

City of Monroe



City Council Update

August 13, 2024



Today's Goals

- Present the proposed brand concept and brand architecture for the City of Monroe
- Request City Council's approval to move forward with the final design work



How We Arrived Here

- 1,036 online survey responses
- 9 interviews
- 2 focus groups
- 6 comparable cities reviewed
- 2 brand ambassador workshops
- + several meetings and discussions with City of Monroe leadership, brand team and City Council



Imagine Monroe

Imagine Monroe. A lively center surrounded by nature. A place of beauty and goodwill.

Our parks, waterways, and environment are healthy and accessible for everyone to enjoy. Our historic downtown and business districts are thriving and full of locally owned businesses and locally sourced products. We can find everything we need with regional connections and with a variety of choices for work, housing, dining, shopping, arts, and activities.

Friendly and responsive, we strengthen connections through gathering spaces, events, services, and community-centered infrastructure – creating a safe place for all.

In Monroe, everyone feels at home, and everyone feels they belong.



Brand Foundation (3 Ps)

PERSONALITY

Friendly

Supportive

Natural

Inviting

Playful

Vibrant

POSITION

Where proximity and
community converge

Naturally, you feel at home in Monroe.

*We come together to experience
events, welcome one another,
celebrate community, and plan
for the future.*

PROMISE

Vibrant, meaningful
experiences

*You will never feel more welcomed
than when you're in Monroe. From
friendly neighbors to vibrant
experiences and diverse opportunities
– you will always feel you belong.*



Previous Concept

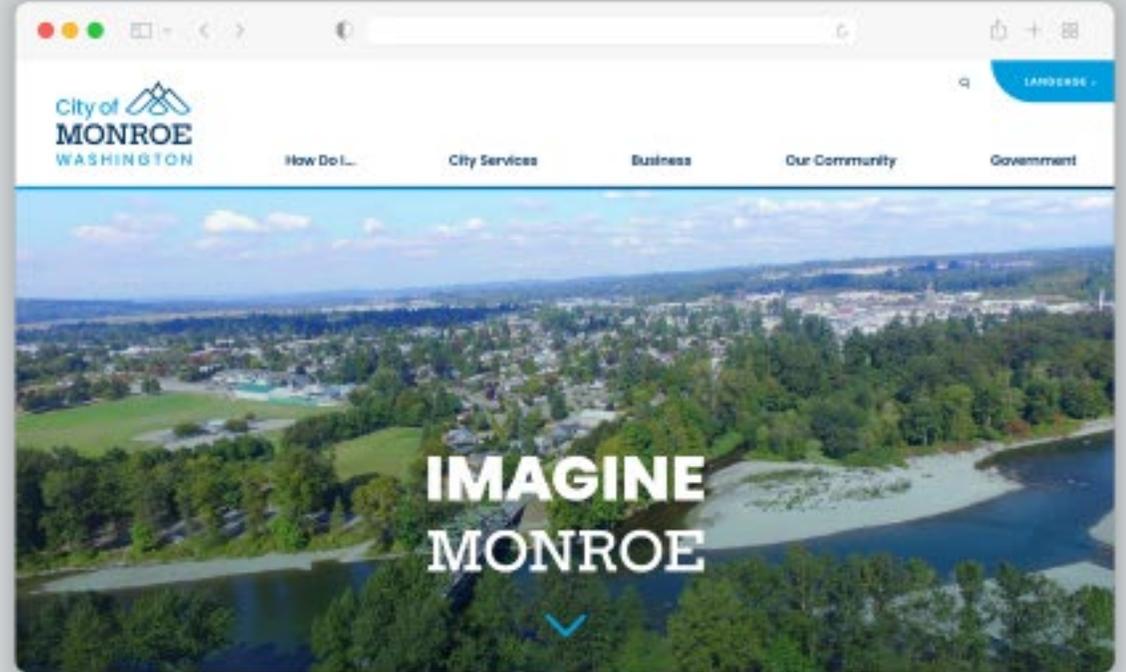
- Different people see different things represented in the logomark, including but not limited to a capital “M”, a bird, a mountain, mountain streams and racing flags
- The cool-toned gradient was highly favored
- Changes were requested to align the concept more closely with the Monroe welcome signage by using shades of blue and an all-caps, slab serif font



Final Logo



City Government



Tourism



Economic Development

Make It 
MONROE
WASHINGTON

Imagine *your*
business in
Monroe



Incentives
& more inside



Make It 
MONROE
WASHINGTON

MakeItMonroe.com



Community Series

Your residents and businesses are your place. They are your living, breathing brand and re-shape your city daily. For a place brand to be truly successful, you need buy-in from the community. They must believe in the importance of your work, see their lives reflected in the story you're telling, and be proud to be ambassadors of Monroe.

A series of badges used interchangeably between Monroe residents and businesses, under the umbrella of the community brand Imagine Monroe, is recommended to achieve this.

Meaningful words from Monroe's vision statement and brand are utilized in badge form to help share what makes Monroe, Monroe. The assortment showcases the extended brand color palette. It brings back the spectrum of colors from previous logo concepts, while the flexible design opens possibilities for later campaigns, as the words can change over time.

Different words will resonate with different people in different situations, and the community is invited to use these badges in their day-to-day lives. Picture a community kitchen featuring a Gather Monroe mural, a locally brewed coffee sleeve stamped with Local Monroe or a proud resident sporting an Imagine Monroe t-shirt.





**LOCAL
MONROE**



Learn more at
LocalMonroe.com





Brand Architecture



City Government



Tourism



Economic Development

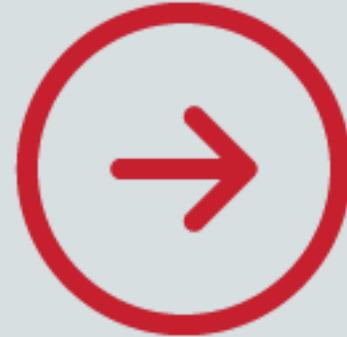


Community
(residents, small businesses)



Next Steps

- Develop brand guidelines
- Design four brand assets
- Produce brand voice
- Outline brand launch plan
- Brand Leadership Team training
- Final summary of adopted brand and materials
- Brand Ambassador update
- Final City Council presentation
- 6-month check-in call



Thank You!

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Alignment with Welcome Signage



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