



CITY OF
Vancouver
WASHINGTON

Branding your jurisdiction...

What the consultants won't tell you...

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Background

- 20+ years in communications
- Public and private sectors
- Created four brands
- Developed (many) sub-brands
 - Corporate air shuttle
 - Site services
 - EHS
 - Sustainability
 - Executive
 - Specialty

CITY OF
GRESHAM
OREGON

CORPORATE SERVICES
Creating a Better Tomorrow for Intel

CREWS | Corporate Real Estate
and Workplace Services



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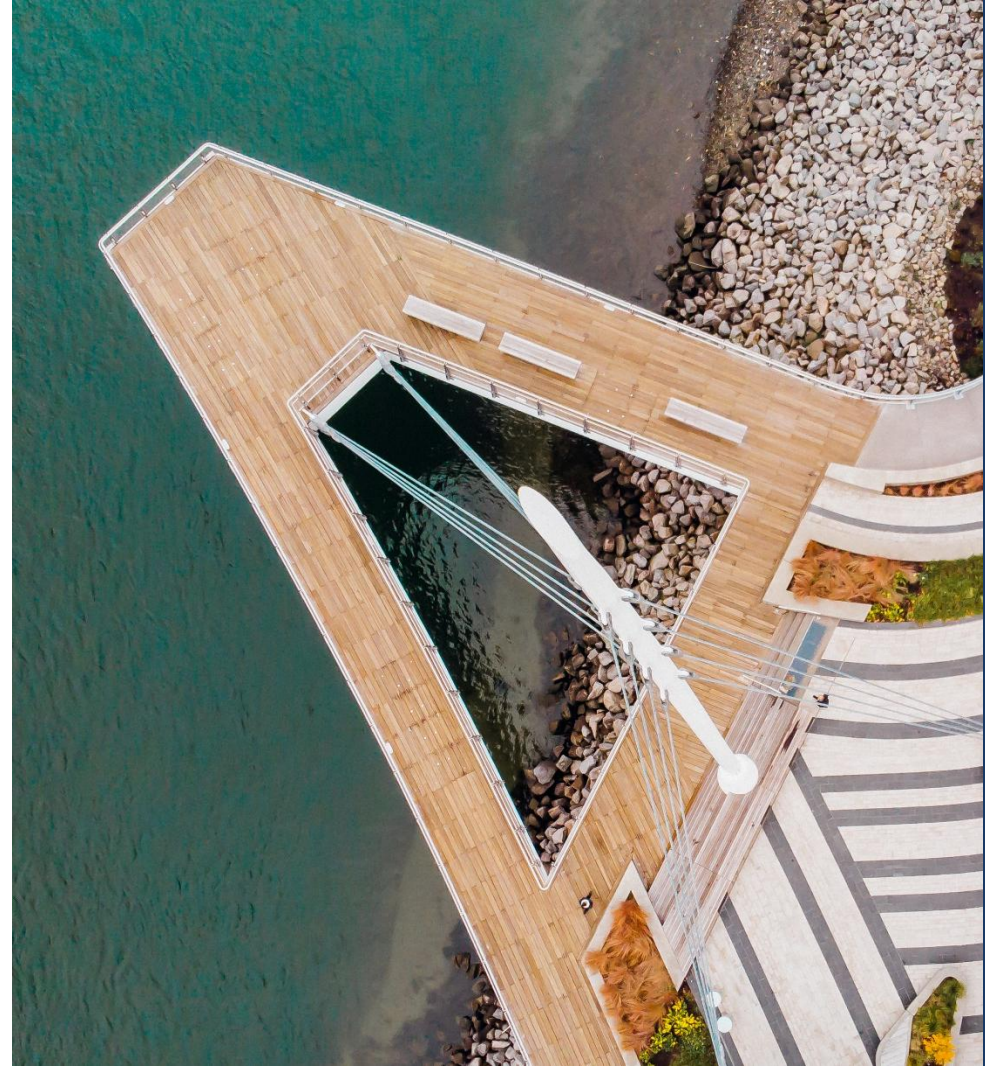
What we'll cover

- Branding 101
- Creating municipal brands
- Let's talk about consultants
- Case studies
 - Gresham, Oregon
 - Vancouver, Washington
- Questions



Branding 101

A short primer



Brand

/brand/

Noun, related: branding (noun, gerund)

A collection of elements that portrays an image to its consumer that is distinguished from other products or services so it can be easily communicated.

Reflection of values, mission, services, and identity. It is a statement about who an entity is, what it stands for, and how it wants to be perceived. Includes value proposition, promise, competitive advantage, and logo/visual identity.

The emotional and psychological connection with your company or service.



Different types of branding

- Corporate branding
- Product branding
- Personal branding
- Destination/place branding
- Municipal/government branding



Key components of branding

Together, they create a consistent and cohesive brand image

- Visual identity
 - Communicates your values, mission, and purpose
- Clear and consistent messaging
 - Helps residents distinguish you from other agencies, builds trust and reliability
- Activation strategies
 - Engagement that builds a relationship with your brand



Brand architecture

The big three

Branded House



House of Brands

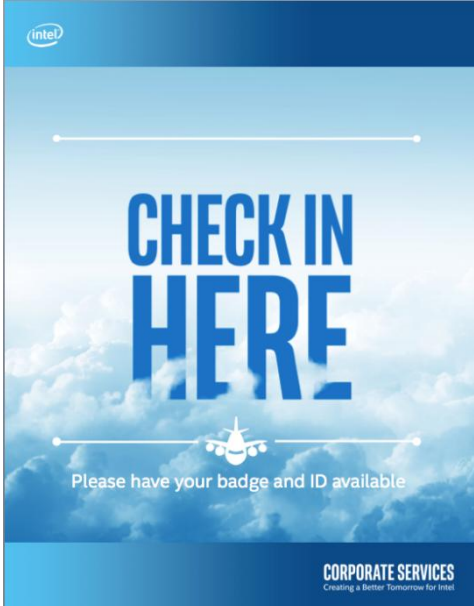
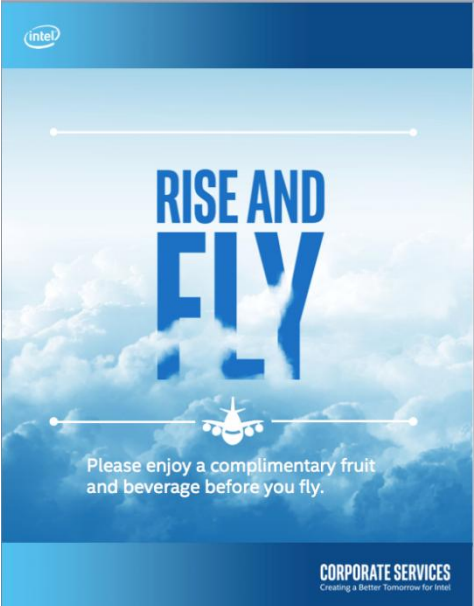


Endorsed Brands



Brand architecture

Two anecdotes



We're the government; why do we need worry about our brand?

- Helps retain control of the narrative about your city
 - Who is telling your story if you're not
- Builds trust with residents and stakeholders
 - Communicates your values, mission, and purpose
- Differentiates you from other agencies
 - Helps residents understand the difference between you and other governments
- Enhances public engagement
 - Easier for residents to relate to your services, programs, and initiatives



Branding Consultants

Let's spill a little tea...



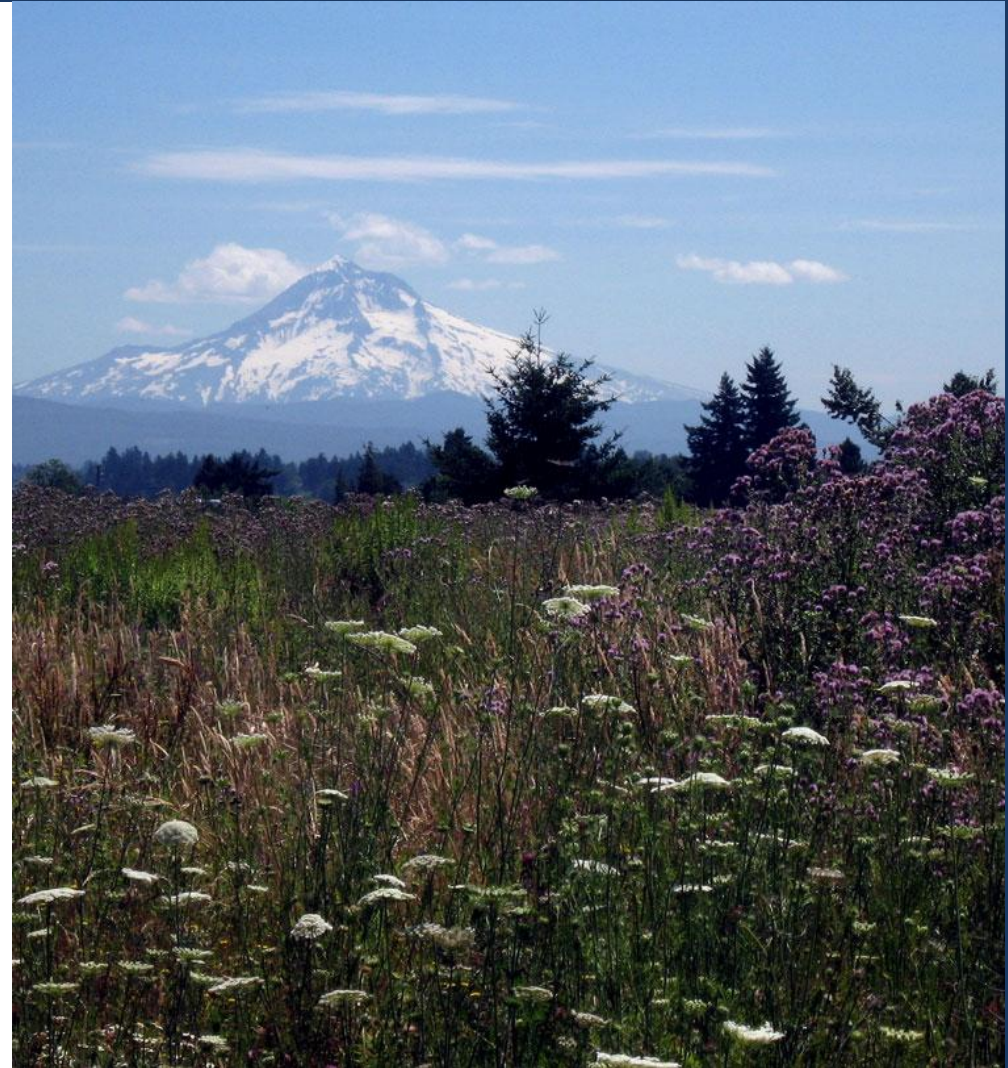
Let's talk about branding consultants

What you need to know, because they won't tell you



Creating Gresham's Brand

Case Study



City of Gresham – How we did it

In-house



Before



After



Reframing Gresham

Change perception of Gresham as a place and destination

Framing Opportunities

- Effective City services
- Safe
- Attractive destination
- Unique amenities
- Events
- Lifestyle

Target Audiences

- Visiting friends and relatives
- Outdoor enthusiast/soft adventure
- Gresham residents
 - Families w/children under 10
- Intervening audiences
 - Media
 - Tourism/hospitality community



Reframing Gresham

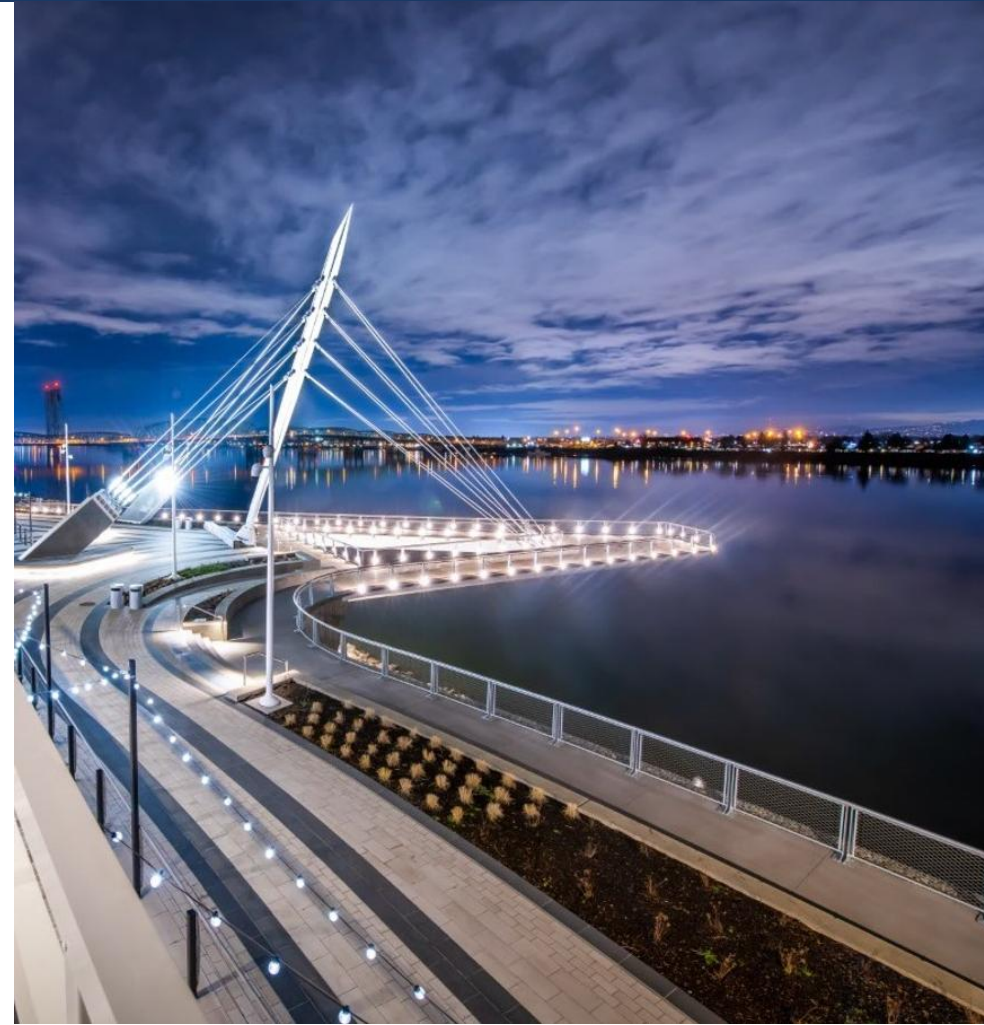
Measure what matters

- Increase in positively framed media coverage
- Growth in event attendance over previous years
- Conversions of news releases and pitches to actual coverage
- Social media outputs: Likes, Retweets, @mentions & quality of the conversation
- Polling/surveys



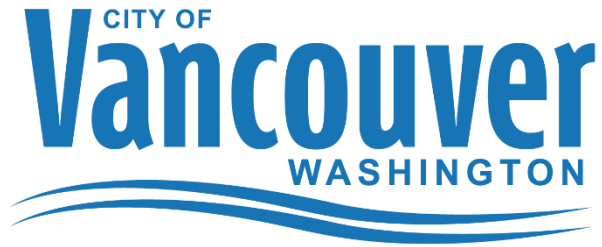
Creating Vancouver's Brand

**Case study: In-house and
Consultant**



City of Vancouver – How we did it

In-house and consultant



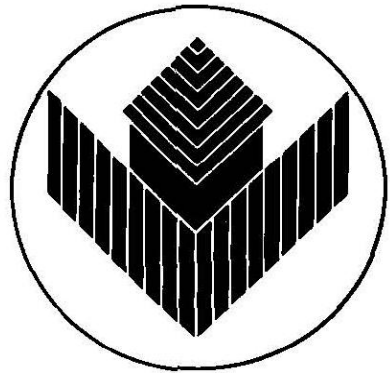
Before



After



Vancouver's brand evolution



1970-1980

1990s



Vancouver's brand evolution



2008



2013



2014 - Current



2015



2015 -2023



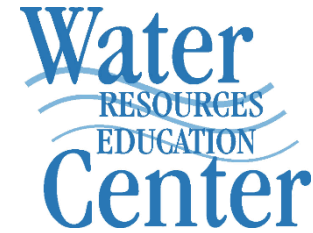
Vancouver's brand evolution



Parks and Recreation



Community Centers



Water Resources Education Center



Fire Department



Police Badges



Police Uniform Patches



Department Logo Lockups



How we did it

Consultant served as a thought partner and extra hands

City of Vancouver

- Set goals/outcomes
- Discovery
 - Gathered data
 - Brand audit
 - Interviewed
- Developed voice/tone
- Set usage policies and brand standards
- Trained
- Implementation

Consultant

- Got to know us
 - Interviews
 - Research
- Analyzed discovery
- Created/Proposed
 - Logo/lockups
 - Colors
 - Fonts
 - Icons
 - Brand book

Together

- Validated research
- Ideated
- Collaborated



Branded house

Departments have branded lock-ups



Firstenberg
Community Center



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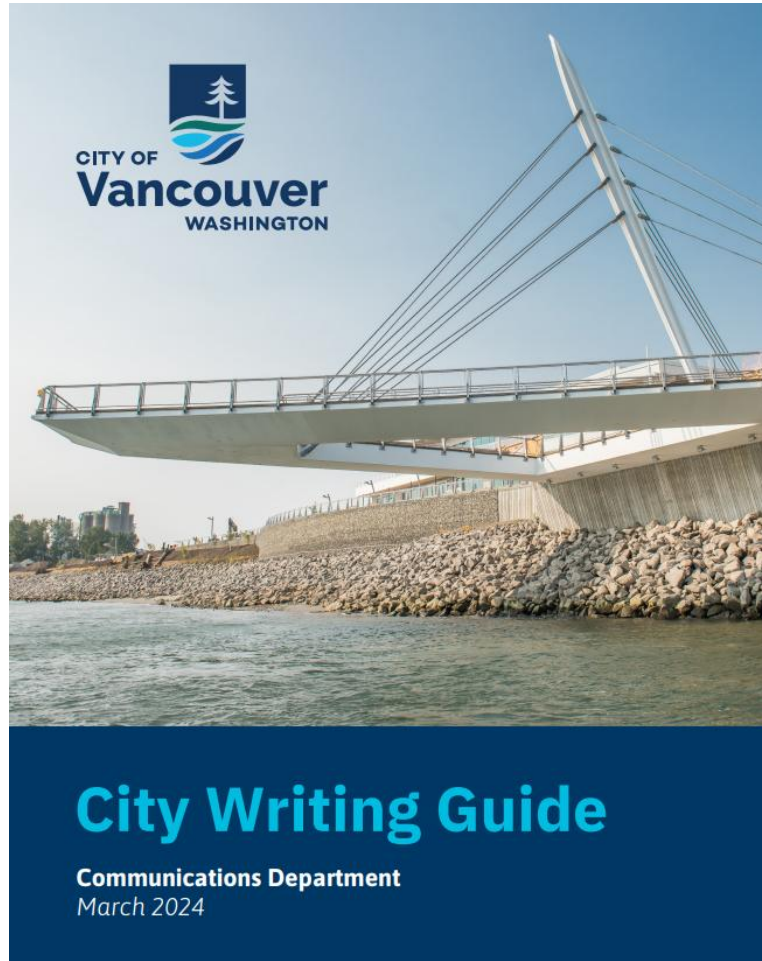


Community
Development



Tips on a successful implementation

Colors, fonts, accessibility, photography, voice/tone, plain language



Tips on a successful implementation

People need to know how to implement and use it

- Make it easy to do
 - “Unbrand”
 - Rolling implementation
 - Restrict access
- Provide tools
 - Templates for commonly used materials
 - Photo file for high-quality photos
 - Approved icon library
- Training
 - Employees understand when and how to use the brand
 - Coach, don’t police



What drives our brand and messaging



VALUES

- Collaborative
- Inclusive
- Innovative
- Compassionate
- Empowered

VISION

Vancouver is building the riverfront city of the future through our commitment to equity, stewardship, resilience, and community safety.

Thank You

