We think the City of Aurora is great, but we're our own community – North Aurora!

- Residents of Aurora often call us to pay their bills

- Due to the majority of our border being I-88, people not familiar with the area think we're the northside of Aurora

- The majority of North Aurora is in the Fox Valley Park District and West Aurora School District #129
  - All three community centers and the high school are located in Aurora
  - Also part of the Batavia Park District, Sugar Grove Park District, Batavia School District and the Kaneland District
    - (Notice North Aurora is not in any of the names)

We associate with Aurora Regularly

- Member of the Aurora Area Visitors and Convention Bureau

- Member of the Aurora Regional Chamber of Commerce

- North Aurora Police Dispatched by the City of Aurora
  - We had a previous Police Chief that came from the City of Aurora (hence the following)

We're not the same town as 20 years ago

- Rapid residential growth from the mid 90's – mid 00's

- Strong retail base with growing economic development demand

- **However, some things haven't changed**
  - No downtown or community focal point, such as other river towns around us including, Aurora, Batavia, Geneva and St. Charles

Timing is Everything!

- The Village Board wanted to create a strategic plan
  - The strategic plan discussion included ways to market the Village to businesses

- Several long-term capital improvements that had potential to showcase a new logo and tagline we're on the horizon
  - Repainting water towers
  - Installing new welcome signs
  - Installing all new street signs throughout town (approx. 700 new signs)

- The Village was going through the process to establish a new comprehensive plan
  - State Street (Route 56)/Route 31 have a lot of potential to create a community focal point

Getting Buy-in

- Some Village Board members were content with the existing logo and tagline

- Not all staff members saw the value in creating an identity

Village with a View to the Future

Getting Buy-in w/Village Board

- Staff focused on the Village Board's desire to market the Village to future residents and businesses
  - We're a great community, but if people from outside this area don't know we're our own community, we are already one-step behind in attracting them to relocate here
  - Logos and taglines can say more about your community than some think

- Staff stressed the fortuitous timing of upcoming capital projects as once in 20 year opportunities

- Getting a new logo and tagline can be done for a reasonable cost

- Have the Village Board take ownership of the creative review
  - **Let them see all concepts without staff recommendations or bias**
    - They are used to staff preparing most items for their review

Getting Buy-in w/Staff

- Have staff be part of the project from the beginning
  - Weekly department head staff meetings became opportunities for input
  - Opportunity to continually remind staff of the purpose of the project

- Be passionate - **WE'RE CREATING SOMETHING TO BELIEVE IN**
  - There's a sense of civic pride through beautification projects and feeling like you are part of something bigger
    - It's time for little wins!

- Have staff take ownership
  - When the logo is selected have staff help design uses for the logo/tagline
    - Business cards, Letterhead, welcome signs, street signs, banners for street poles, etc.

Starting the Process

- Request for proposals
  - Asked for a minimum of 5-7 logo options & 5-7 motto options

- Staff committee reviewed proposals
  - Eight proposals submitted ranging from $2,800 - $18,200

- Staff committee interviewed three companies

- Staff recommended selection of Rule 29

The Process

- Rule 29 conducted individual interviews with the Village Board
  - Provided list of descriptive words that were used during the interviews
    - Highlighted descriptive words that best translate to logo designs

- Rule 29 did an analysis of the logos for nearby communities
  - Provided a color palette analysis to show which colors were often redundant

- Rule 29 provided all concepts to the internal staff committee prior to the Village Board's review at a Committee of the Whole meeting to ensure they were ready to go forward
  - Staff provided no creative input on any of the concepts

The Process - Presentations

- Initial presentation was five designs in black and white
  - The Village Board selected concepts that they were interested in bringing back in color
  - The Village Board provided feedback leading to two new concepts

- The second presentation included color renderings of the tweaked and new concepts
  - No logos included more than two-colors
  - Rule 29 provided their recommended color combination for each design

Umh? I think we're stuck.

- Feedback from the Village Board on the logos are at a minimum
  - Too many choices?
  - Afraid to hurt feelings?

- Tagline discussion moves along simultaneously with no issues

- Staff regroups and steps in to present the same concepts

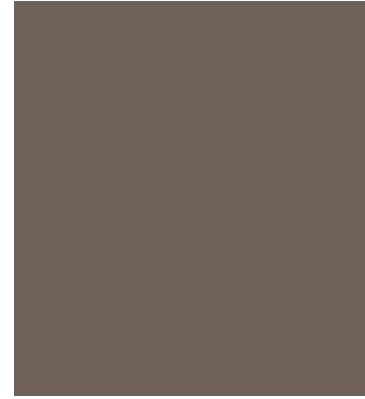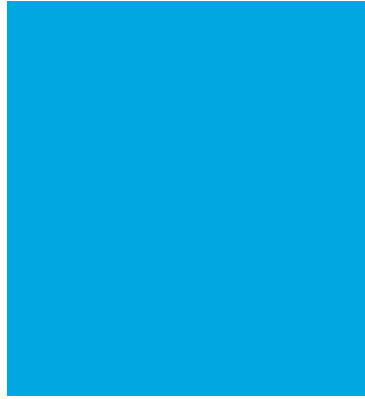# Still Technically Stuck, but slowly gaining momentum

- Staff reminds the Village Board of goals of each aspect of the project
  - Branding – to create a community identity that establishes a sense of place
  - Logo – provides an easily recognizable, reproducible and unique icon that projects the image of the Village
  - Tagline – provides a clear and concise phrase that reinforces the community's image being projected

- Staff asks the Village Board specific questions to help spur discussion
  - What logos or aspects of logos do you like, which don't you like
  - What colors look good or bad
  - Are there any proposed mottos that you believe represent North Aurora

The Colors

Building a Sense of Community
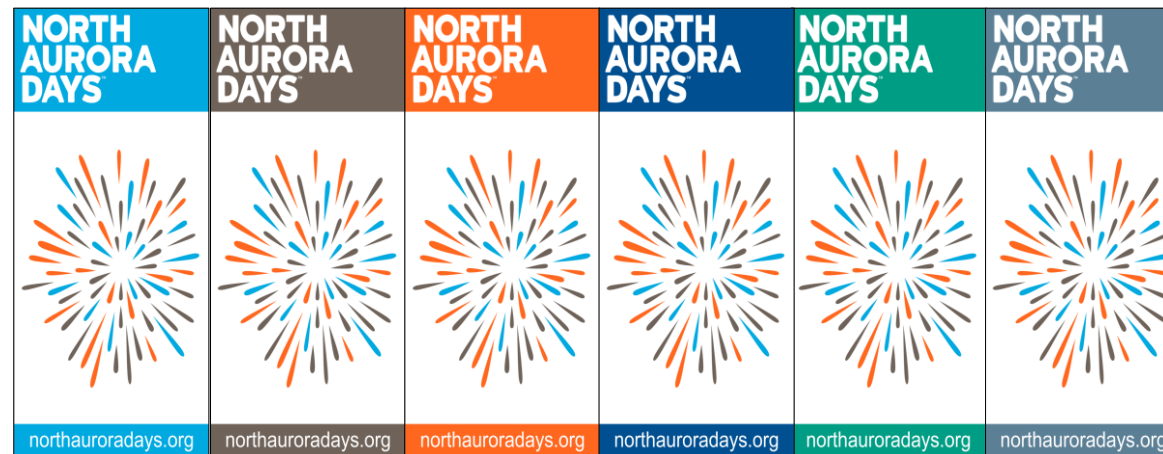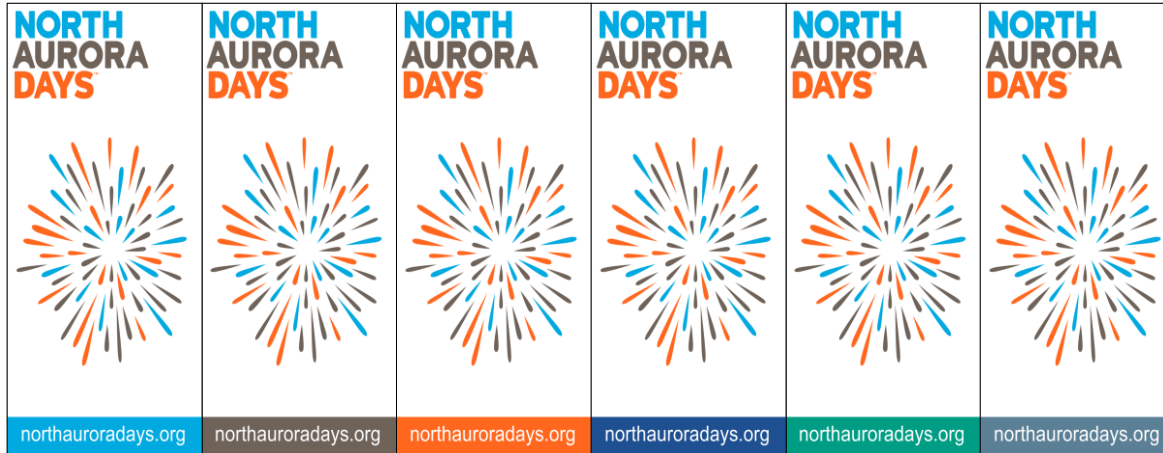
Building a Sense of Community

Building a Sense of Community

Building a Sense of Community

Building a Sense of Community

Building a Sense of Community

Riverfront Rubber Duck Race
noarda.org

RUN FOR THE RIVERFRONT
5K/10K
noarda.org

Rhythm on the Riverfront
Summer Concert Series
noarda.org

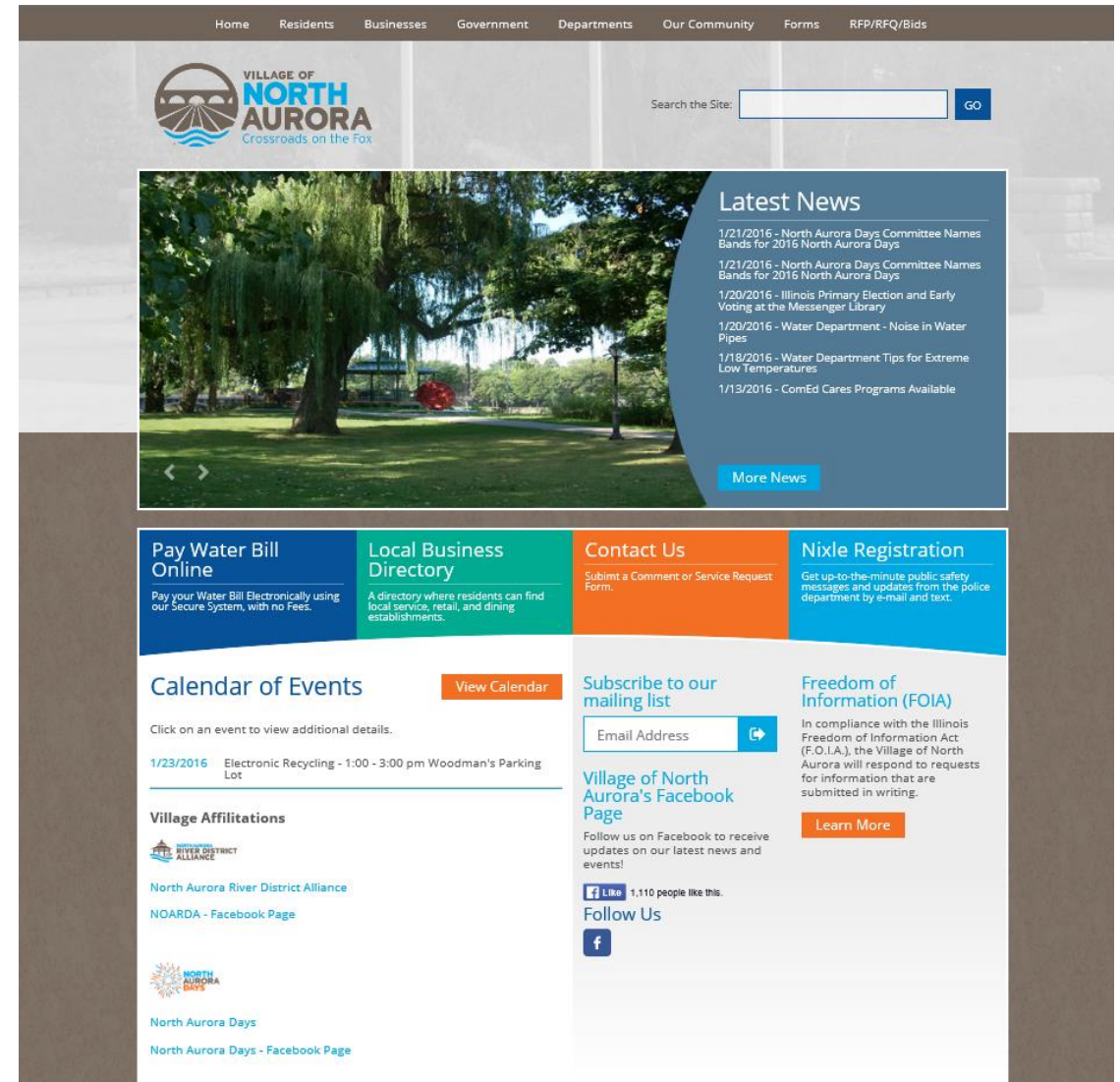EVERGREEN HOLIDAYS
noarda.org

Building a Sense of Community

We're Back to Timing is Everything

- Village's Old Website
  - www.vil.north-aurora.il.us (can you repeat that?)
  - Redesigned in 2013
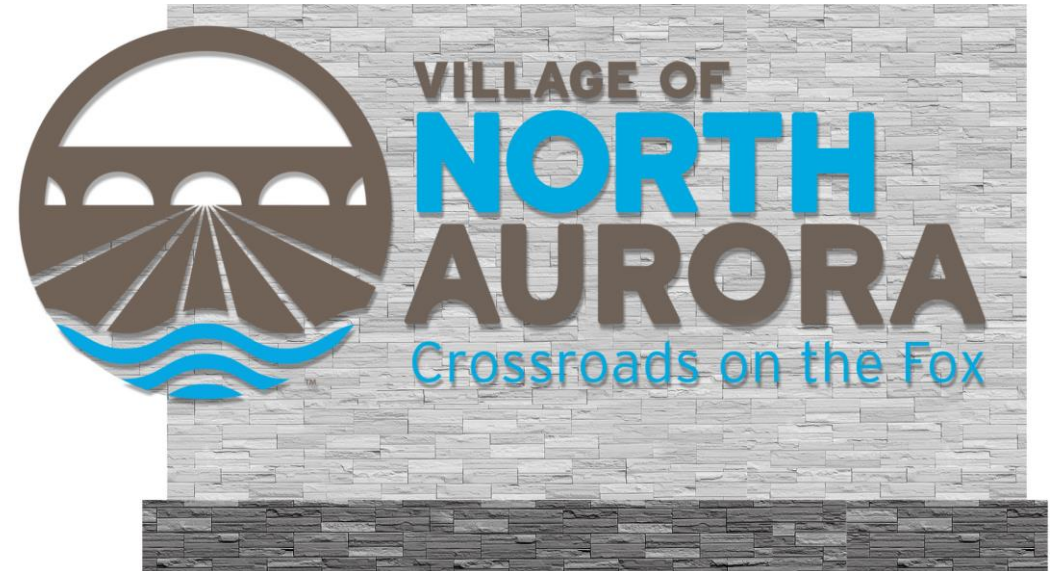 - Not mobile device friendly

We're Back to Timing is Everything

- Village's New Website
  - www.northaurora.org (phew, that's better!)
  - Redesigned in 2015
  - Mobile device friendly

We're Back to Timing is Everything

- Capital Projects
  - 1 Million Gallon Water Tower Repainting
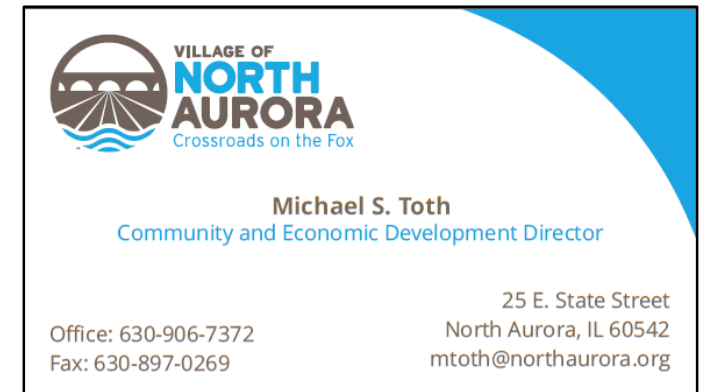 - Welcome Signs
  - Street Signs

We're Back to Staff Buying In

- Police Patch (still in progress)
  - On every Police Uniform
  - On every Police Vehicle

Rip the Bandage Off

- Don't forget to put money in the budget for branding initiatives (beyond capital projects)

  - Banners
  - Website redesign
  - Decals for **ALL** Village vehicles (PW/Water, Police, Village Hall etc...)
  - Village Flags
  - Police patch redesign
  - Affiliated groups logo redesign
  - Updated marketing materials
  - Signage on the bike paths

- Don't forget to put money in the budget for the smaller things

  - Business Cards
  - Letterhead
  - Envelopes
  - Staff Apparel

VILLAGE OF
NORTH AURORA
Crossroads on the Fox

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Next Step to Create our Community Identity

- Building around the concept "Why are we the Crossroads on the Fox"
  - North Aurora is a place that offers great opportunities for families and businesses to locate
    - On the edge of urban and rural Chicagoland
    - Proximity to I-88 (two interchanges – Route 31 and Orchard Road)
    - 3 State Highways (Routes 56, 25, 31)
    - The Fox River Trail
    - Parks and other natural areas
    - Close to a number of higher education facilities

- Update our marketing materials
  - Continue our business-friendly mantra

- Get more aggressive in communicating through social media and our website

- Create a community focal point