

Dania Beach Community Redevelopment Agency

Rebranding Workshop Agenda

Monday, February 26, 2018 – 11:00 AM

A. Call to Order

B. Formalizing the Rebrand Initiative

1. Mission Statement
2. Brand/Vision Statement
3. Resolution adopting Seal, Logo and Brand Standards/Guidelines
4. Trademark and Registration
5. Potential Regulations

C. Concept Selection: Logo Applications

1. City Seal
2. Internal Brand Collateral
 - a. Emails
 - b. Business Cards
 - c. Letterhead
 - d. Envelopes
 - e. Folders
 - f. Pens
 - g. Website
3. Roadway Signage
 - a. Flag Banners
 - b. Monument/Structural Entry Signs
4. Facility, Building and Asset Signage
 - a. City Hall
 - b. Public Services
 - i. Offices
 - ii. Water Treatment Plant
 - iii. Fleet
 - c. Parks and Recreation
 - i. Parks and Beaches
 - d. Tri-rail Station Mural
5. T-shirts and Embroidered Uniform Shirts
 - a. City Commission
 - b. Information Technology
 - c. Parks and Recreation
 - d. Community Development
 - e. Public Services

D. Brand Roll-Out

1. Promotional Items
 - f. Pens
 - g. Notepads
 - h. T-shirts
 - i. Mugs
2. Events
 - a. City/CRA Events: Arts & Seafood Celebration, Founders Day, etc.
3. Media Buys
 - a. TV Commercial
 - b. Billboard
 - c. Newspaper
 - d. Radio
 - e. Social Media

E. Prioritization & Timeline

F. Budget

G. Procurement

H. Adjournment