

M Management Committee
Management Committee: May 23, 2012
Metropolitan Council: June 13, 2012

ADVISORY INFORMATION

Date: May 17, 2012
Subject: Replacement of existing Council logo
District(s), Member(s): All
Policy/Legal Reference:
Staff Prepared/Presented: Meredith Salsbery, 651-602-1518
Division/Department: Regional Administration/Communications

Proposed Action

The Metropolitan Council replace its existing logo with the proposed new logo.

Background

The Council's current logo, referred to by some as the "seven triangles" or "seven flags" is 24 years old. The logo was initially introduced with only the mark or graphical element and without the text "Metropolitan Council." Constituents struggled to recognize the mark alone, resulting in the addition of the text years later. Together the mark and text make up the current Council logo.

Current logo:



Graphic identity standards do not exist for the current logo. Thus, the logo has been used incorrectly in a variety of circumstances. The addition of a tag line, alterations to the logo's color, and in some circumstances total replacement of the logo with an alternate image and/or text are all incorrect uses of the logo that have occurred at the Council. Incorrect use of the logo dilutes brand identity and makes it more challenging for constituents and customers of the Council to associate work of one division with the greater Metropolitan Council organization.

Rationale

The logo in many circumstances is part of a constituent or customer's first impression of the Council. A strong logo breeds brand loyalty and helps a person connect the variety of individual experiences they have with the larger entity. A logo is a means of conveying core principles to a constituent or customer. A good logo should be simple, distinctive, identifiable and scalable. Additionally, it is important for a logo to match the stated values of the organization it represents.

The Council lost control of its current logo some time ago. Establishing graphic identity standards around the current logo will be a futile exercise. Additionally, the current logo is still poorly understood by the public and perceived as old and out of date.

As an entity that was merged in the 1990s, the Council has a particular interest in helping customers understand that the services they receive from our four divisions are

all services provided by the same regional governing body. It is in the Council's interest to choose a new logo that better conveys the Council's values and goals and that allows the Council to establish and utilize strong graphic identity standards to promote and better manage the Council's brand.

In mid-March, the Communications Department surveyed Council employees regarding their preferences for branding and identity elements, including specific logo marks, Council name, and the tagline "Twin Cities Region." Nearly 700 Council employees completed the survey.

At the same time, the Communications Department commissioned Clarity Coverdale Fury (CCF) to do a similar study with external stakeholders. Budgetary considerations constrained the survey to 200 respondents who provided feedback via an online survey.

Overall, Council employees and external stakeholders decisively preferred the name "Metropolitan Council," and the logo referred to as the "boomerang" logo, without the tagline "Twin Cities Region."

Survey respondents said the "boomerang" logo was contemporary, modern, professional, fresh, serious, sleek and future-oriented. They also felt it conveyed the idea that the Council is dependable, reliable and community-focused.

Preferred logo:



The proposed logo includes three intersecting pieces that present more modern but still familiar triangular shapes similar to the current Council logo. The three shades of blue used in the logo are also similar to the blue used in the Council's current logo.

The intersection of the three elements denotes the interconnected nature of the cities, counties and broader Twin Cities region. The interconnected elements also represent the interconnected nature of the Council's three primary functions: transit, wastewater and land planning. Additionally, the curves of the elements denote forward movement – a visual representation of the Council's mission to plan for and foster the economical growth of the region.

Funding

Most occurrences of the logo will be replaced in the coming years on a regular refresh schedule, resulting in no additional cost to the Council. (i.e. bus repainting, stationary, ID badges, business cards, etc) Instances of the logo not on a regular refresh schedule will be replaced at Robert St during 2012 and 2013 within the constraints of the normal building budget.

Known Support / Opposition

Though most Council staff preferred the recommended option, they offered divided opinions.