



Current City of Muskegon Logo | Being Replaced



Watch Muskegon Logo | Will Work Alongside

Brand Kit Presentation

Overview of the staff recommended City of Muskegon brand kit and the engagement process that got us here.

Presenters



Don Kalisz

Owner, Kindred Marketing
City of Muskegon Business
Beachwood/Bluffton Neighbor



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Community Engagement Manager
City of Muskegon
Glenside Neighbor

Project Summary

Chronological Order

1. City Commission Approved Branding Contract + Engagement Plan
2. Project Planning
- 3. Community Engagement***
4. Brand Story Creation
5. Design Work
- 6. Brand Review***
7. Recommendation to City Commission
8. Roll out of new brand

Branding Project Community Engagement

**11 individual interviews with
elected and appointed
officials.**

Branding Project Community Engagement

Two city staff focus groups one with senior leadership and one with frontline staff.

Branding Project Community Engagement

**Two large community
focus groups and one
business focus group.**

Branding Project Community Engagement

46 resident mini-interviews.

Branding Project Community Engagement

**Two Muskegon Public School
focus groups (middle and high
schoolers).**

Branding Project Community Engagement

**Collected and analyzed all
that data to create the
*Brand Survey.***

Branding Project Community Engagement

Brand Survey- was published through Connect Muskegon, paid social ads, shared in e-newsletters and mailed to every household in the city AND was available in Spanish and English.

The survey asked questions of the greater public to help us confirm or deny what we heard in the smaller sample size.

Percentage of residents who responded positive or neutral to the importance of city features:

98% Muskegon Lake

98% Pere Marquette Beach

97% Parks & Bike Trail

96% Museums

95% Historical Landmarks

94% Neighborhoods / Culture

94% Performing Arts/Theatre

93% Lighthouses

93% Food/Drink

91% Downtown

81% Sports Venues

Design a brand that's NOT defined by only one feature, because we love a lot of things.

72% of residents responded positively or neutrally about history being reflected in the new brand.

Pay attention to the historical elements in the new brand material and the branding font.

71% of residents responded positively or neutrally that they are happy living in the city.

Pay attention to the tone within the brand story.

**69% were neutral or agreed that
we are not *just another coastal town*.**

You'll notice that the main features of the brand don't highlight water, sun, or dunes, but they're still represented as significant parts of our community.

We asked residents to rank some city logos 1-5.

The top 3 most favored were:

City of Detroit – You'll find bold, literal, duo-tone elements

City of Holland – You'll find parts that make up a whole, amenities, “iconic”

City of Grand Rapids – Abstract art and colorful

Percentage of residents who responded positively or neutrally to the following terms:

92% Diverse

91% Resilient

90% Fun

88% Friendly

86% Welcoming

86% Proud

83% Scrappy/Gritty

80% Collaborative

72% Safe

You will find these tone words represented in the brand story.

COMMUNITY FOR ALL
GENUINE
COLLABORATION
PASSIONATE (TO A FAULT)
CULTURALLY DIVERSE
AUTHENTIC
WILLING TO TRY
TAKE CHANCES
MISREPRESENTED
FRIENDLY
RESILIENT
PROUD

Brand Story

A brand story is a short, inspirational statement that defines who we are. It gives us an opportunity to control our own narrative. We need to define our story instead of letting those outside our community do it for us.

A successful brand story explains our purpose, passion, and beliefs. It describes us, captivates our audiences, connects with them on an emotional level, helps them to understand us, and builds pride.

We're Muskegon — The Shoreline City.

Throughout our neighborhoods, along the waterfront, and into downtown, you can feel an undercurrent of energy – and a vibe that's unapologetically Muskegon.

Things are different now. If your view of Muskegon is decades, years, or even months old, we're sure it's outdated— because we aren't the same place today as we were yesterday. We have new and flourishing business districts and a growing population of people who call this place home.

Some things have stayed the same, like our sense of community pride and natural resources that invite new adventures every day.

There's a vibrancy you can feel when you walk through our neighborhoods. We've made sacrifices, overcome challenges, revitalized our city, and turned the old into something new — We are resilient.

Whether you work here, live here, or explore here, you'll see something that runs deeper.

You'll discover that in Muskegon, hard work is rewarded... That our people are diverse, inclusive, and real as they come. That relationships are valued, and a smile and a wave are contagious...

We won't always agree, but that's okay — We believe that diverse life experiences create balance.

Our story has come a long way, and the city is committed to making the next chapter our best one yet.

The Visual Brand

Our city is a mosaic of people with different passions, lifestyles, ideas, and backgrounds. We know we can't please everyone, so we used the data and the brand story to inspire an inclusive mark.



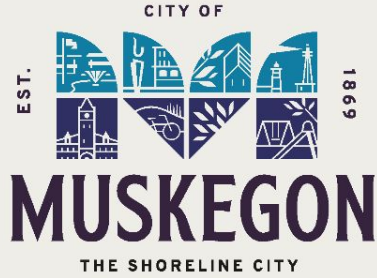


CITY OF



MUSKEGON

New Logo with Departmental Colorways



Development Services
Blues



Primary Logo Colors
Teals



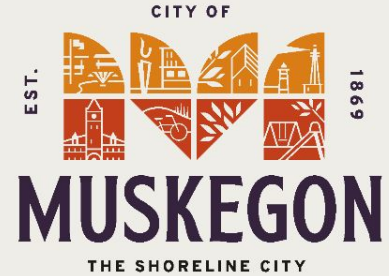
Public Works
Forest Greens



"Big Red"
Big Red and Magenta



Warm Grays
Public Safety



Finance & Admin
Burnt Orange and Gold

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Development Services
Blues



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"Big Red"
Big Red and Magenta



Warm Grays
Public Safety



Finance & Admin
Burnt Orange and Gold

Grays



Black



Reversed



Grays



Black



Reversed

4 Main Ward Icons

Ward 1
Education/College



Ward 2
Together Rising
Sculpture



Ward 3
House & Trees



Ward 4
Lighthouses



4 Season Icons

Icon 1
Autumn Leaf



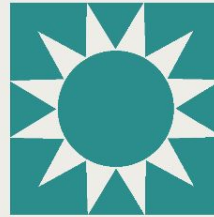
Icon 2
Snowflake



Icon 3
Spring Flower



Icon 4
Summer Sun



3 Arts/History Icons

Icon 1
Hackley Clocktower



Icon 2
Violin/Cello



Icon 3
Sail Boat and Beach



3 Fun/Cultural Icons

Icon 1
Music Note



Icon 2
Bicycle



Icon 3
Playground



Bonus Icons



Brand Review Steps

Part 1: Written Assets

Part 2: Visual Assets

- City Manager + Community Engagement Manager
- Community Champions
 - Ward 1- Chris Carter
 - Ward 2- Sara Sherwood
 - Ward 3- Jonathan Wilson
 - Ward 4- Daisy Colcleasure
- Senior Leadership
- C2EM Committee
- Legislative Policy Committee

Branding Project Community Engagement Activity Summary

City Staff Hours	Engagement Process	# of People Reached
11 Hours	Individual Interviews	11
3 Hours	Staff Input	30
6 Hours	Large Focus Groups	45
50 Hours	MPS and Mini Interviews	70
NA	Survey Responses	1050
70 Hours	Totals	1,206



Chris Carter

Ward 1

“I was honored to be included in this decision considering this will be something that I can be a part of long after I am no longer here. My seeds, will know that their heritage was a part of the history of Muskegon.

Being a simple man the simplicity attracted me to this one. Muskegon has been a working town of down to earth working people and not presentence.”



Sara Sherwood

Ward 2
THE
CITY OF
MUSKEGON



Jonathan Wilson

Ward 3

Daisy Colcleasure

Ward 4





Your Vote

We are asking you to approve the Brand as presented. The “Brand” includes:

- Brand Story
- Logo Mark (the M)
- Tagline (not changing)
- Color Variations
- Fonts

The background of the slide is a teal color. On the left side, there is a semi-transparent image of a flag waving. In the center of the flag, there is a faint watermark of a logo consisting of three stylized, overlapping leaf-like shapes. The text 'Next Steps' is written in a large, white, sans-serif font across the middle of the slide.

Next Steps

Upon approval, we will begin a rollout strategy and finalize the brand standards guide and logo library.

Rollout Includes:

- Staff Awareness
- Staff Accessories (business cards, shirts, nametags, signatures etc)
- Social Media + Website
- Overtime we'll update banners, apparel, vehicle graphics, etc.



Commissioner Comments

