

Provo set to launch rebranding with day of service



PROVO -- Welcome home.

"That's the message we want to convey to everyone who comes to Provo -- whether it be to live, shop, dine, learn, work or play," said Provo Mayor John Curtis.

Provo continues to be recognized as a top place to live, work and play. Last week it was proclaimed by Multifamily Executive magazine as the youngest city in America. Tuesday, California-based Milken Institute said it's the No. 1 place to age.

In the next few weeks street banners and flags will be put up throughout Provo in preparation for the official rebranding launch on Aug. 15.

To enhance the "Welcome home" tagline, the city will celebrate the day by asking residents and businesses to join in doing random acts of kindness for their neighbors and visitors to the city, spokeswoman Helen Anderson said. The launch date is during the yearly BYU Education Week that brings nearly 30,000 visitors to the community.

"We wanted more than just a launch event," Anderson said. "Our rebranding is more. It's defining and engaging."

Anderson suggested neighbors could take food to shut-ins, help with neighborhood projects or write a letter of support to someone. Look for ways you can show kindness and make people feel at home.

"Our new city brand, including our new logo and tag line, 'Welcome home,' is an important part of our ongoing commitment to tell the world what we have to offer in our community," Curtis said. "It tells everyone visually and literally that they are welcome."

In describing the new logo Curtis said, "Provo's mountain setting and recreational opportunities are represented in the logo by mountain peaks and Utah Lake. The rising sun represents the goals and aspirations of Provo as the city progresses. It helps others recognize us at a glance."

The branding is consistent with the goals of the city's 2030 Vision that was developed to define who and what Provo is. Old logos and branding had become outdated, Anderson said. It had become so bad that departments were creating their own logos, and there was no cohesiveness. More than 20 different logos were being used at one time.

"We've been going through this process for over a year," Curtis said. "We did so much research defining who we are."

The consulting firm R[E]D of Salt Lake City, which has an office in Provo, helped with the rebranding process. The cost for rebranding still is an unknown, as many facets will phase in during a number of years. However, according to Curtis, the design phase will be about \$20,000, and the implementation will be about \$20,000.

During the research phase three things stood out about people's perceptions of Provo: friendliness and a sense of home, natural resources and recreation and Brigham Young University, even though responders said the city wasn't defined by BYU. A portion of those interviewed lived outside of Utah County.

Curtis said they wanted the logo to be memorable and unique, but not too busy. The tagline should be both true and memorable. Residents involved with numerous discussion groups said they wanted to be represented by something traditional and versatile. There also was a desire for the font to be softer and less corporate.

The administration has ordered new stationary and business cards. Within the next six to eight weeks the city's police cars will roll out with the new logos as will signs at city entry points.

"A brand is much more than a logo -- it is the heart of the Provo message. It encompasses the words, colors, fonts, phrases and mood of every item in our communications. It captures the essence of who we are," Curtis said.

He added, "The new brand can help elevate Provo. It can help create a positive vibe in the minds of longtime residents as well as visitors who may only be here a brief time. We want Provo to be and feel like home not just for Christmas and the Fourth of July, but every other day of the year as