

City of Monroe

City Council Update

March 26, 2024



How We Arrived Here



1,036 online survey responses



586 survey respondents live in Monroe



256 survey respondents live *and* work in Monroe



117 survey respondents work in Monroe



77 survey respondents visited Monroe for leisure or work



9 total interviews



21 total attendees at **2** focus groups



2 languages, English and Spanish, for surveys, phone interviews and focus groups



6 comparable cities reviewed



2 brand ambassador workshops



Several meetings and discussions with City of Monroe leadership, brand team and City Council



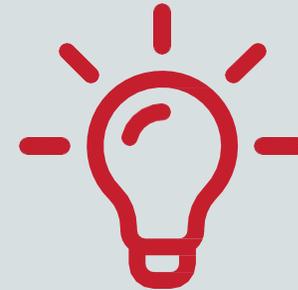
Imagine Monroe

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

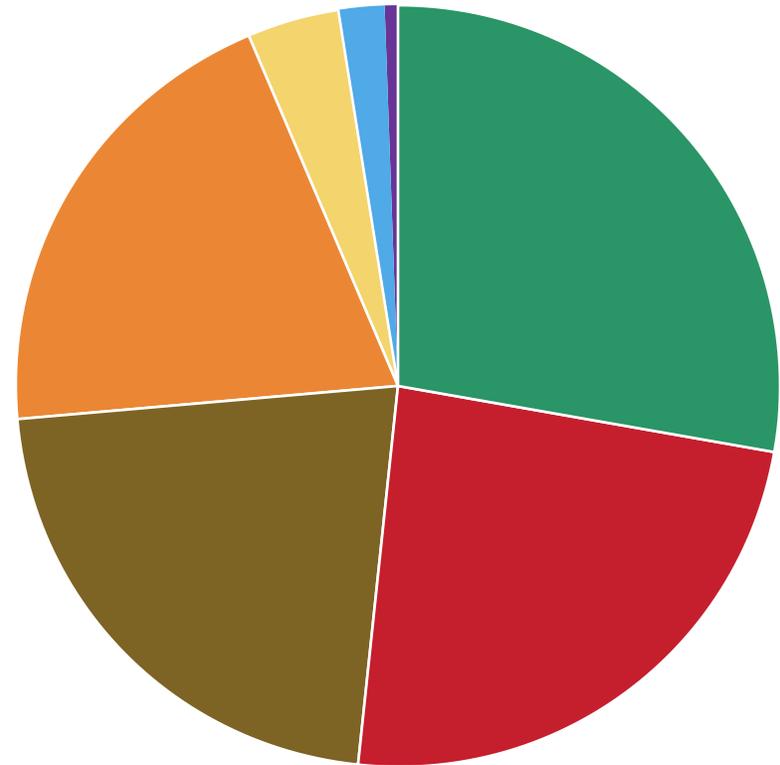
*You will never feel more welcomed
than when you're in Monroe. From
friendly neighbors to vibrant
experiences and diverse opportunities
– you will always feel you belong.*



Visual Themes: Color Theory

Survey respondents were given a set of thematic words. Each set correlated to a color and meaning supported by color theory. Each respondent was asked to identify the word set that most closely matched their current experience of Monroe.

Top themes:





Monroe

WASHINGTON

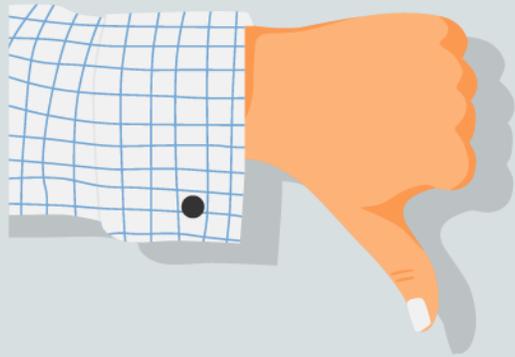


Input from Feb. 20 City Council session

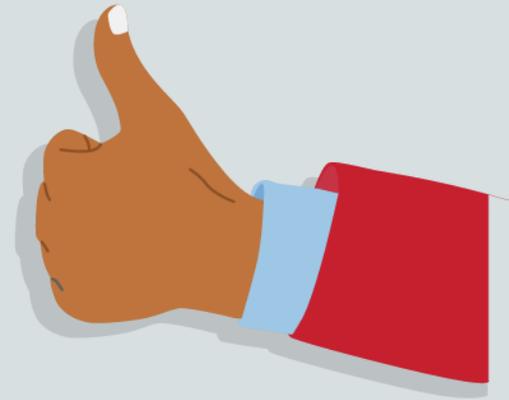
- Councilmembers like the chosen concept
- Some shared a desire for more colors, JayRay noted that the brand guidelines will include a palette with more colors to use as part of the overall brand
- Some would like to see it in blue
- Some would prefer all caps to match wayfinding sign
- Several references to wayfinding signs
- Some wanted to know/see how the logo would be used (this will be discussed as part of the next steps)



Defining Consensus



You're less than 80% there,
you can't live with it.



You're 80% there!



Variation 1a



Variation 1b



Variation 2a



Variation 2b



Variation 3a



Variation 3b



Variation 4a



Variation 4b



Variation 1b: Color

