
DEPARTMENT MEMO

DEPARTMENT: Marketing & Communications

FROM: DeAnna Phillips

MEETING: July 6, 2020

SUBJECT:

Receive a report, hold a discussion and give staff direction regarding the Burleson branding initiative.

SUMMARY:

City Council approved a minute order establishing the City of Burleson Style Guide and Graphics Standard Manual, excluding Chapters 2 (Brand Story) and 9 (Messaging), at the March 16, 2020 city council meeting.

At the March 16 council meeting, council directed staff to continue to review the messaging and a potential tagline for the branding initiative project. Staff met with the Intergovernmental and Community Relations committee on June 4, 2020 and presented options to move forward with a city-wide messaging and tagline.

The Intergovernmental and Community Relations committee recommended staff to explore taglines and messaging around the terms 'be', 'belong' and 'belonging'.

Staff will take ideas to key stakeholders and get their opinion and open it up to their suggestions around the words 'be' 'belong' 'belonging'. Staff will then bring back suggestions to the Intergovernmental and Community Relations committee for their review and will work with the consultant, CivicBrand, for feedback on the proposed messaging.

Once the committee has a recommendation (one or two options) staff will take it back to full council for consideration.

OPTIONS:

- (1) Receive a report, hold a discussion and give staff direction regarding the Burleson branding initiative.

RECOMMENDATION:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

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