

# TELLING OUR STORY

**CITY OF HAYWARD BRAND ASSESSMENT  
& MARKETING PLATFORM PRESENTATION**

FEBRUARY 17, 2015

**FIRST THE**

**“WHY?”**

**CHAPTER NO.**

**1**

**THE PURPOSE, PROMISE AND PITFALLS  
OF MUNICIPAL BRAND DEVELOPMENT.**

# FRAGMENTATION

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A clear brand will capture Hayward's best qualities and will be used to update and unify the City's communication materials

VISUALS  
LANGUAGE  
PURPOSE



# A COTTAGE INDUSTRY

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ALL  
THINGS  
TO ALL  
PEOPLE!



# CAUTIONARY TALES

title

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WHERE  
THINGS  
GO  
WRONG



# OUR APPROACH

title

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THIS PROJECT IS ONE OF DISCOVERY,  
NOT FABRICATION.

2

SECTION NO.

**NOW, THE  
“WHAT?”**

**DIGGING INTO “BRAND HAYWARD.”  
A FOCUSED, MULTIFACETED APPROACH.**

# METHODOLOGY

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1. REVIEW OF CURRENT MATERIALS & MEDIA
2. DETAILED BRAND ASSESSMENT QUESTIONNAIRES
3. IN-DEPTH BRAND ASSESSMENT WORKSHOPS
4. ONE-ON-ONE INTERVIEWS
5. ONLINE SURVEY

# WORKSHOPS

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# LOOKING DEEPER

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## THINGS HAPPENING TO SHOW PROGRESS

- 238 CORRIDOR IMPROVEMENT
- NEW LIBRARY
- DOWNTOWN REVITALIZATION
- MALL IMPROVEMENTS
- HAYWARD AREA HISTORICAL SOCIETY / BIG E / RESTAURANTS
- MADE IN HAYWARD CAMPAIGN
- FIREHOUSE CLINIC
- HAYWARD PROMISE NEIGHBORHOOD
- PUBLIC SAFETY AGENCIES
  - CALFA / PARAMEDIC FIREFIGHTERS

## BUSINESS CONVERSATION

- GREAT WATER
- AFFORDABLE RENTS (50-70% CHEAPER) COMMERCIAL & RESIDENTIAL
- NICE PEOPLE
- GREAT WEATHER CULTURAL / ETHNIC DIVERSITY
- "HEART OF THE BAY" - CLOSE TO EVERYTHING
- AIRPORT
- THREE GOLF COURSES
- CLOSE TO SPORTS TEAMS
- CLOSE TO SILICON VALLEY
- EDUCATED WORKFORCE
- CSUEB: EDUCATION, HOSPITALITY, BUSINESS
- READY EMPLOYEES
- ACCESS (FREEWAYS, RAIL, AIR, ETC.)
- HOUSING MIX

## GLASS IS HALF FULL

- SOMETHING FOR EVERYONE
- COLLEGE CITY/TOWN
  - STUDENTS
  - PROFESSORS
  - EDUCATIONAL COMMITMENT
  - SECURITY APPARATUS
  - HIP DOWNTOWN
  - ENTERTAINMENT
- A GREAT PLACE TO LIVE & WORK

WIDE RANGE OF HOUSING OPTION  
INDUSTRY / RETAIL  
ENTERTAINMENT  
RESTAURANTS

VARIETY

# QUANTITATIVE STUDY

title

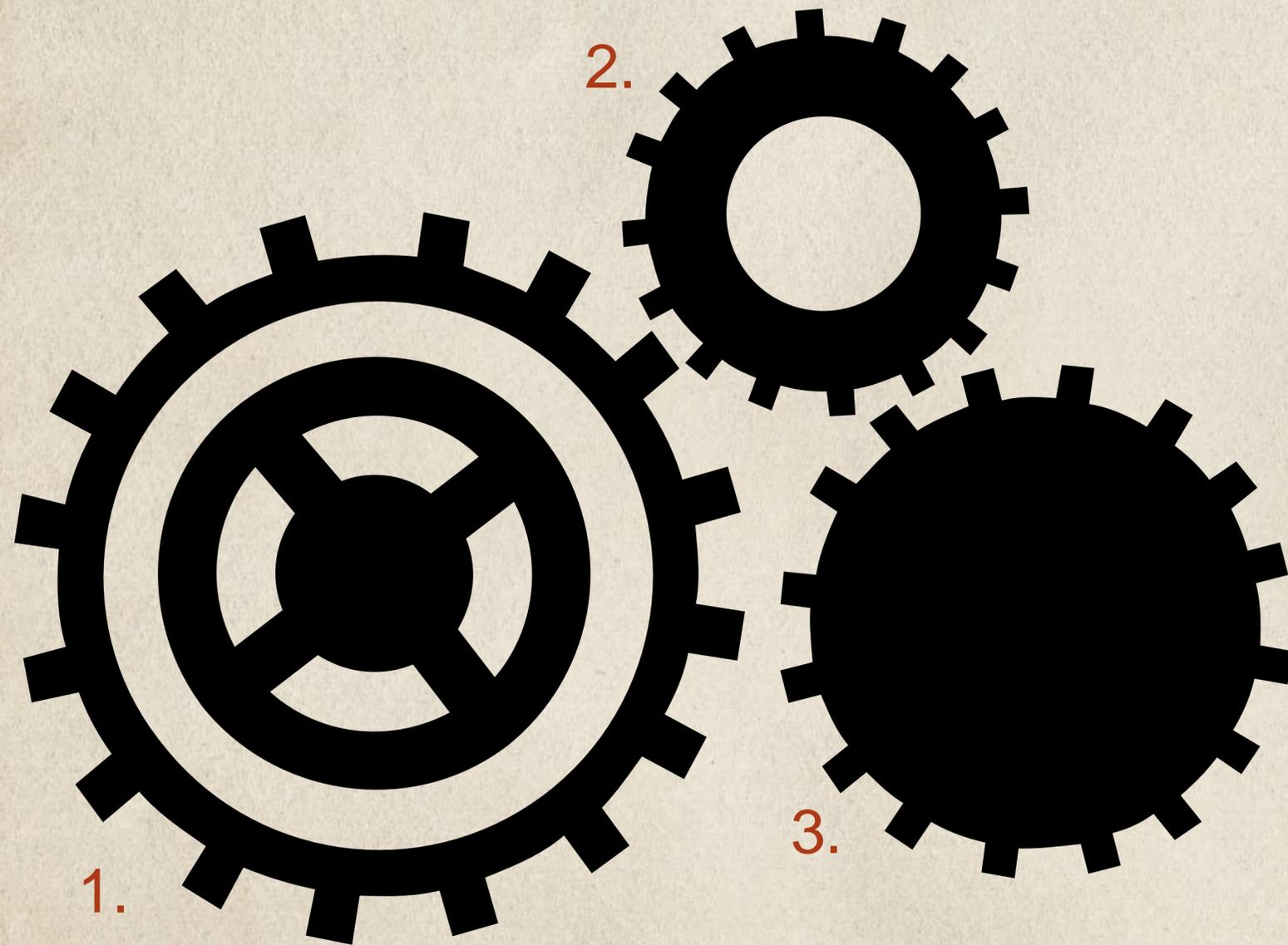
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## 1. PRIMARY CHANNELS

Website, newsletters, organic social media campaign, physical flyers.

## 2. PARTNERS

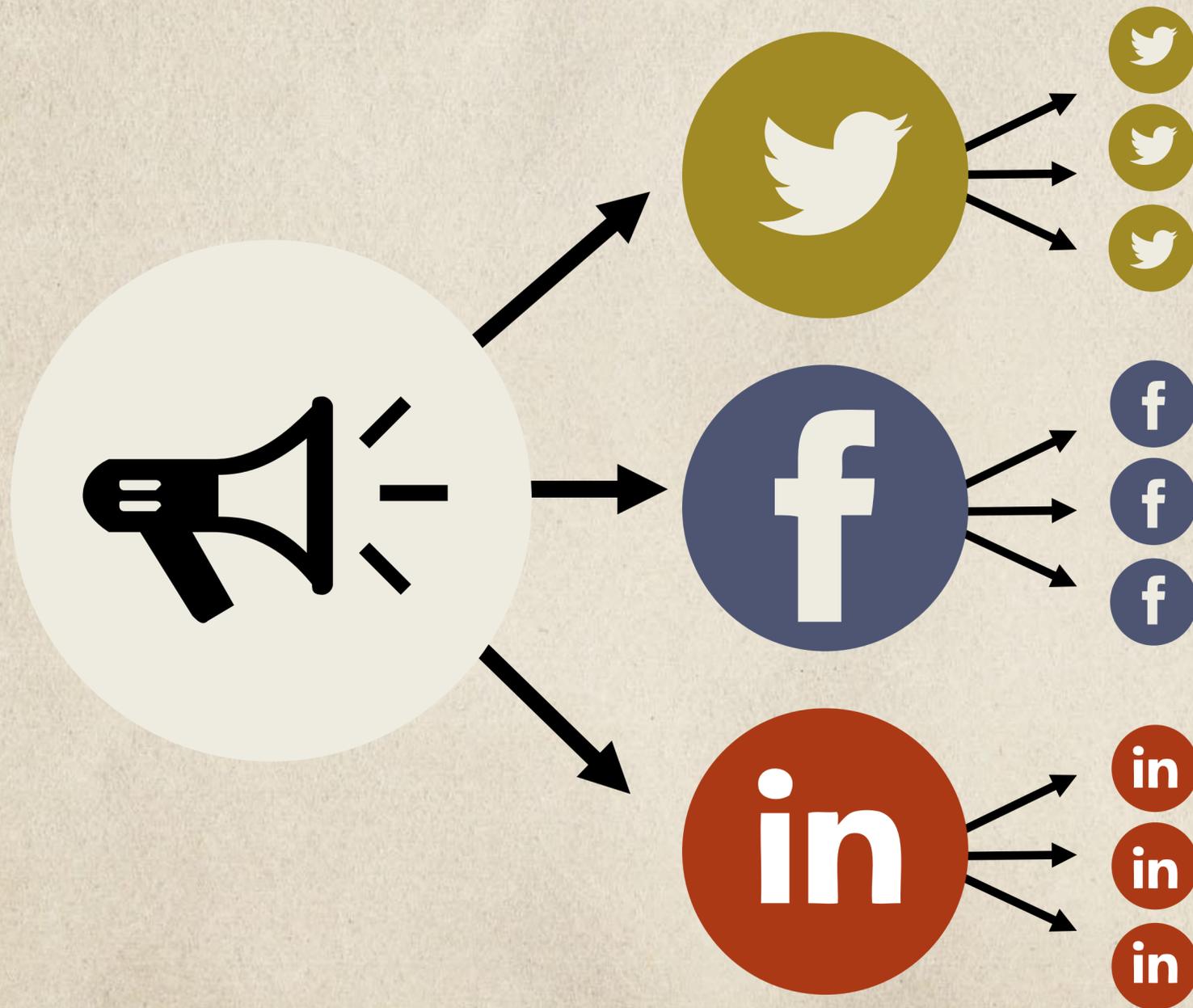
Presentations to various groups soliciting participation in brand assessment survey.

## 3. TARGETED OUTREACH

Geotargeted digital advertising campaign designed to reach outside of self-selected existing network for broader input.

# TARGETED OUTREACH

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## FINDING NEW AUDIENCES

In addition to traditional means of soliciting responses to the online brand assessment survey, a targeted digital advertising campaign brought the opportunity to participate to an additional 34,510 users who were not already connected to the City's social media channels.

By proactively pursuing input from individuals who had not already "self-selected" into official city communications, we were able to ensure both stronger overall participation as well as greater breadth of representation.

# SURVEY RESPONSE

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1,750

**LAST, THE**

**“HOW?”**

**CHAPTER NO.**

**3**

**THE HAYWARD MARKETING PLATFORM:  
POSITIONING THE CITY TO WIN.**

# OPTIMAL POSITIONING

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RELEVANT?

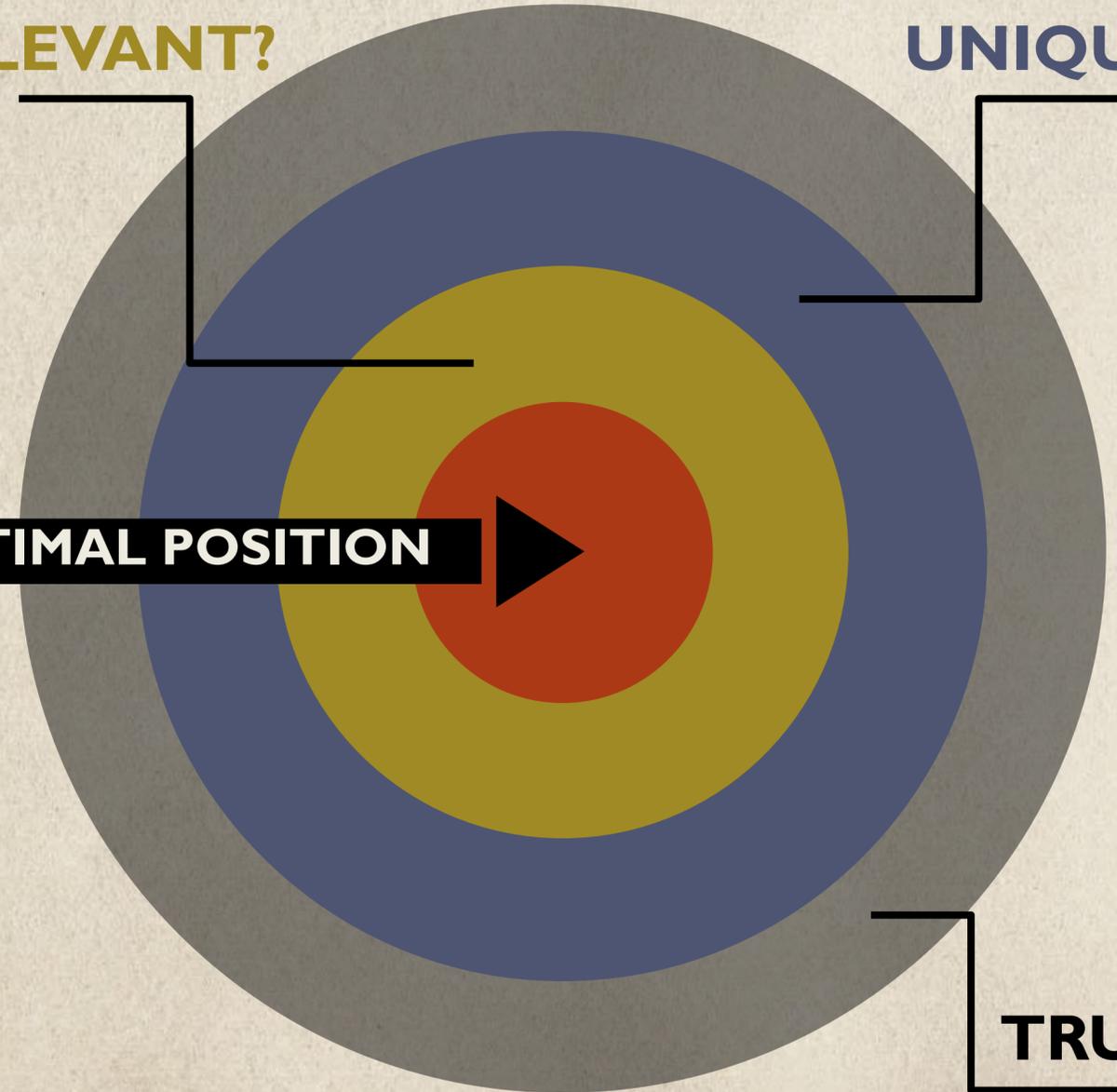
UNIQUE?

## ■ THE SWEET SPOT

Optimal brand positioning should follow three philosophical guidelines, listed here.

In addition, the strategy should fit within a similar set of *pragmatic* guidelines: Our chosen aspiration, where we will play and how we will win.

OPTIMAL POSITION



■ RELEVANCE

Is the chosen strategy relevant to our target audiences?

■ "OWNABILITY"

Is the chosen strategy truly "ownable"? That is to say, is it differentiating?

■ CREDIBILITY

First and foremost, is the strategy based on something true and believable?

TRUE?

# RECURRING THEMES

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## LOCATION

While true/believable, not differentiating. Not big enough to serve as an “umbrella” for the campaign.

## PERSONALITY

Possibly true, possibly relevant, potentially available to own but highly subjective and potentially problematic.

## BUSINESS FRIENDLY

Perhaps true/believable, probably not differentiating without major effort, does not speak to all audiences.

## COLLEGE CITY

True, but not believable in the strictest sense of the term. Best as a supporting argument about our available, educated workforce.

# CORE STRATEGY

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## OPPORTUNITY

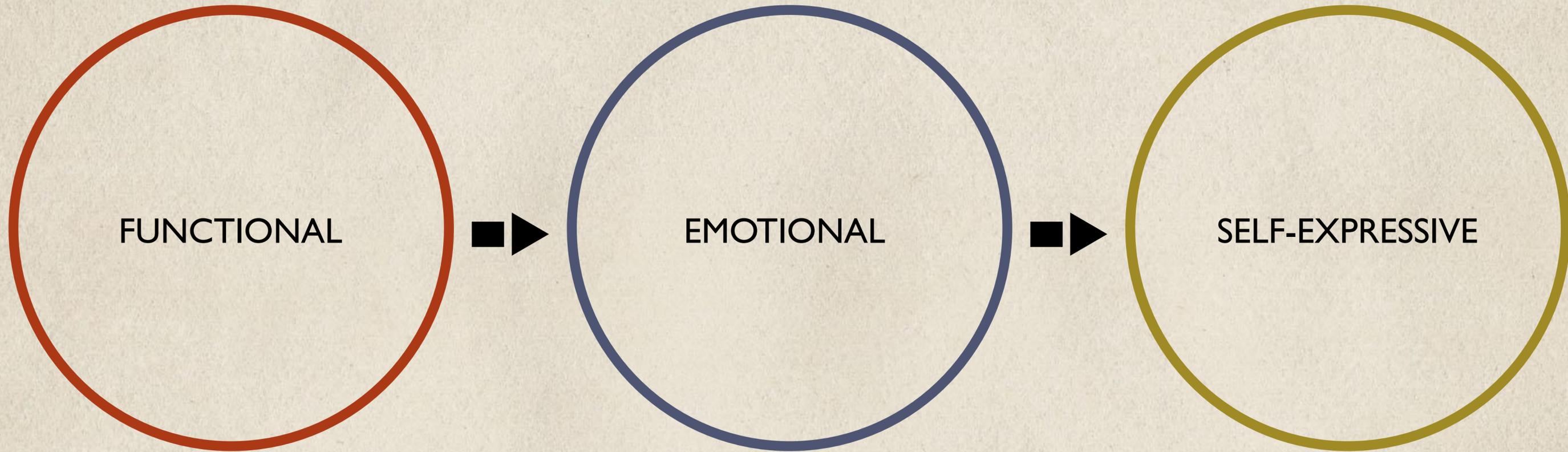
The notion of “opportunity” and/or “potential” was regularly mentioned by virtually every participant in the assessment program. ***This should be a core pillar of the City’s branded marketing strategy.***

## WHY IT WORKS

The concept is true and completely believable, it is highly relevant to our target audiences and it is strongly differentiating given our market competition.

# HOW A BRAND WORKS

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## WHAT OUR PRODUCT (CITY) DOES

“Hayward’s affordability & central location – plus some unexpected lifestyle features – make it the perfect setting for Bay Area business success at this time.”

## HOW IT MAKES YOU FEEL

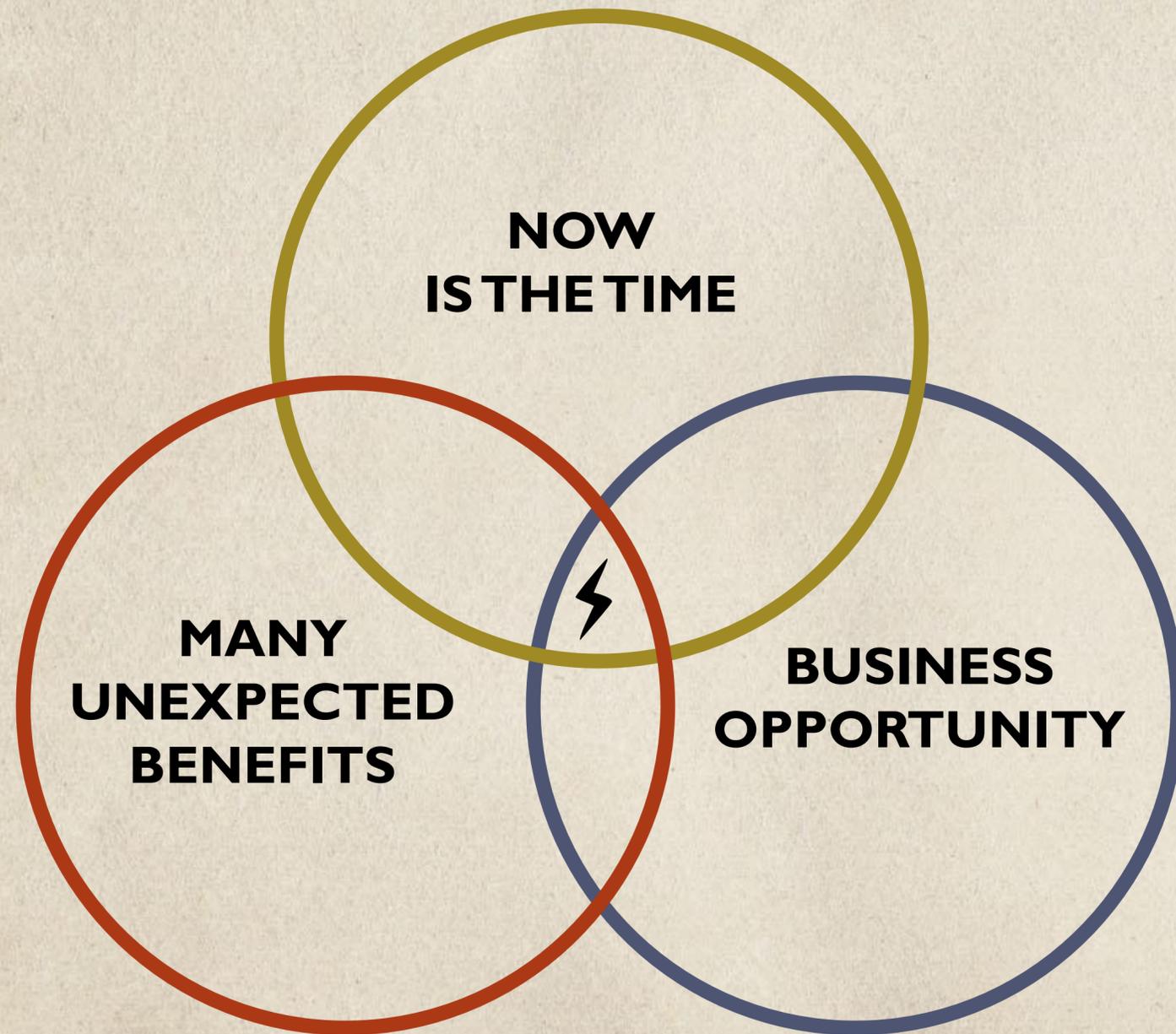
“I/we feel wanted in Hayward and excited about the business possibilities.”

## WHAT IT SAYS ABOUT YOU

“I’m a leader with vision. In five years, others will wish they would have made an investment in Hayward when I did.”

# OUR CAMPAIGN

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## NOW IS THE TIME

Create a sense of urgency: "A few years from now, savvy individuals will wish they had..."

## MANY UNEXPECTED BENEFITS

Hayward is filled with surprising hidden gems, which even many residents are unaware of. Campaign strives to uncover these.

## BUSINESS OPPORTUNITY

Affordable, appropriate space, strategic location, educated workforce, welcoming population, ecosystem in place for making real products.

# BRAND PERSONALITY

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“WE MAKE REAL THINGS.”

HAYWARD

ELITE, ALOOF

DOWN-TO-EARTH,  
WELCOMING

San Francisco,  
Palo Alto,  
San Jose,  
Berkeley,  
Emeryville

“WE CREATE INTELLECTUAL PROPERTY AND DO FINANCIAL DEALS.”

# OUR APPROACH

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HAYWARD: PRESENT & FUTURE



## Logo Variations



### Basic Mark

The primary logo can be used on advertising, marketing and promotional materials.

### Primary Logo

The primary logo with name should be used on advertising, marketing and promotional materials. As well as corporate level applications such as stationery and signs.

### Alternative Primary Logo

While the primary signature should always be considered first, the horizontal version of our logo can be used for applications with restricted vertical spacing.



### Alternative Primary Logo with Hashtags

The optional tagline is actually a Twitter hashtag—clear evidence that the city is not only looking ahead, but intending on sharing our progress.

The Alternative Primary Logo is preferred when a hashtag is being used.

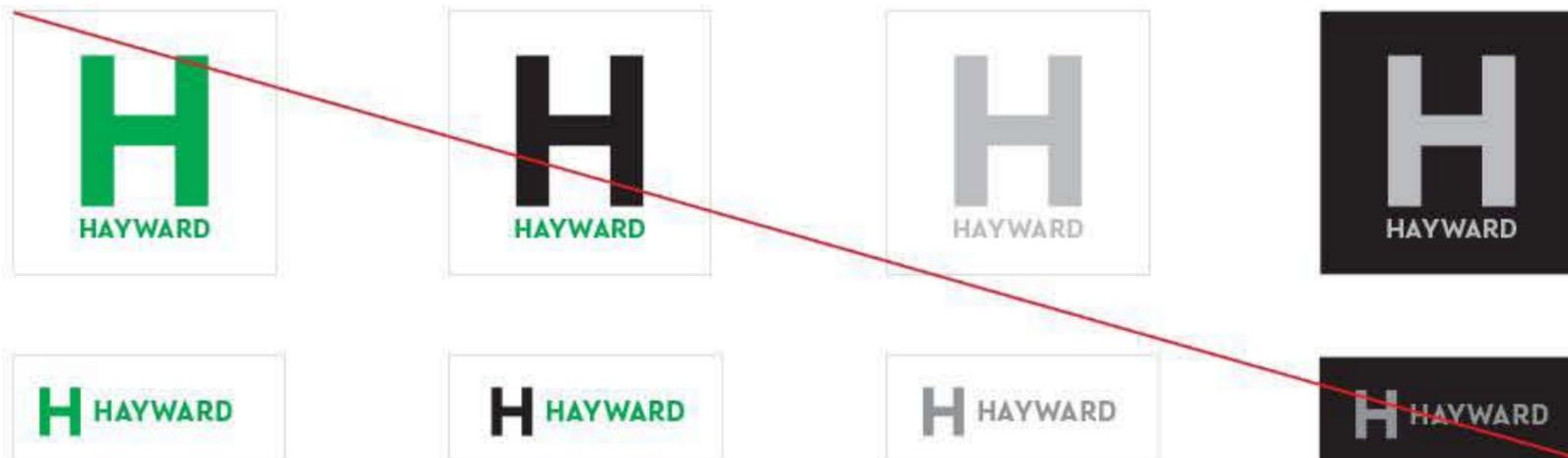
## Do's



Flexibility is another advantage of this system, with variations available in the standard Hayward Green, black and white variations. However, the more consistent we are, the harder the logo will work for our city. Follow these simple rules-of-thumb and, eponymously named nearby fault or not, you'll be on solid ground.

All the "Do's are permissible uses." Don'ts include changing logo colors, making both mark ("H") and logo ("H" + Hayward name) the same color, changing size relationships, and using gray in ways that make the logo less legible.

## and Dont's



## BRAND MARK APPLICATIONS

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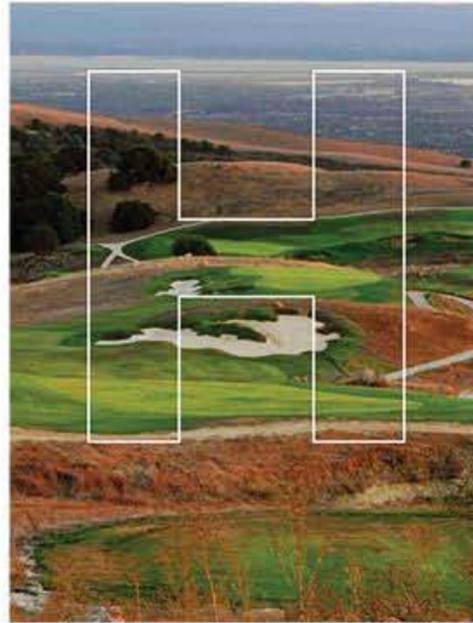
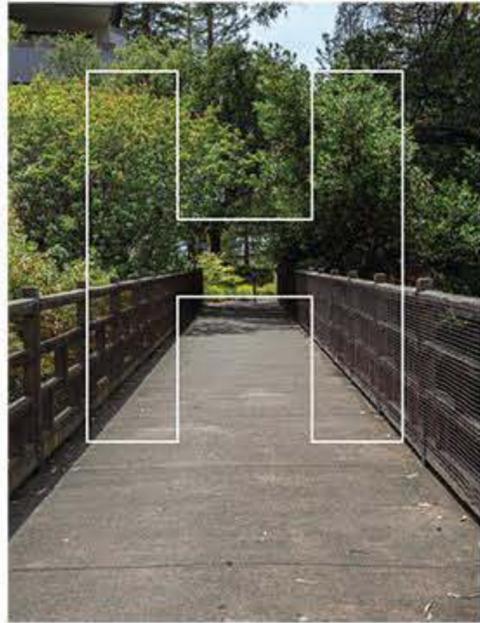
The "H" element was designed to let you highlight the key message of communications by focusing the reader's eye.

This approach communicates the message clearly and quickly.

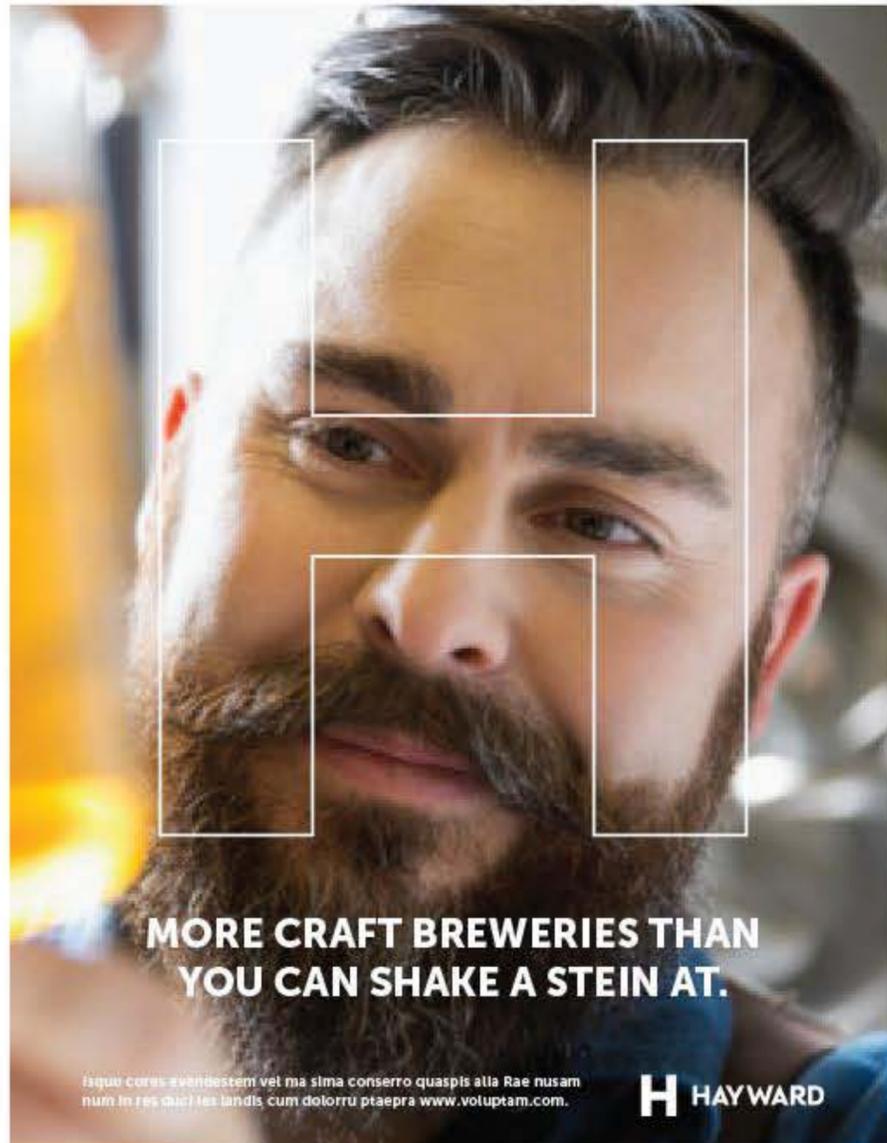
**REMEMBER:**

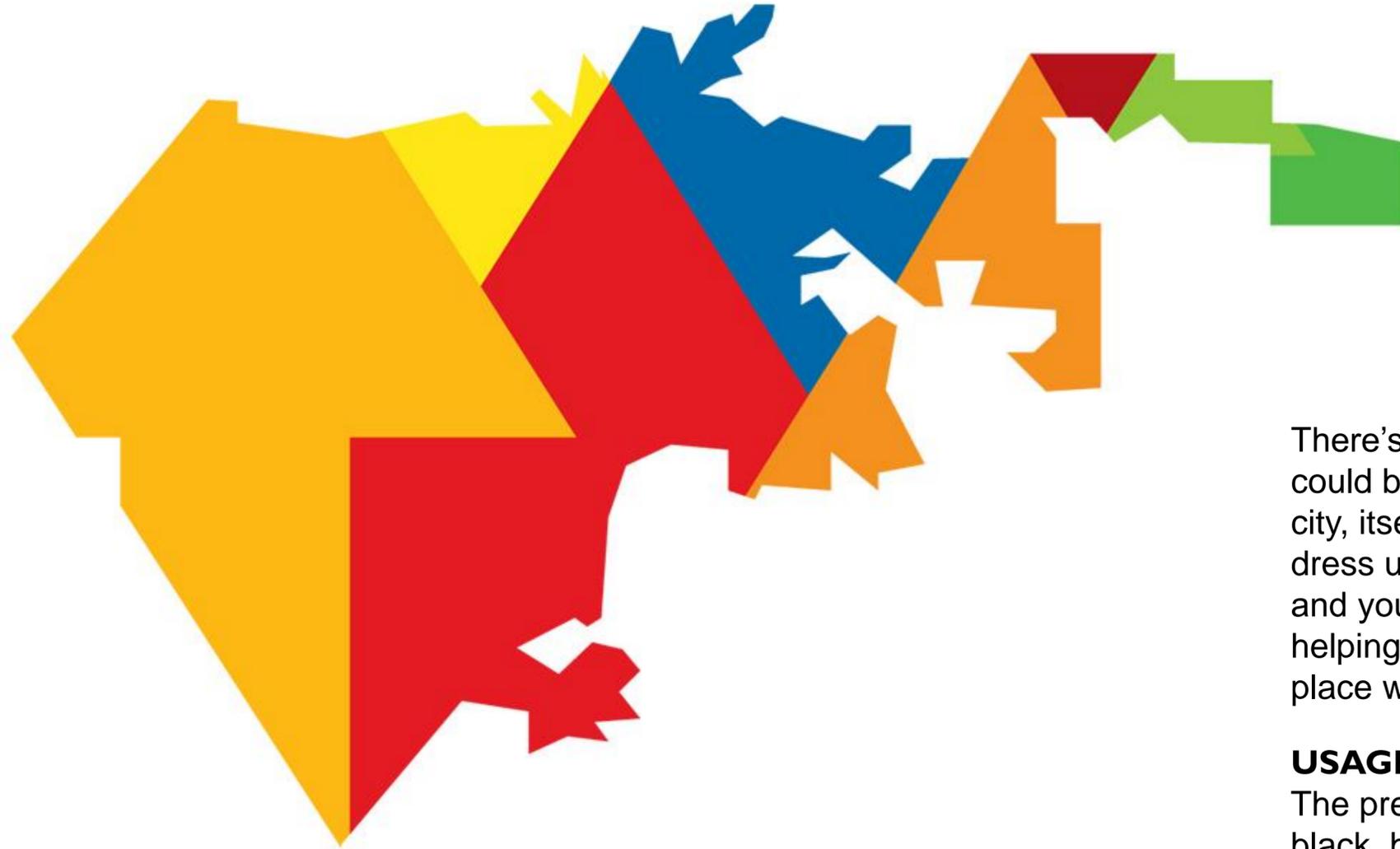
The "H" provides an intriguing way to invite audiences to "look deeper" to see the real Hayward.

These examples highlight a specific Hayward selling point. As you can see, the images can be literal or more of a metaphor.



Print Advertising





There's one last element that ensures this identity system could be for Hayward alone: A stylized map that turns the city, itself, into a bold and unique visual asset. Use it to dress up almost any print, video, or digital communication and you're not only adding punch to your words, but also helping give people a much more tangible sense of the place we call home.

**USAGE GUIDELINES:**

The preferred backgrounds for the map are white and black, but in some cases the map can be used over a color or image to enhance a particular design concept. In these cases, it's extremely important to ensure the visibility of all elements with the use of ample space and contrast within the design.

You are here.  
So is everything else.



*#upward*





FRONT



BACK

Business Card




**Frank Holland**  
Community & Media Relations Officer

777 B STREET  
HAYWARD, CA 94541

T 510-583-4344  
C 415-531-5259  
E Frank.Holland@hayward-ca.gov

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Letterhead



Ed res consuli,

Cibulistuus no. Nam in iam iam atum terorus, nemniam essenatilis num habes et; horem prorur, diionducaet; hui pripte atris in ta ca omnera diena, ut or ari, ute invereh ebatuit, incursum ilicast video, cus, ego invem opublicut vir aceris consunum idereis iam factus comnicis inverra comneris et pat. Hentem oc terioca elarbis nihictus veris etil consum, C.Idiussa deraecrus esus, ubli perum egerum is cibuncupimo te aur. Ro ca is opoenis; hoc ocaetra, Ti. Ommorunum nos sis vericisque hilibus caes vemo us ponfecomne poerfectela remus, us, nos Ad diisquam. Uc te, que convolicerum sceriam P. Catientis; ilis.

Sediendeste, C. Fulicaequam, fici poti, se pores comnimus vis. Ecribut vir lius vessid cerrati natur, effre, nin hostis ete noctum obsenatum senihillis? Ditus con Etra, sidit, Caturnit. Satiemquissu ilintisque publiis bonsim spicut vgnos ia sentemo viverem eteatfecum opublica nondem, quam omanum, vis. Satum rei init. Simis, portem publin nostrop oenatiam, cae faccion sullabus res! Satri sentium audem halesi con huciem.

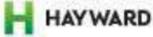
Hentem oc terioca elarbis nihictus veris etil consum, C.Idiussa deraecrus esus, ubli perum egerum is cibuncupimo te aur. Ro ca is opoenis; hoc ocaetra, Ti. Ommorunum nos sis vericisque hilibus caes vemo us ponfecomne poerfectela remus, us, nos Ad diisquam. Uc te, que convolicerum sceriam P. Catientis; ilis.

Utum ortil horem re,  
que avo, cum demus.

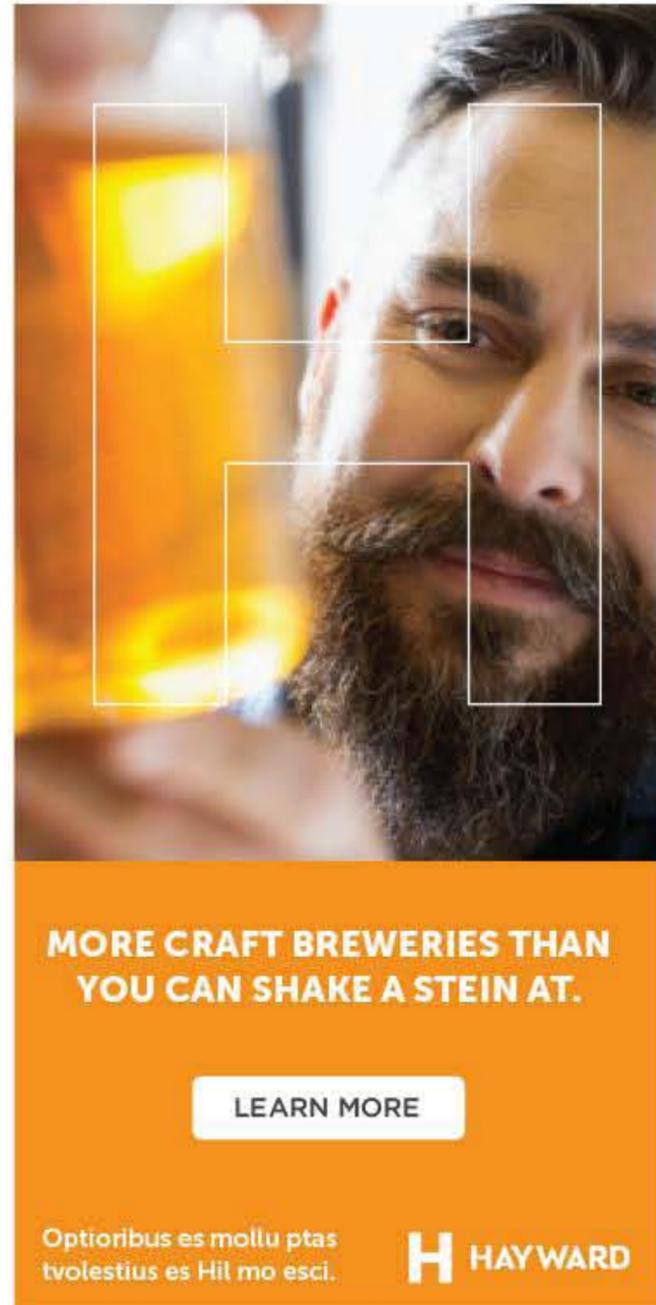
Office of the City Manager  
777 B Street, Hayward, CA 94541

T 510-583-4090  
F 510-583-3001

TTO 510-247-3340  
www.hayward-ca.gov



Online Advertising



All type must come from the Museo Sans font family.

Banner advertng must include the Hayward logo and when appropriate, the hashtag supporting the campaign.

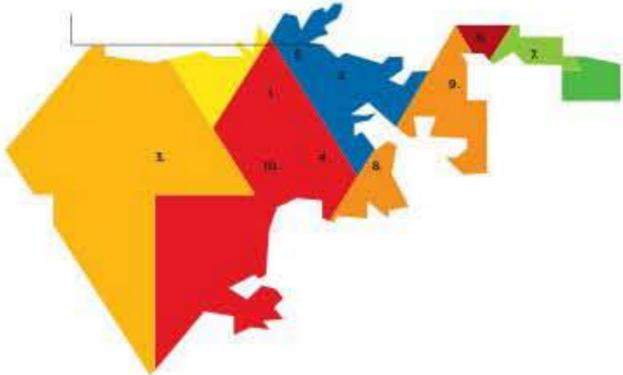
All headlines in print advertising must be set at 700 and 900 weights.

Banners should include a call to action or button to encourage action.

Ambient Advertising

# Rediscover Hayward

You are here



So is everything else.

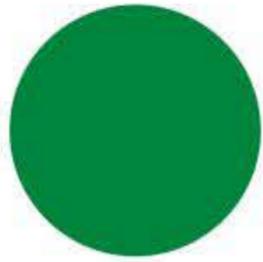
1. Im ut et vel maximpor
2. Consequi tem voluptam
3. Facies qui asitass equatia
4. Tem sit labo. Ebiscienimin
5. Rem dit, sedit ad erro que
6. Adis autenhici asiti od
7. Ditiatē nem est audae
8. Autemque plaborrum et
9. Volor adi dolupti issitio
10. Roruptas cusam est ius



Ambient Advertising



Primary Color Palette



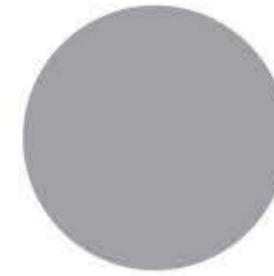
**Primary Dark Green**  
Pantone 356  
C91 M0 Y100 K27  
R0 G133 B63  
#00853f



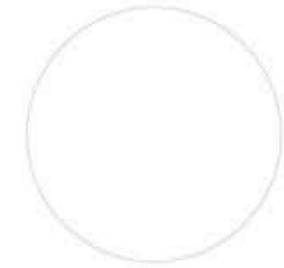
**Primary Light Green**  
Pantone 376  
C50 M0 Y100 K0  
R141 G198 B63  
#8dc63f



**Black**



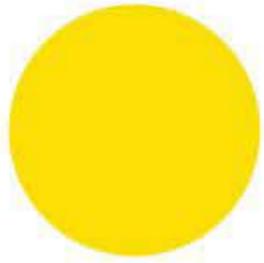
**Grey**  
Pantone Cool Grey 8  
C0 M1 Y0 K43  
R161 G161 B164  
#a1a1a4



**White**

Hayward's primary colors are strong and straightforward. They represent the core of the brand using the very minimum number of colors.

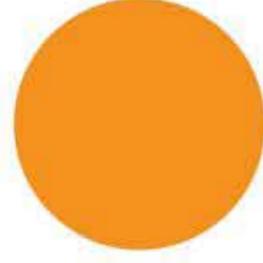
Secondary/Expanded Color Palette



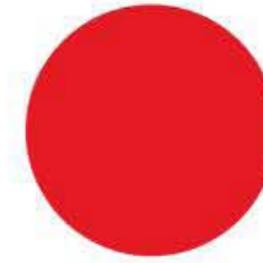
**Yellow**  
Pantone 109  
C0 M10 Y100 K0  
R255 G221 B0  
#ffdd00



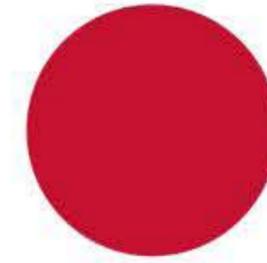
**Orange**  
Pantone 130  
C0 M30 Y100 K0  
R253 G185 B19  
#fdb913



**Dark Orange**  
Pantone 152  
C0 M51 Y100 K1  
R243 G144 B29  
#f3901d



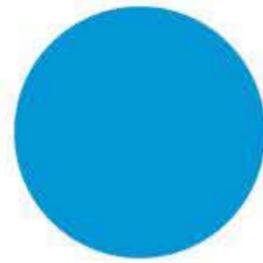
**Red**  
Pantone 1797  
C0 M100 Y99 K4  
R227 G27 B35  
#e31b23



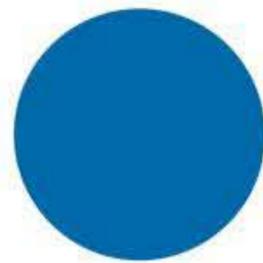
**Dark Red**  
Pantone 187  
C0 M100 Y79 K20  
R204 G41 B43  
#c41230



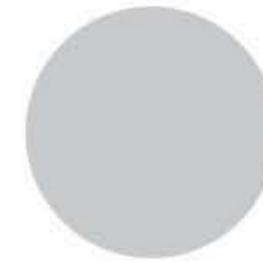
**Green**  
Pantone 361  
C69 M0 Y100 K0  
R84 G185 B72  
#54b948



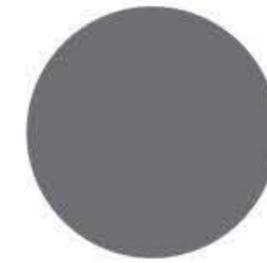
**Blue**  
Pantone 2925  
C85 M24 Y0 K0  
R0 G150 B214  
#0096d6



**Dark Blue**  
Pantone 2945  
C100 M45 Y0 K14  
R2 G108 B182  
#0069aa



**Light Grey**  
Pantone Cool Grey 4  
C0 M0 Y0 K24  
R201 G202 B204  
#c9cacc



**Dark Grey**  
Pantone Cool Grey 11  
C0 M2 Y0 K68  
R113 G112 B115  
#717073

# DISCUSSION

