PROJECT: Town Brand

(**scope**: design-centric effort to produce a suite of logos, as well as brand guidelines, color palette, fonts & more)

The below summary is tied to a public "town brand" survey (live 7/1 - 7/20).

For any questions, please reach out to the Town's Communications Director - Jay Poropatich (jporopatich@natickma.org)

Reference Documents (see below links): Transcript of Survey (printed version)

Town Brand: Overview (presentation)

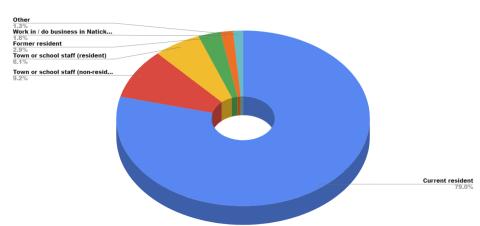
see this ${\color{red} \underline{link}}$ for print-friendly (PDF) of this file

Q1 "What best describes yourself?"

Headline:

Overall - 314 respondents, across primarily current residents (79%), followed by Town/School staff (15%, mix of resident & nonresident)

What best describes yourself?



N = 314 respondents (ie. sample size)

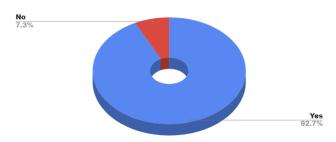
Q2 "Were you able to complete a review of the above overview document? [OPTIONAL]"

Headline:

93% of respondents reported that they were able to complete a review of a "Town Brand: Overview" document (see "reference docs" atop this doc)

^ So, a fairly engaged audience willing to listen/learn about this "town brand" project great news!

Were you able to complete a review of the above overview document? [OPTIONAL]



N = 314 respondents (ie. sample size)

(See page #2)

Q3 In your opinion, what criteria should be used to judge this logo work?

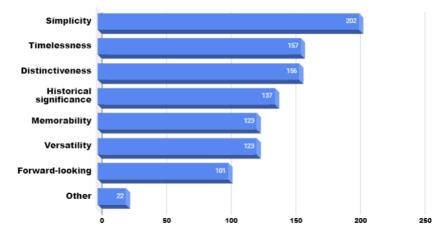
Choose all that apply.

Headline:

Simplicity was the clear, top choice (202, 64% of all respondents), followed by timelessness & distinctiveness. There's less-energy around forward-looking as a criteria for design work.

^ So, keep it simple.

In your opinion, what criteria should be used to judge this logo work? (Choose all that apply)



N = 314 respondents (ie. sample size)

Q4 If you could only choose one, what is your top criteria to judge this logo work?

Choose one.

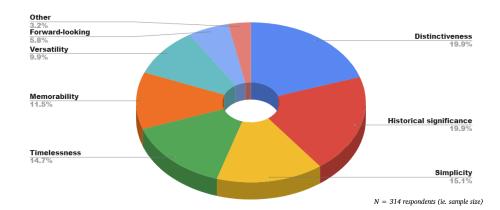
Headline:

When choosing a single, top criteria, <u>Distinctiveness</u> and <u>Historical Significance</u> rise to the top.

A So, while "simplicity" is the 1st choice for Q3 ("choose all that apply"), it drops to a 3rd place ranking when only selecting a single, top choice.

Perhaps simplicity is seen as a mandatory criteria (ie. table stakes), v. primary criteria for decision making.

If you could only choose one, what is your top criteria to judge this logo work? (Choose one)



(See page #3)

Q5 Please name 3 words that you associate with "Natick."

(font size = instances per each word; colors are used to represent groupings of words with similar # of instances)



SOURCE: freewordcloudgenerator.com (with raw inputs, minus any interpretation or modifications to results)

N=314 respondents (ie. sample size)

Q6 (open-ended feedback) these are general comments & questions from all responses.

Thoma (of foodback)

Below is a "summary" of the top, thematic comments/questions. Please see the "redacted" raw responses for details of all responses.

Inc	eme (of feedback)	Response (from Town staff)
#1	Keep is simple. Make it versatile.	These principles will be "table stakes" (ie. mandatories) for all considered designs. We will likely use more nuanced criteria to ultimately choose the winning design, but ALL considered design will be [1] simple & [2] versatile. All criteria will be detailed in a creative brief (to be shared with the public)
#2	Honor Natick's rich history.	Town staff will be conducting additional outreach (largely to individuals who provided their contact info). Natick certainly has a rich history, but there is likely a similar sentiment from residents of nearly all 351 towns & cities of MA. In design (especially "town branding" efforts), there's also the added consideration of depicting history as "representative" (ie. true elements that directly depict historical imagery, eg. monument or building) v. "Illustrative" ("abstract graphics to indirectly serve as symbols, without directly depicting actual, historical imagery"). Town staff is committed to further explore this feedback re: "history."
#3	Community outreach. Focus on reaching critical mass across residents (also, expand beyond the normal outreach).	This particular survey garnered 314 responses - this is absolutely an informative set of inputs, but we'll continue to set our expectations higher. Outreach is not only aimed at an arbitrary # of responses (500? 1k? 37k?), but instead Town staff is confident that this project will expand our "communications playbook" on how to reach a new group of residents (while ensuring that outreach always covers Natick's most engaged residents).
#4	This project should not be the top priority.	Town staffs committment & top priorities are focused on critical services across Town Departments (eg. public safety, financial stability, roadwork, etc.), this particular project ("town brand") is being led by a 1-person Communications Dept. This is a "priority" for the Communications Dept., it's not the top communications priority (it's in the top ~5 projects; others: website redesign, website content, emergency notifications system, town identity (mission/vision/values), town-wide goals framework, etc.).
#5	Designer selection. Use a free/low-cost NHS student or local artist.	Town staff agrees that we have a talented Arts community. As an example, the Communications Director was directly involved in Natick High School's "Advanced Graphic Design I/II" this past winter/spring (to create value for both the Town & students). Ultimately, Town staff chose to contract a professional designer who grew up in Natick (NHS graduate), who now works for a San Francisco -based marketing agency. Other parties considered: Natick-based design agency & the graphic designer who produced the current town seal ("bridge").
#6	"Do" AND "do not" use the new/current town seal ("bridge")	Town staff is very appreciative of the community feedback & design output that was passed at Spring Town Meeting ('23). This project <u>will consider</u> all feedback (ie. survey data), as well as each design component of the current town seal ("bridge"). At this time, Town staff is not able to confirm if/how this design will be incorporated into this town brand project.

(See page #4)

NOTE:

Below is summary of all community outreach activities - a final report will detail ALL outreach, including:

- [1] **Press outlets** (notable: MetroWest Daily News & Natick Report)
- [2] Facebook (via "Town" pages, including: Town of Natick, NPD, Morse Library, etc.)
 [3] Facebook (via moderated "groups" incl: Natick Moms Group,
- [4] **Town newsletters** (notable: Morse, Sustainability)
- [5] Town building flyers (posted flyers & printed surveys across: Town Hall, Morse & Bacon Libraries, Cole Center, & Community Senior Center)
 [6] Town website ("news flash" of natickma.gov)
- [7] **Local businesses** via Natick Center Cultural District
- [8] School PTO groups (notable: Memorial School)
- [9] Digital signage (this refers to the digital sign located in Natick Center, NE corner of 135/27 intersection)
 [10] In-person site visits. These non-standard, "boots on the ground" efforts were made to reach underrepresented groups, via a summer intern who visited a broad set of organizations (both for this particular survey + build a current database for future community outreach initiatives with a focus on underrepresented groups).

In summary, Town staff visited <u>30 organizations</u> w/ printed "town brand" survey & instructions for each org to consider additional comms (eg. newsletters, social media, live announcements, etc.) - including: 12 places of worship, 11 large apartments/condo complexes, & 7 social/fraternal organizations.