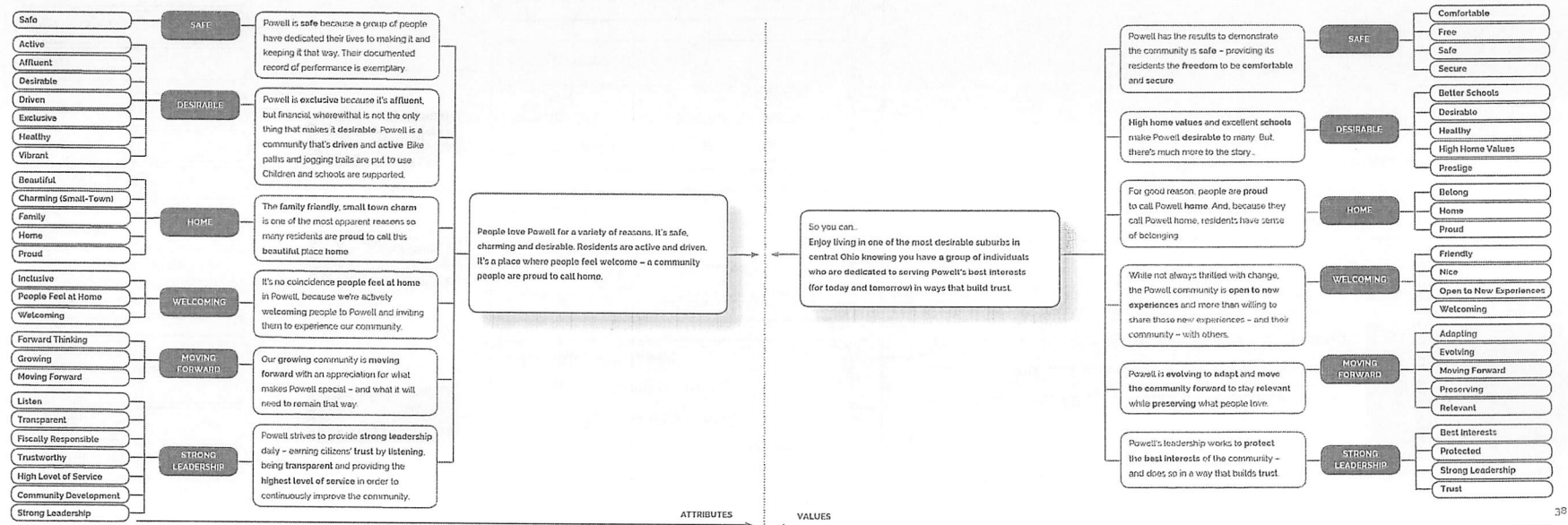
The Flag Planters

This category is also interested from the perspective of impact. Due to their role in developing the communications aimed at each audience segment, their need for information is the greatest.

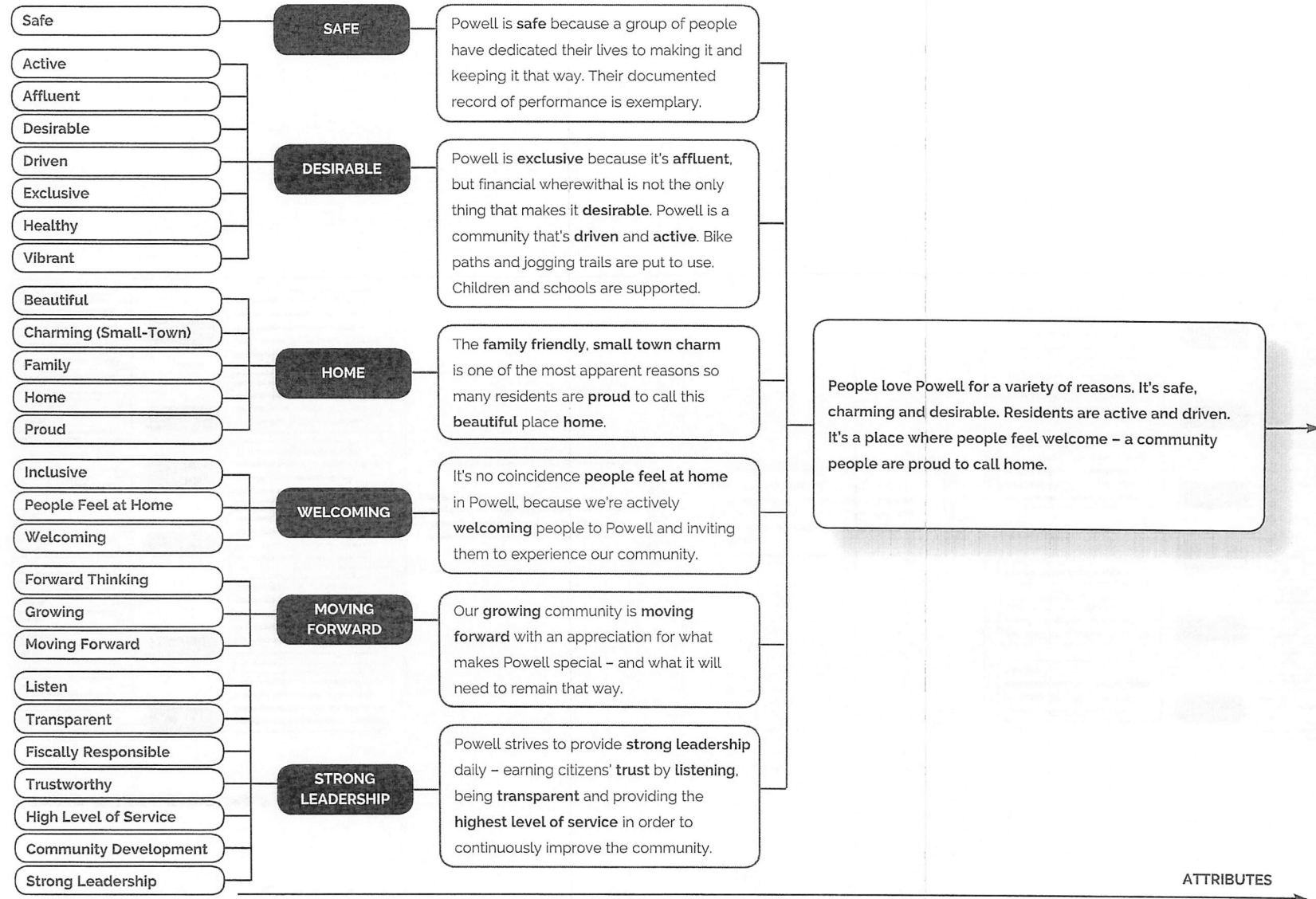
- The Branding Team
- The Marketing Team
- Leadership

EXECUTIVE SUMMARY

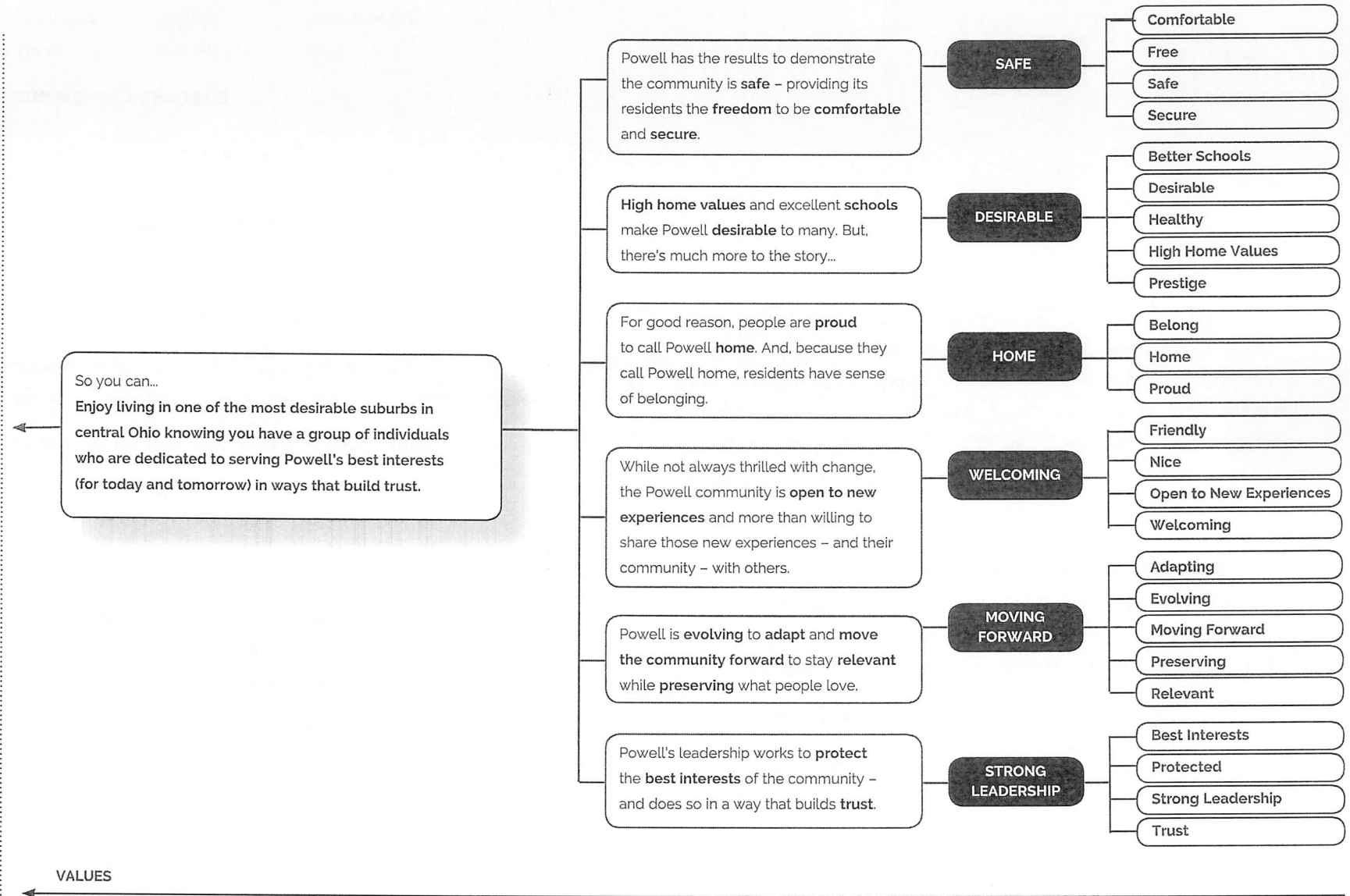
BRAND MESSAGING MAP



EXECUTIVE SUMMARY



EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

UNIQUE VALUE STATEMENT

What makes the City of Powell valuable?

People love Powell for a variety of reasons. It's safe, charming and desirable. Residents are active and driven. It's a place where people feel at home – a community people are proud to call home.

BRAND PROMISE

What must we do every day to be successful?

We must listen to appreciate and preserve what residents love.
We must share information to increase understanding.

We do this so the citizens of Powell can enjoy living in one of the most desirable suburbs in central Ohio – knowing they have a group of individuals who are dedicated to serving Powell's best interests (for today and tomorrow) in ways that build trust.

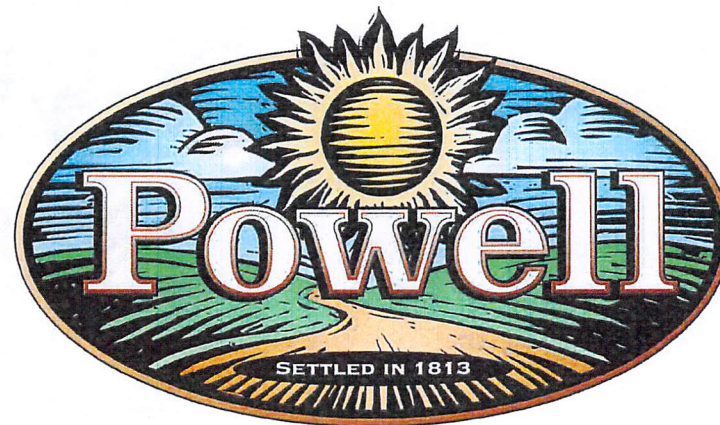
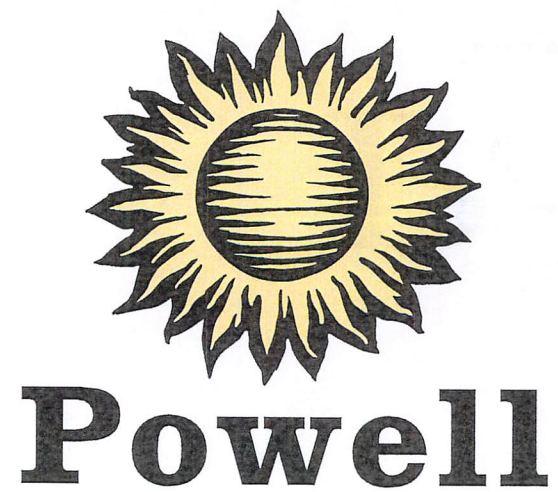
BRAND ATTRIBUTES

Alive	Driven	Safe
Charming	Family	Trustworthy
Desirable	Home	Welcoming

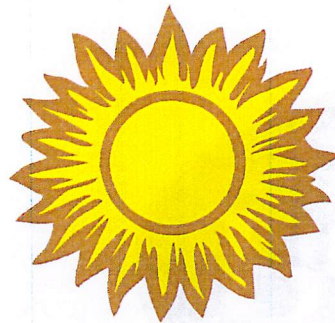
GAP STATEMENT

Where are we today?

People love Powell for a variety of reasons. It's safe, charming and desirable. It's a place where people feel at home – a community they are proud to call home. Because love is a powerful emotion, change is more difficult here. Honestly, the list of things people would like to see stay the same is much longer than the list of things they'd like to see change. But, change is a requirement to remain relevant. We must listen to appreciate and preserve what residents love. We must share information to increase understanding. We do this so the citizens of Powell can enjoy living in one of the most desirable suburbs in central Ohio knowing they have a group of individuals who are dedicated to serving Powell's best interests (for today and tomorrow) in ways that build trust.



PREVIOUS LOGO/LOGOTYPE



Powell
— OHIO —

2019 LOGO/LOGOTYPE



47 Hall Street | Powell, OH 43065 | 614.895.5380 | cityofpowellus



Welcome
HOME

City of Powell
47 Hall Street
Powell, OH 43065
614.895.5380
cityofpowellus



Powell
—OHIO—

Megan Canavan
Director of Communication

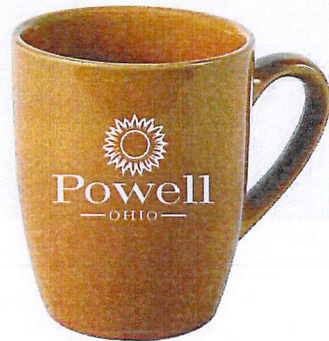
mcanavan@cityofpowellus | 614.895.5380 ext. 1022



47 Hall Street | Powell, OH 43065







Success Factors

1. We must engage residents in an ongoing conversation in an effort to build trust.
2. We must listen to appreciate and preserve what residents love.
3. We must come to a consensus about what the City of Powell needs to be today and what the City of Powell needs to become in order to continue providing residents opportunities to thrive.
4. We must consistently communicate a clear and compelling message that is appreciated, embraced and supported by the community. Residents do not always appear to understand how the City of Powell is funded.
5. We must continuously validate the essential nature of excellent service and emphasize the importance of consistency of performance.

EXECUTIVE SUMMARY

In 2017, the City of Powell – as a responsible steward of the community's assets and resources – was looking to define the City's brand identity to ensure the area's appeal to residents, business owners and visitors increases, while also encouraging new residents, business owners and visitors to share in all the City of Powell has to offer. We answered the call, was awarded the opportunity and could not be more pleased. We wish you well as you move forward with one eye, one voice and one vision.



CITY OF POWELL

BRAND GUIDELINES

MARCH 2019



BRAND GUIDELINES

Color Logo

STACKED VERSION

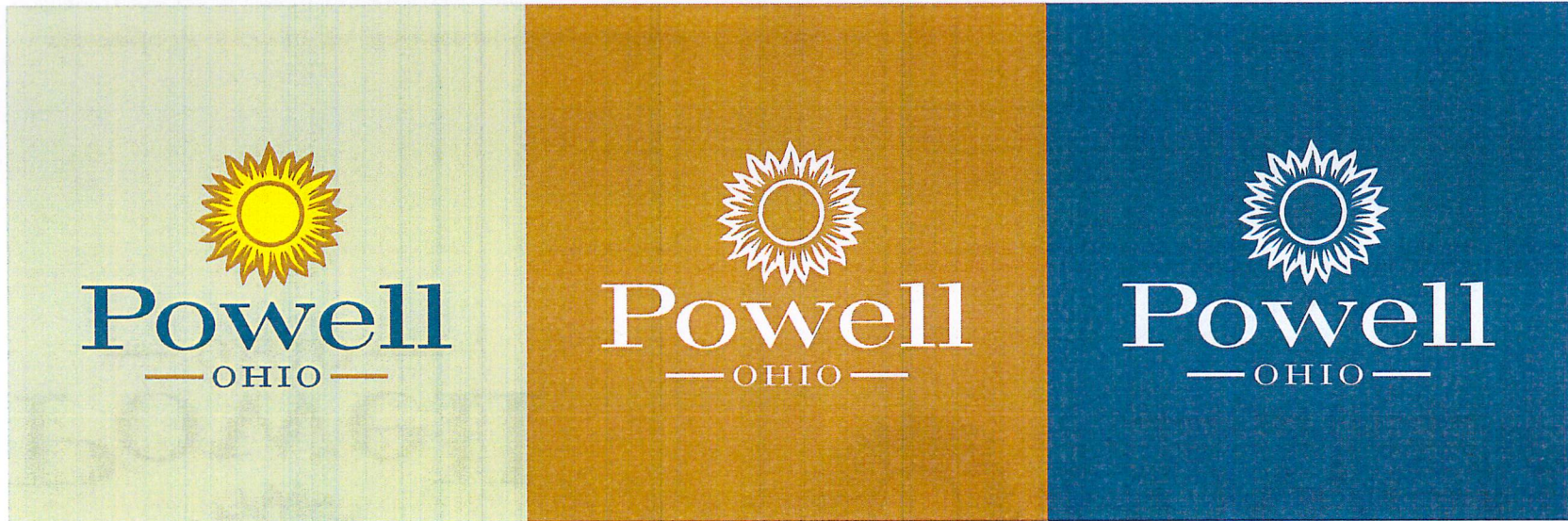


HORIZONTAL VERSION



- Logo should be used with the all elements and colors exactly as shown in these samples.
- Never rearrange or delete individual elements.
- Never substitute, add or rearrange the colors of the logo.
- Logo should always be scaled proportionately and never stretched disproportionately.
- **All applications of this logo should be approved by Megan Canavan 614.885.5380 ext. 1022, or mcanavan@cityofpowell.us**

BRAND GUIDELINES



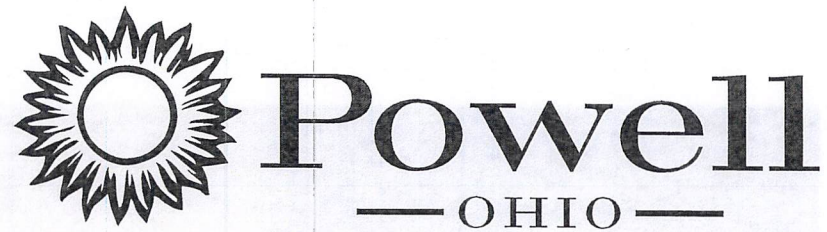
- Full color logo should be used on a white or light colored background only.
- Logo should always convert to white when used on a dark background.
- Never place full color logo on a photograph or busy background.

Black & White Logo

STACKED VERSION



HORIZONTAL VERSION



- Logo should be used with the all elements exactly as shown in these samples.
- Never rearrange or delete individual elements.
- Logo should always be scaled proportionately and never stretched disproportionately.
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BRAND GUIDELINES



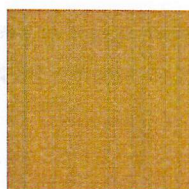
- Black logo should be used on a white or light colored background only.
- Logo should always convert to white when used on a dark background.

Brand Colors

MAIN PALETTE



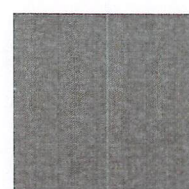
Pantone 654
CMYK: 100 / 84 / 31 / 17



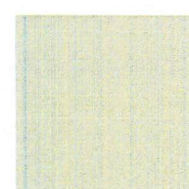
Pantone 723
CMYK: 24 / 63 / 100 / 0



Pantone 102
CMYK: 5 / 5 / 100 / 0



Warm Gray 11
CMYK: 53 / 53 / 59 / 24

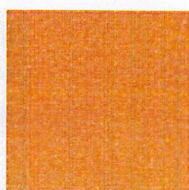


Pantone 5807
CMYK: 19 / 11 / 37 / 0

SECONDARY PALETTE (Parks And Rec Programs)



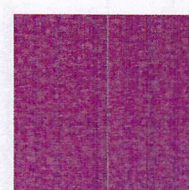
Pantone 306
CMYK: 81 / 4 / 5 / 0



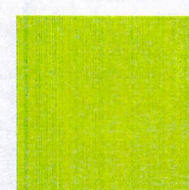
Pantone 166
CMYK: 0 / 64 / 100 / 0



Pantone 109
CMYK: 0 / 16 / 100 / 0



Pantone 2405
CMYK: 32 / 100 / 0 / 0



Pantone 390
CMYK: 21 / 0 / 100 / 8

Brand Fonts

Gotham Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Blackjack Regular
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

For email and other electronic
communications please use:

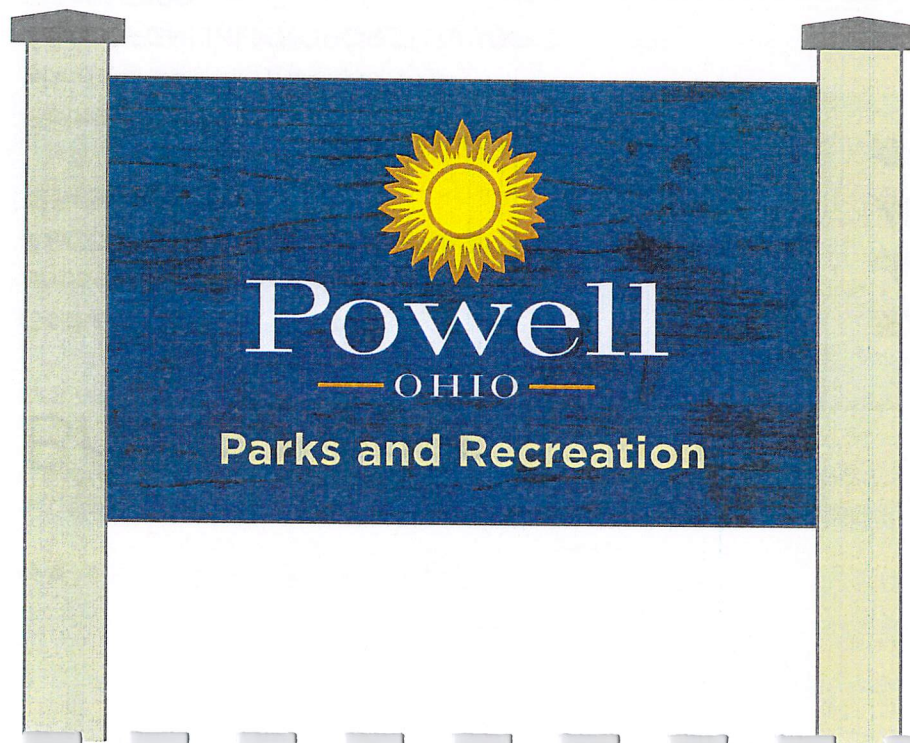
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Arial Bold
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BRAND GUIDELINES

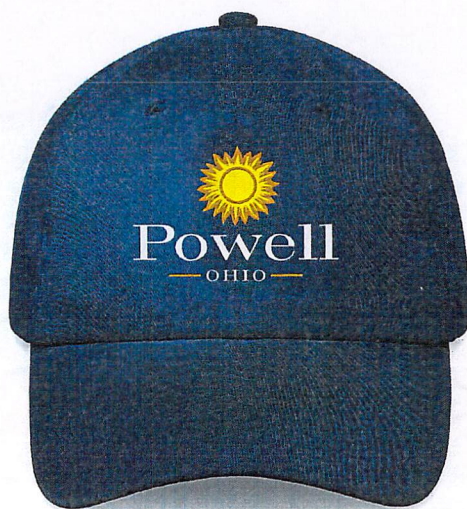
Suggested Usage

SIGNAGE AND BANNERS



BRAND GUIDELINES

LOGO MERCHANDISE



BRAND GUIDELINES

FLEET GRAPHICS



CITY OF POWELL

LAUNCH CAMPAIGN

JANUARY 2019



Overview

The City of Powell Branding Team has worked to create an updated brand positioning strategy to represent all the city offers as well as its vision for the future. This brand launch campaign was created to celebrate what makes Powell home and introduce our diverse audience segments to the new brand identity and messaging. Featuring updated messaging, a video storyboard, digital ads, signage and collateral applications, the Powell Proud campaign will bring the community together in celebrating this exciting next chapter for the City of Powell!



LAUNCH CAMPAIGN

Video Storyboard



VO: There's a certain charm that surrounds you in Powell, no matter where you are or what you're doing.



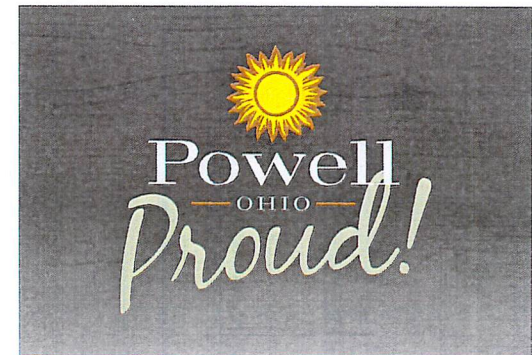
VO: Our people are kind. Our neighbors are thoughtful. Our downtown is lively. Our shops are welcoming. Our parks are active.



VO: And when we come together to reach a common goal, we're unstoppable.



VO: This is the kind of community you always dreamed of living in. Only it's not a dream...



VO: it's Powell.

Messaging

Strategic focus gained from Messaging Map was directed toward creative pursuits.

Copywriting for creative applications follows:

WELCOME

There's a certain charm that surrounds you in Powell, no matter where you are or what you're doing. Our people are kind. Our neighbors are thoughtful. Our downtown is lively. Our shops are welcoming. Our parks are active. And when we come together to reach a common goal, we're unstoppable. This is the kind of community you always dreamed of living in. Only it's not a dream – it's Powell.

GROWTH

Growth is evidence of life. And Powell certainly exudes life! There's a positive energy here that keeps us growing at healthy pace while remaining committed to protecting what makes Powell desirable – our charm. It's important we continue to evolve and bring the services, businesses, and attractions our community wants and needs. But even more important, we must evolve in a way that preserves what we love about our community – what inspired people to move here, put down roots and call Powell home.

LEADERSHIP

The success of Powell's leadership can be measured by the overwhelming continuous support of our residents. Not only do our leaders thoughtfully listen and encourage our residents to speak up and speak out, they also share their ideas and plans openly, strengthening our progress as a united community. Is it any wonder Powell is one of the 10 most desirable places to live in the U.S.?

POLICE

We don't just have an obligation to keep Powell safe, we have a calling to. When a community is as tightly knit as we are, it's only natural to look out for one another. But we also sleep comfortably knowing we have an exceptional police department who always puts our lives, health and safety before their own. Powell's police department has a record of success which allows its residents the freedom to live comfortable and secure lives.

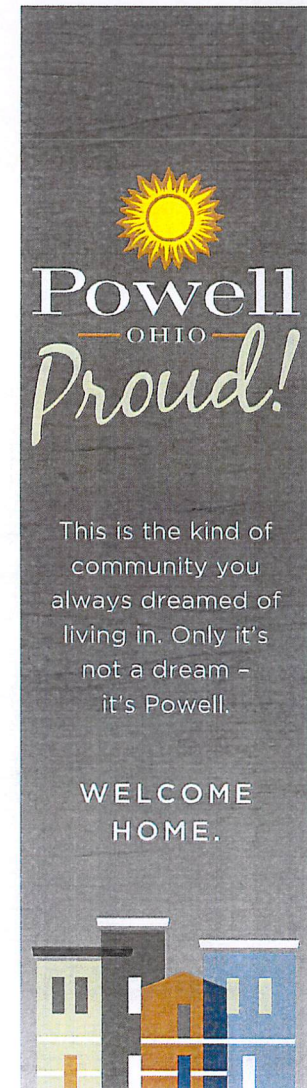
Digital Ads



728 x 90



300 x 250



160 x 600

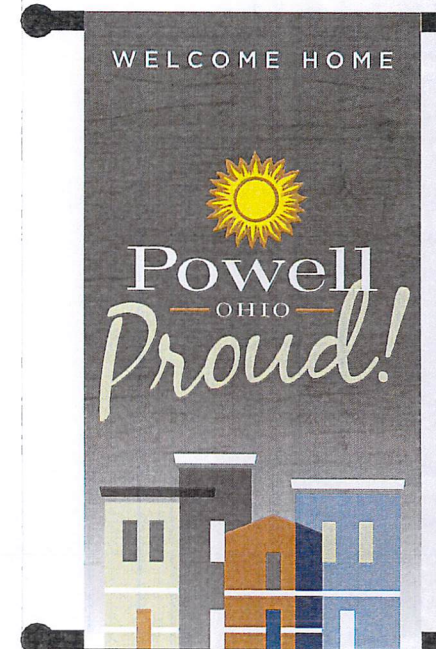
Signage



8x4 Banner



Window Stickers



Street Pole Banners

LAUNCH CAMPAIGN

Logo Items

