

Proposed Replacement of Metropolitan Council Logo

May 23, 2012

Business Need:

The Metropolitan Council needs an updated corporate image and identity, and standards for production in all mediums that results in consistent, coordinated and cohesive communications.

A clear and consistent visual identity results in:

- A coordinated and professional appearance
- Improved customer trust
- Consistent publications

Existing logo:

- introduced 24 years ago
- referred to as the “seven triangles” or “seven flags”
- constituents struggle to recognizing mark alone
- text added years later
- identity standards do not exist



Characteristics of a good logo

- Matches and promotes the values of the organization
- Encourages brand loyalty and connection
- Is simple and distinctive, identifiable and scalable.

Surveys

- Three audiences:
 - Staff
 - Council Members
 - External
- Three questions:
 - Mark
 - Organization name
 - Tagline

Survey Summary:

Nearly 700 employees and 200 external stakeholders completed the survey.



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The Mark

- The triangular mark is preferred by:
 - 64% of staff
 - 63% external stakeholders

The preferred mark represents:

- cities, counties and broader Twin Cities region.
- Council's three primary functions: transit, wastewater, land planning.



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The Name

- 46% of staff prefer the name “Metropolitan Council”;
45% prefer “Met Council”
- 56% of external stakeholders prefer the name
“Metropolitan Council”

The Tagline: “Twin Cities Region:”

- 67% of staff prefer the logo without the tagline
- External stakeholders were almost evenly divided on the tagline



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Next steps. . .

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Costs

- Most instances will be replaced on normal refresh cycle
- Estimates for replacement of building signage: \$40,000
- Can be funded with existing budget authority in 2012-2013.



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