



Background

7 April 2016

City of Tonka Bay Brand Identity

In Q3 of 2015, Tonka Bay established a parks committee made up of residents and councilmembers to advise City Council on how to improve the parks for the community's use. One of the key tasks for the committee is to better identify the city boundaries through updated monument signage at the south and north entrances to the city. Considering the impact and wider reach creating permanent signage has and how it affects the perception of the city, this point was a crossroads and ideal opportunity to holistically reexamine the city's identity—both from a strategic and visual standpoint—to best position it for the future.

As a City of Tonka Bay Parks Committee member, city resident and Account Manager at Franke+Fiorella, a 22-year-old brand strategy and identity design firm, Jill Maki proposed we take this opportunity to revitalize the city's brand, with signage being a key touchpoint in welcoming people to the City of Tonka Bay. Franke+Fiorella offered its brand strategy and brand identity design expertise as pro bono services to the city, and this donation was accepted by city council in October 2015. Since that time, the identity work has propelled forward using a thorough, holistic process that leveraged critical research and input from key stakeholders:

- Key stakeholder interviews with members of the Tonka Bay community: 7 Tonka Bay residents, the Mayor, 3 City Councilmembers, 3 business owners
- Quantitative research via an online survey with Tonka Bay residents, which generated responses from 85 residents
- Audit of Tonka Bay and 5 neighboring/peer lakeshore cities: Excelsior, Mound, Orono, Shorewood, Wayzata

Using input from this process, a brand strategy was developed, which in turn formed the foundation for creation of the city's brand identity, beginning with the logo. Through an iterative process of design exploration, refinement and finalization, Franke+Fiorella worked with city councilmembers and staff to develop a logo based on the following design objectives:

- Connect to the city's brand essence, personality and attributes
- Reflect the outward appearance of the city, developing a brand the city feels proud of and people would want to wear
- Embody these characteristics: timeless, warm and inviting, relaxed and peaceful, lake connection, unique, one-of-a-kind charm, friendly, uplifting, in sync with nature, fluid
- Feel established and independent
- Work in large and small spaces, from water tower signage to business cards
- Fonts must be readable, clean and applicable to multiple forms of signage, digital and print communications

The attached logo is proposed for formal adoption by the city.

Following formal adoption of the proposed Tonka Bay logo, Franke+Fiorella will proceed with the work outlined in its approved donation proposal from October:

- Final logo file creation (.ai, .jpg, .png file formats in full- and one-color) and handoff to city
- Visual Identity System development: as applied to signage and a sampling of 3-4 print and digital communications
- Signage Recommendation: including recommendation on font, sizing and materials for north and south city monument signage and park signage (Note: Does not include working directly with the sign company.)
- Stationery System development: business card, letterhead (print and electronic), #10 envelope and mailing label
- PowerPoint presentation layout: design for 3-4 screens including a title slide, divider slide and bulleted list interior slide (does not include template)
- Three-page high-level guidelines for strategy and identity implementation consistency

This process will generate these additional deliverables to the city:

- Visual identity (color palette, imagery style, logo, typography, graphic elements [if applicable]) as applied to 3 types of signage, home page of website, stationery, newsletter and PPT presentation (Note: These are representative layouts only. Does not include producing actual final files or templates for website, newsletter or PPT.)
- Written signage recommendation on font, sizing and materials for north and south city monument signage and one representative park sign that will be used for all five parks. Includes representative visuals of logo and typographic treatment applied to the aforementioned signage.
- Print-ready files for business card, letterhead, #10 envelope and mailing labels. Microsoft Word template for letterhead
- PowerPoint files for PowerPoint presentation (not in template format)
- PDF of three-page style guide defining brand strategy and key elements of the identity system

Current Logo



Proposed Logo





Excelsior



Mound



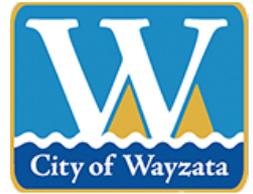
Orono



Shorewood



Tonka Bay



Wayzata



Excelsior



Mound



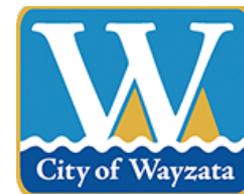
Orono



Shorewood



Tonka Bay



Wayzata