



## MEMORANDUM

**To:** Mayor and City Council

**From:** April Reiling, Public Information Officer

**Date:** September 27, 2016

**Reference:** Work Session - Marketing Initiatives Update

**2030:** Sense of Community  
Special Place to Live  
Community Wellness and Enrichment  
Sustainable City Government

---

### Introduction:

#### *Bold Vision Big Impact Marketing Campaign*

The Bold Vision, Big Impact (BVBI) Campaign was initially launched in Summer 2015 as a means to communicate the CRDC ½-cent sales tax funded projects and the status of those projects. The campaign included a webpage with an online brochure detailing the projects and providing status updates. Staff is presenting a clean, fresh redesign for Bold Vision Big Impact projects that captures the Coppel culture and brand in an exciting, engaging and progressive campaign.

With several BVBI facilities and projects opening in the very near future, staff engaged Cooksey Strategic Communications to help develop a comprehensive marketing campaign that supports the Bold Vision Big Impact projects and vision. The goals for the campaign are to

- educate various stakeholders about the BVBI projects,
- generate excitement about the projects, and
- drive people to the facilities.

The BVBI campaign launch will feature the Cozby Library and Community Commons, Life Safety Park and Andrew Brown Park. The action statements behind the campaign are “experience, explore, enjoy”, and as more BVBI projects move to the forefront, the campaign will evolve and capture new projects. The first marketing piece featuring the campaign artwork is the FY16-17 Budget Book cover and as the year moves forward, other BVBI marketing collateral will begin to appear, including a redesigned city newsletter, web banners, social media banners, flyers and more.

### Logos

Staff is excited to roll out the Life Safety Park (LSP) and the Cozby Library and Community Commons logos.

The red, white and blue LSP logo is a stylized badge with EMS, fire and police icons representing the Coppell branches of public safety. The logo utilizes the Coppell star and Coppell blue to tie the mark back to the City's existing brand. The mark is clean, appropriate for the facility and represents the facility's unique brand.

The Library logo marries traditional library symbolism in the form of pages popping out of a book with the technical aspect of a 21<sup>st</sup> century library by incorporating a computer icon. The logo supports innovation while balancing tradition, and uses Coppell blue to tie into the City's existing brand.