DISCOVERY METHODOLOGY

Research and Stakeholder Feedback

- THEMES
- COMMUNITY FEEDBACK: ONLINE SURVEY
- BRAND PLATFORM
- LOGO
- COMMUNITY FEEDBACK
- CREATIVE FOUNDATION
- BRAND IMPLEMENTATION

STYLE GUIDE
BY THE NUMBERS

1,000’s of Interactions

Survey Respondents

1 City Staff Focus Group

80+ Stakeholders Engagement Participants

11 Boards & Commissions Presentations

15 Hours of On-site, In-person Community Outreach

5 Community Engagement Events
WHAT WE ASKED DURING STAKEHOLDER INTERVIEWS:

- What key words or phrases come to mind when you think of the City of Englewood?
- What are some misperceptions you’ve heard about Englewood?
- What key words or phrases come to mind when you think about the future of the City of Englewood?
- What makes you proud to live or work in Englewood?

QUESTION FOR THE STAFF:
- Are you proud to work for the City of Englewood? If so, why?

QUESTION FOR THE STAFF:
- What brought you to Englewood? What has made you stay?

QUESTION FOR THE STAFF:
- When you think about the completion of this branding process, how will you know it’s been a success?

What do you think of the current logo?
WHAT WE HEARD FROM STAKEHOLDERS

Young families

Transportation

Small-town feel

Changing

Growing

Desirable

Old

Engle-hood

Diverse

Affordable

Close

knit

Parks

Walkable & ridable

Multi-generational

Where is it?

* larger type size denotes concepts heard more frequently
COMMUNITY SURVEY RESULTS

ENGLEWOOD WILL BE:

- Trendy: 43%
- Hard working: 57%

ENGLEWOOD WILL BE:

- A medical hub: 30%
- A community of high quality parks: 70%

ENGLEWOOD WILL BE:

- An arts community: 27%
- A great place for families: 73%

ENGLEWOOD WILL BE:

- Professional: 43%
- Quirky: 57%

ENGLEWOOD WILL BE:

- A convenient transportation hub: 41%
- A centrally located small town: 59%

ENGLEWOOD WILL BE:

- A vibrant, changing city: 45%
- A connected, close knit community: 55%

ENGLEWOOD WILL BE:

- Traditional: 42%
- Innovative: 58%

* See the Appendix for a compilation of written responses.
CITY OF ENGLEWOOD BRAND PLATFORM

**POSITION:** How the community is perceived in the context of competitive alternatives

**ENGLEWOOD IS...**
- A community of expansive, high quality parks
- An affordable option for Front Range living
- Undiscovered opportunity

**PERSONALITY:** A set of human characteristics associated with a community

**ENGLEWOOD IS...**
- Hard working and energetic
- Welcoming of all people
- Eclectic
- Family-friendly

**PROMISE:** Long-term commitments a community makes to their residents

**ENGLEWOOD IS...**
- Realizing its full potential through economic revitalization
- A multi-generational community that values the energy of youth and the experience of long-time residents
- Investing in safety, arts, parks and recreation to create a high quality of life

**VALUE PROPOSITION:** Community benefits that are relevant, unique, compelling, and believable

**ENGLEWOOD IS...**
- Urban convenience and vitality with a small town feel
- The ideal location for accessing all Colorado has to offer
- Authentic people and strong neighborhoods

**THE BOTTOM LINE:** Your core message

**ENGLEWOOD IS...**
A lively connected community