Town Council Regular Meeting
Agenda Item 6.a.

Agenda Item: **Resolution 25-G-07 to adopt a new Brand Concept for the Town of Herndon**

Meeting Date: January 28, 2025

Category: General

Prepared by: Anne Papa, Chief Communications Officer

Description:
In alignment with the Strategic Plan and under the advisement of a brand advisory task force, the town has undertaken a comprehensive project to refresh the existing town brand, developed over a decade ago, into a new, dynamic concept that will be used to build community spirit and attract residents, businesses and visitors to Herndon. A new brand concept has been developed as part of the project and is presented to the Town Council for their consideration and adoption by resolution.

Background:
In January 2024, the town issued a Request for Proposal (RFP) and selected a marketing consultant to facilitate a comprehensive, multi-phase process to 1) identify Herndon's unique attributes, also called brand pillars; 2) based on these pillars, create a new brand concept; and 3) develop a marketing plan based on the new concept.

Simultaneously, the town manager appointed a brand advisory task force, comprised of town residents and others with both a vested interest in the town as well as marketing expertise, to advise staff throughout the life of the project. The project commenced in June 2024 with extensive research, to include focus groups, one-on-one interviews, community- and outsider-perception surveys, socio-economic data, human movement data and more. From this research, four brand pillars were identified and presented to the Town Council in October 2024: prime location, historic small-town charm, ethnic diversity and welcoming friendly spirit. The town's consultant then developed brand concepts based on these pillars, which were presented to the brand advisory task force in January 2025 for their consideration. The concept recommended to the Town by the brand task force builds on the brand pillars and embodies the tagline "Live Differently." Following adoption by the Town Council, a marketing plan based on the new brand concept will be developed and executed against.

Timing Impact
Adoption of the brand concept and identity is the next-to-final phase of the rebranding project, which began in June 2024. Following Town Council adoption, the town's consultant will deliver a marketing plan with strategies for implementation of the new

brand. Execution of the plan, as well as of a correlative communications plan, will commence in late FY 2025/FY 2026.

Strategic Focus Area:



Thriving Community

Fiscal Impact:
The marketing plan will require funding, to be determined.

Legal Impact:
Any graphic components developed to promote the new brand will be trademarked, to ensure usage is consistent with the brand strategy.

Staff Recommendation/Next Steps:
Staff recommends Town Council approval of the Resolution to adopt a new brand concept for the Town of Herndon. Following, a marketing plan based on the new concept will be developed and executed against.

Attachments:
1. Resolution (Proposed)