



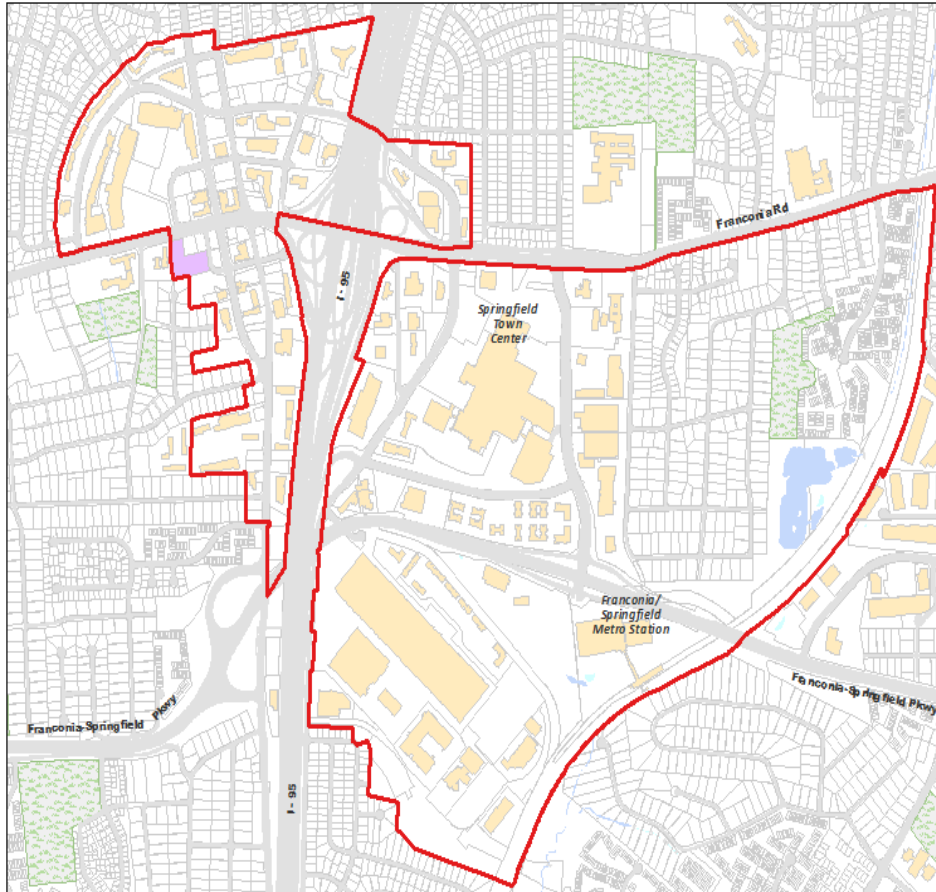
Springfield Branding Initiative

TAGS Presentation

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Office of Community Revitalization

8/1/2018

Background



CHALLENGE – *CRD lacks identity*

- ULI Panel (2006) - “undefined boundaries... lack of a clear identity”
- Connectivity Study (2008) - “establish a unified identity... through signage, gateway treatments, branding...”

OPPORTUNITY – *Leverage funding*

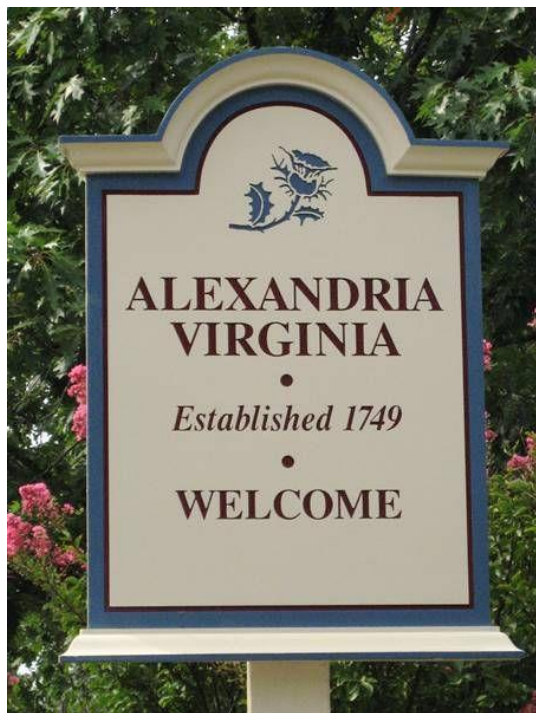
- Develop Springfield branding system
- Implement “Springfield Gateways” sign system
- Leverage matching funding available through commuter parking garage project

Springfield Branding Project

- Develop a logo for future applications (signs, banners, materials)
- Elements: icon, typeface, tagline
- Focus area: Springfield CBC
- Goal: unify fragmented district with a logo that is:
 - Flexible – can be used in a variety of applications; by elements or together
 - Sustainable – non-trendy; classic or timeless; endures over time
 - Vibrant – conveys energy and activity; future growth
 - Authentic – fits the place; feels like Springfield



District Branding Initiatives – area examples



Route 50 - Overpass gateway art installation



Brand logo alternatives

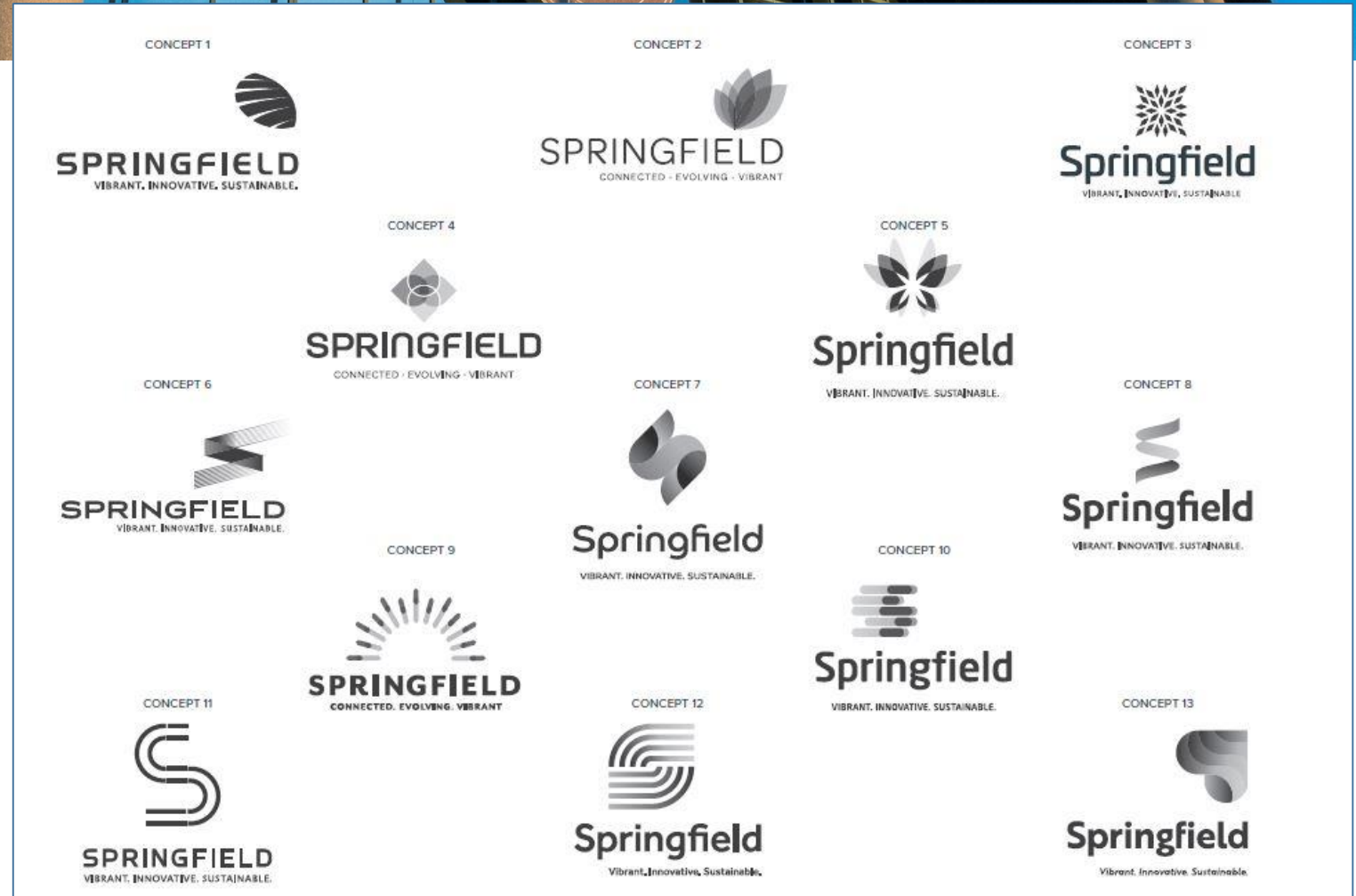
15 concepts were
originally considered



2 public surveys and a
focus group of
branding specialists
refined the concept



Top Logo refined by
staff and designer



Springfield Branding Initiative



Top Attributes of Springfield (Public Opinion Survey - June, 2017)

OCR Branding Project

- Develop unified logo to brand Springfield
- Engaged branding firm to develop logo and tagline

Public Input

- 1st Survey: “Best Assets of Springfield”
- 2nd Survey: rate and rank top concepts; provide feedback
- Focus Group: design/branding professionals
- Distributed through Springfield Chamber, Civic Association (116 responses)



Springfield

VIBRANT ♦ INNOVATIVE ♦ CONNECTED

Selected Logo *(colors and fonts to be refined)*

- Modern font reflects architecture of area, colors complement garage scheme
- Diamond pattern based on earlier community icons (Veterans Bridge)
- Tagline informed by public input on community assets

Proposal

Launch branding system for Springfield

1. Develop Design Standards for Signs, Banners, etc.
2. Install Gateway Sign at Commuter Parking Garage
3. Install Monument Signs at Commercial Area Entrances (4)

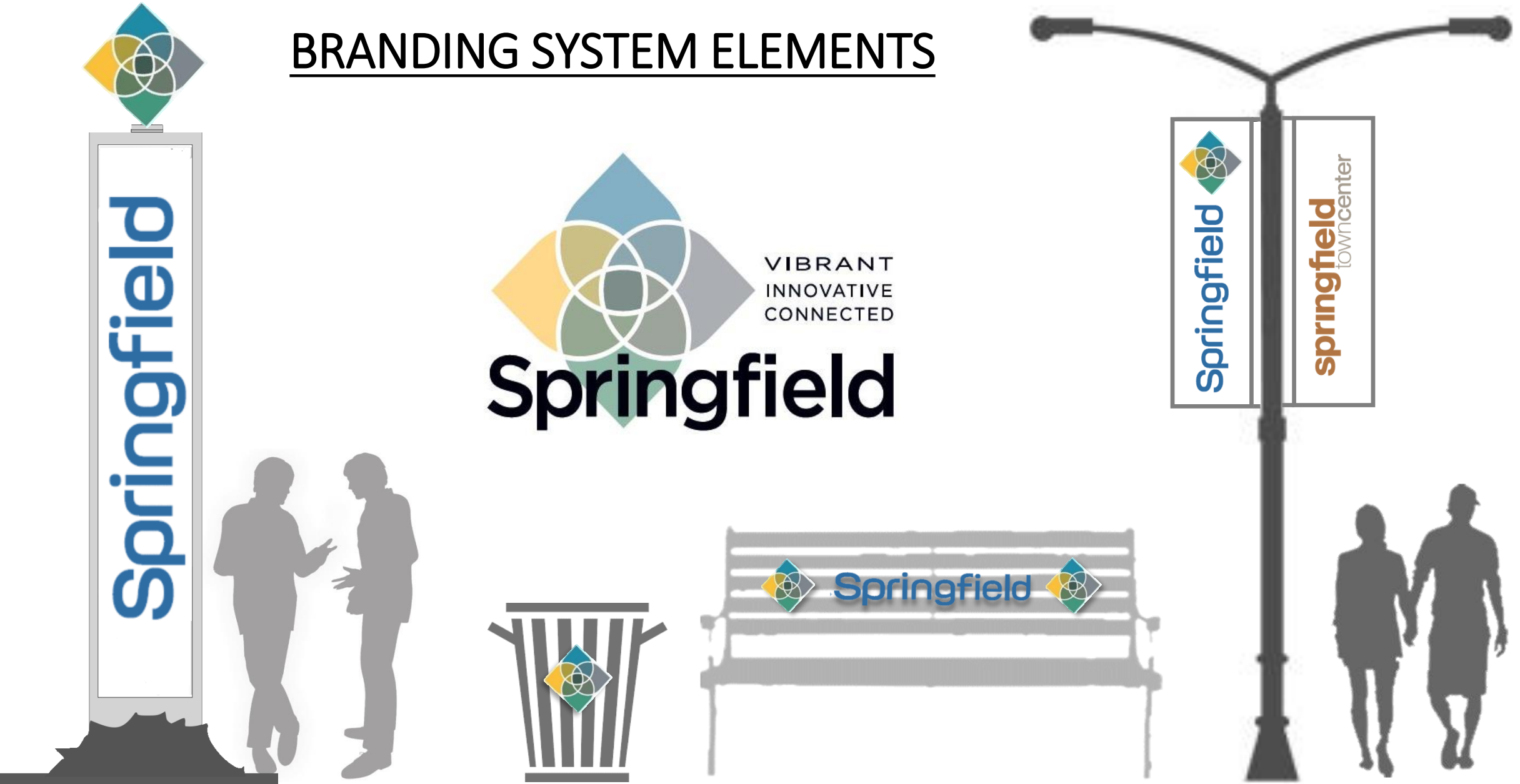
Leverage Funding Match Available

- Federal Highway Administration* \$100,000
- Economic Development Success Fund \$100,000



Proposed pedestrian bridge location of Springfield Gateway sign

BRANDING SYSTEM ELEMENTS



EDSF Proposal

\$100,000 grant

- **Design Standards**
(signs, banners, pavers, benches, bus shelters)
- **Gateway Signs**
 - at four CRD entrances
(locations TBD)
- **Pedestrian Bridge**
art/gateway sign





Springfield

VIBRANT ♦ INNOVATIVE ♦ CONNECTED

- Address long-term image issues identified by Connectivity Study to bring a cohesive identity to area
- Leverage unique funding match and gateway opportunity with Springfield Commuter Parking Facility
- Next Steps:
 - Summer 2018 – RFP for Gateway Sign & Banner Design / 100% CD for parking garage
 - Fall 2018 – Identify locations and contracting for fabrication of Gateway Signs
 - Spring 2021 – Installation of Gateway Sign at Pedestrian Bridge