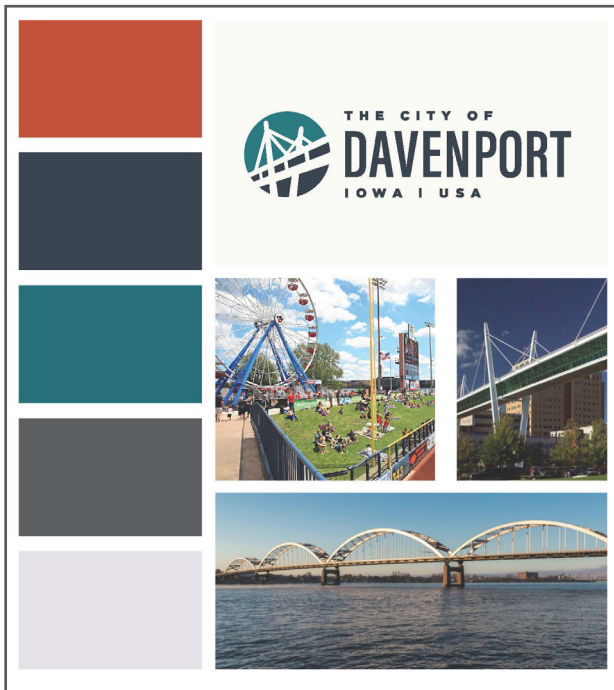




# THE CITY OF DAVENPORT IOWA | USA

## Refreshed Branding Q&A



### WHY REFRESH THE BRAND?

The current City logo is decades old. The community and organization has evolved in that time and a refreshed brand reflects a more modern Davenport.

### WHO DID THE CITY WORK WITH IN THE BRANDING PROCESS?

The City hired Guide Studio of Cleveland, Ohio to lead the brand refreshing process. The firm specializes in branding and wayfinding for municipalities.

### HOW WAS THE FIRM SELECTED?

Twenty three firms replied to a request for proposals. From those, seven were selected and interviewed by a committee of City staff and elected officials that chose Guide Studio.

## REFRESHED LOGO AT A GLANCE





# THE CITY OF DAVENPORT IOWA | USA



## WHAT DID THE BRANDING PROCESS COST?

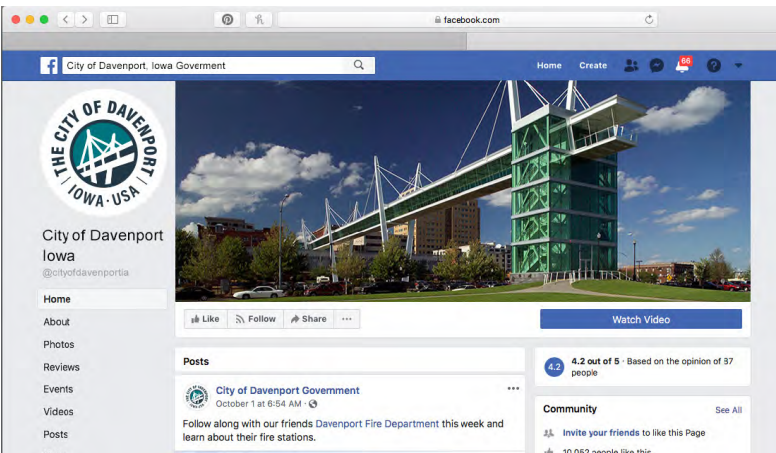
The contract for Guide's work was \$40,000.

## HOW MUCH WILL IMPLEMENTATION COST?

That is to be determined as the refreshed brand will be implemented through a series of phases.

## HOW WAS THE RESEARCH INTO THE REFRESHED BRANDING CONDUCTED?

Key stakeholders, ranging from elected officials to business owners to residents, participated in focus groups. There was also a public survey to broaden public input that received more than 500 responses. This resulted in the brand you see today.



## WHEN WILL PEOPLE START SEEING THE REFRESHED BRAND?

The brand will be adopted by the City Council during the first cycle in November with final approval on Nov. 13. Once that occurs, there will be an immediate digital presence for the brand on the City website and social media. Print presence like letterhead, billing statements, and business cards will follow. Hard assets, like buildings and vehicles, will be phased in as CIP funding is available.

