

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 \(presentation\)](#)

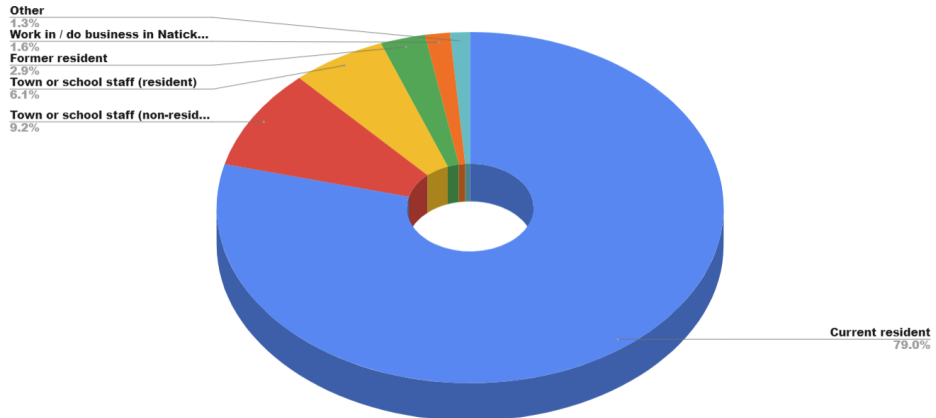
see this [link](#) for print-friendly (PDF) of this file

Q1 "What best describes yourself?"

Headline:

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

What best describes yourself?



N = 314 respondents (ie. sample size)

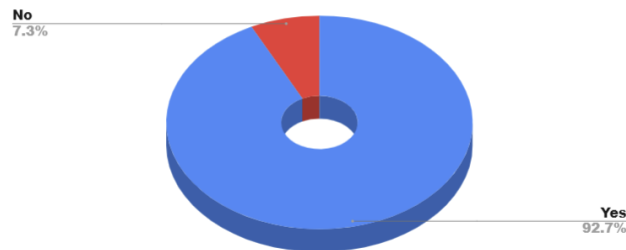
Q2 "Were you able to complete a review of the above overview document? [OPTIONAL]"

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?

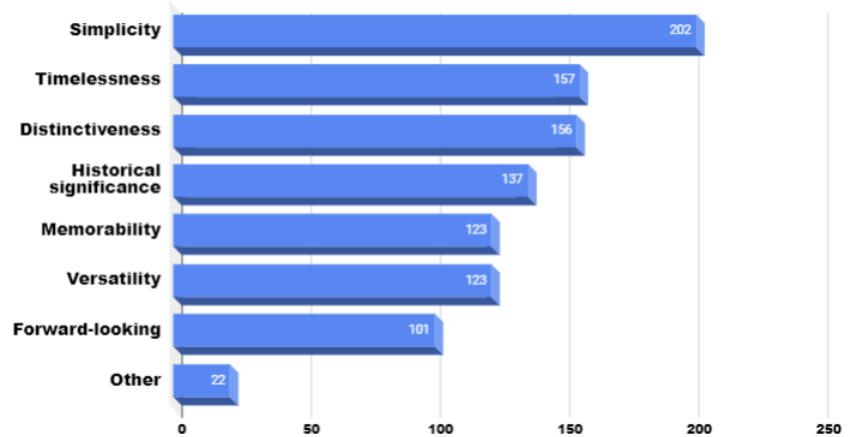
Choose **all** that apply.

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**.

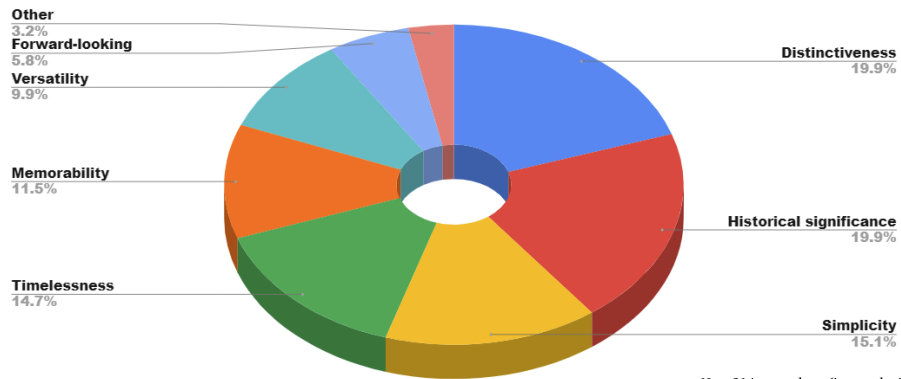
Headline:

When choosing a single, top criteria, *Distinctiveness* and *Historical Significance* rise to the top.

^ 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)



N = 314 respondents (ie. sample size)

(See page #3)

(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 30 organizations 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.