

DEFINE AN IDENTIFIABLE BRAND

Q2 Update FY2013



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THE EVOLUTION OF A CITY AND A BRAND

Arlington's history is complex, its identity evolving over more than 150 years. From its early beginning as a frontier outpost and an agricultural center, it has transformed into one of the top 50 most-populous cities in the country with quality neighborhoods and boasting an emerging Tier I university, major industrial entities, Major League Baseball, a world-class NFL football stadium, and amusement attractions featuring giant roller coasters and wild water slides.

While defining an identifiable brand for Arlington may be a recently stated priority, it is a process that also has been evolving. From "...for the good times" of decades past to more recent taglines, the City's brand has changed with the times. Most recently, branding as a new initiative has been gaining momentum. We have been moving forward in branding with extensive research prepared by experts in the field of branding solutions, input from creative minds at the University of Texas at Arlington, and current efforts like logo integration.

At its core, our brand is the promise that we make to our key audiences: our residents, our visitors, and our businesses. And identifying, articulating, and communicating Arlington's brand is critical to attracting people and investment.

The goal of our branding strategy is simple: develop a brand theme, create a common corporate look, build on our brand strengths, ensure a unified message is presented internally and externally, and to do our work in a way that will support our brand on a daily basis.

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I-30 panel

NORTH STAR STUDY

"A" List

Playing to Win

(Everything) Central

In The Middle of
Something Big

North Star produced several tag lines as part of the branding study.



2011



2009



Mid-2000



1980's

City of Arlington branding history.

HIGHLIGHTS

THE NORTH STAR STUDY

The City of Arlington contracted with North Star in 2008 to develop and identify Arlington's community marketing brand for residents, visitors and businesses. The firm developed and conducted surveys with the goal of better understanding the perceptions of community stakeholders and residents about Arlington as a place to live, work and play; businesses as a place to set up shop and grow; and current and potential visitors as a tourism destination.

All stakeholders agreed on one thing: that Arlington's best asset is its central location. But they also agreed that it is often this position that poses a challenge for Arlington. Being in the middle of much larger metropolitan neighbors Dallas and Fort Worth often overshadows Arlington. Still, we can leverage our proximity to everything and say: "We're in the middle of it all" (literally and figuratively).

UT ARLINGTON BRANDING REVIEW

In Fall 2012, UT Arlington graduate students, under the direction of Professor Robert Hower, developed potential taglines/slogans and branding solutions for the City of Arlington. The student project resulted in prototypes of images related to identity – way-finding signage, advertising, interactive/online solutions, and t-shirts.

potential taglines

PERFECTLY SITUATED
CENTRAL TO YOUR LIFE
STAR CITY
A RISING STAR
ONE STAR ON THE EARTH
UNITING PEOPLE AND CULTURES
FIND YOUR HAPPINESS
DISCOVER THE LITTLE THINGS
DISCOVER ARLINGTON
DISCOVERED. HIDDEN. TREASURED.
UNCOVER THE CULTURE
CONNECTED COMMUNITY
A FIELD OF OPPORTUNITIES
ALWAYS AIMING AHEAD.
SOMETHING FOR EVERYONE
LET EVERYONE KNOW
CITY OF SURPRISES
A SURPRISE FOR ALL
YOU CAN'T LEAVE HERE
YOU'LL FIT RIGHT IN.

TEXAS BEST KEPT SECRET
PARK IT IN ARLINGTON
ARLINGTON - PARK CENTRAL
ARLINGTON - A WALK IN THE PARK
ARLINGTON - TAKE A STROLL THROUGH THE PARKS
CATCH THE EXPERIENCE!
ONLY IN ARLINGTON
ARLINGTON
SEE YOU HERE
FRIENDLY. DIVERSE. CONNECTED.
CONNECTED COMMUNITY
GROWTH FOR TOMORROW
THE BEST CITY FOR EVERYONE
A LITTLE SOMETHING SPECIAL FOR ALL
A LITTLE SOMETHING SPECIAL FOR EVERYONE
ARLINGTON: THE CITY WILL SURPRISE YOU
EVERYONE KNOWS ARLINGTON AS STAR CITY
ALL SUCCESSFUL WAYS ARE COMING TO ARLINGTON STAR
ARLINGTON: DFW'S NEEDLE IN A HAYSTACK
UNRIVALED ACCESS



UPDATES

LOGO INTEGRATION

While the City has various lines of business, we strive to convey a cohesive look that is easily recognizable. In 2006, the City unveiled a new logo designed to reflect a more modern Arlington. The capital letter "A" remained a prominent element with a larger star and richer colors. Since then, City departments have begun to incorporate the logo into their own, retaining their unique identity while strengthening their ties to the organization.



curbs to creeks
Stormwater Management



Clockwise: Logos for the Arlington Police Department; Arlington Fire Department; Public Works' Stormwater Management; and Arlington Municipal Airport.

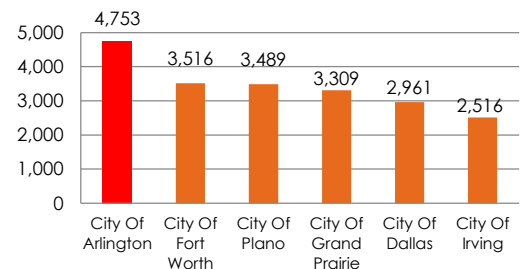
NATURALLY FUN GETS NEW LOOK

The City of Arlington Parks and Recreation Department's magazine, "Naturally Funtimes" has a new look.

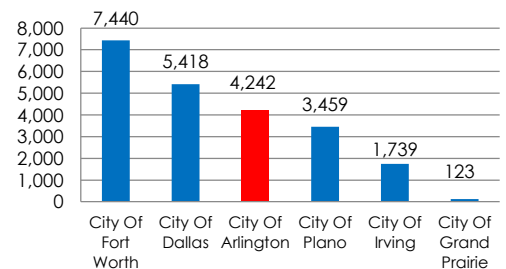
Since the early 1990s, the Naturally Funtimes magazine has been a resource guide for Arlington Parks and Recreation. Designers got feedback from readers according to Marketing and Enterprise Coordinator Philip Rogers. "After receiving input from both our staff and program participants, we believe that the revamped layout is compelling, attractive and easier to navigate, all of which should result in more engagement and a better reader experience."

The redesign of the Naturally Funtimes will now include parks and recreation feature stories, employee spotlights, Q&A sections, and participant photographs and feature stories.

Area City Facebook Comparisons 5/30/13



Area City Twitter Comparisons 5/30/13



LET'S GET SOCIAL

The City has enhanced its profile on social media with a growing trend in Facebook and Twitter activity. We continue to use these and online platforms as a way to expand our reach within and outside of our community. The Arlington Police Department has coordinated global and joint Tweet-Alongs with many agencies to connect with residents and keep followers engaged. MyArlingtonTX.com provides an interactive experience, allowing residents to stay abreast of what's happening and weigh-in on stories they read by posting their own comments. And week after week, readers post their own photos of the array of people and places that reflect our community's growing pride to vie for the best "I Love Arlington" photo.

COMBINED SOCIAL MEDIA OUTREACH

Facebook Likes: 23,898
Twitter Followers: 14,817

NEXT STEPS

WEB REDESIGN

The Office of Communication has begun working with Community Development & Planning, Economic Development, Financial and Management Resources, Police, Fire, Parks and IT departments to create a new City website. Department staff will collaborate to create a cohesive look that will enhance the website's aesthetics and functionality and convey a more unified message. The goal of this interdepartmental effort is to produce a modern and efficient website that is user-friendly, integrates social media, allows for more video and photo sharing capabilities and provides an engaging platform for visitors. The website will share the growing, authentic, and unexpected attributes of Arlington. The project will be phased and is targeted for completion December 2014.

SCULPTURE TRAIL AND GATEWAY MONUMENTS

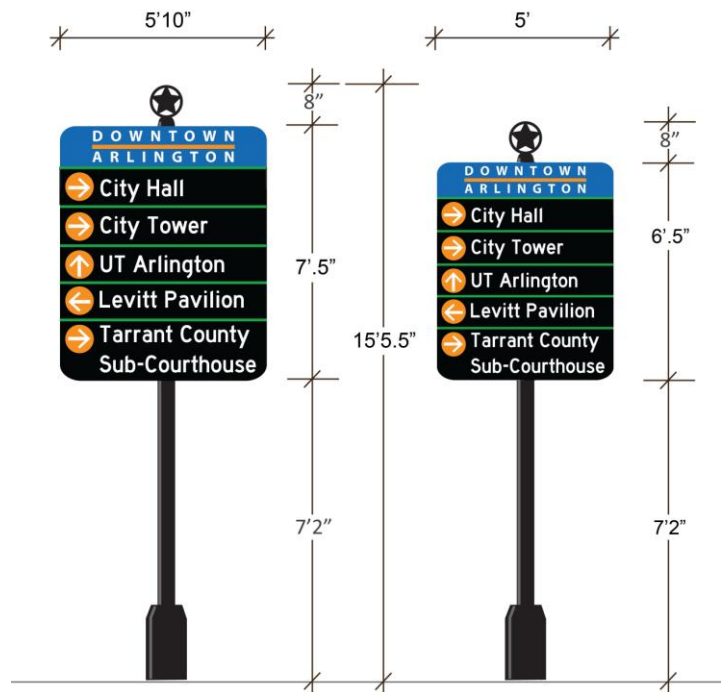
Already underway is the design of a sculpture trail in Richard Greene Linear Park to memorialize significant entertainment district events. This project, aimed at deepening the City's arts and culture while stimulating tourism, will involve 10-15 sculpture sites throughout the park. The trail will include aesthetic and support features such as benches, plazas, and decorative lighting.

Design and construction of City entry monuments along IH-30 is also part of the City's work plan this year. One monument is proposed to be located near eastbound I-30 near Randol Mill Park and another along westbound I-30, east of SH 360.

WAY-FINDING SIGNAGE

Downtown way-finding signage will contribute to its growing visual appeal. The new signage will create a quality, cohesive way-finding signage strategy for the Downtown area. Signage will increase safety by directing traffic in advance of key intersections, mitigate congestion issues, increase Downtown awareness among visitors and residents, and reinforce the Downtown image and brand. In August 2011, City Council approved funding to complete design, fabrication, and installation of a way-finding system for Downtown. A final design was selected based on the new Downtown Arlington Management Corporation logo and input from stakeholders. The first phase of signs is currently being fabricated and will be installed by the end of June 2013.

The Downtown way-finding signage complements the work completed to date in the Entertainment District. Phase II of way-finding signage in that district, which includes gateway monuments, pedestrian kiosks, and the District Icon, is in the development phase.



Downtown Way Finding Sign

