

CITY OF AMESBURY

Mastering Municipal Branding: Best Practices and Benefits

Amesbury Mayor Kassandra Gove
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An aerial photograph of a town, likely in the Northeastern United States, showing a mix of residential and commercial buildings. The image is overlaid with a semi-transparent blue filter. The word "WHY" is written in a light blue, sans-serif font, positioned above the main title.

WHY

The benefits of municipal branding

WHY

The benefits of municipal branding



Visual
identity

Unite
the team

Efficiency

Competitive &
Attractive

WHY

The benefits of municipal branding



Visual
identity

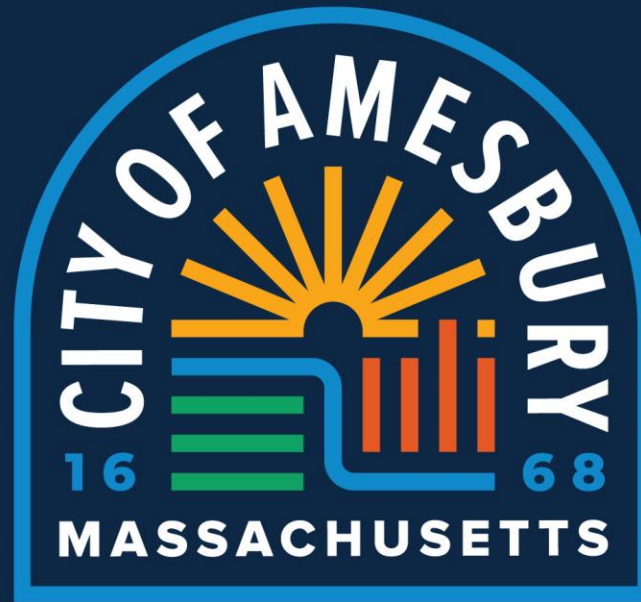
Unite
the team

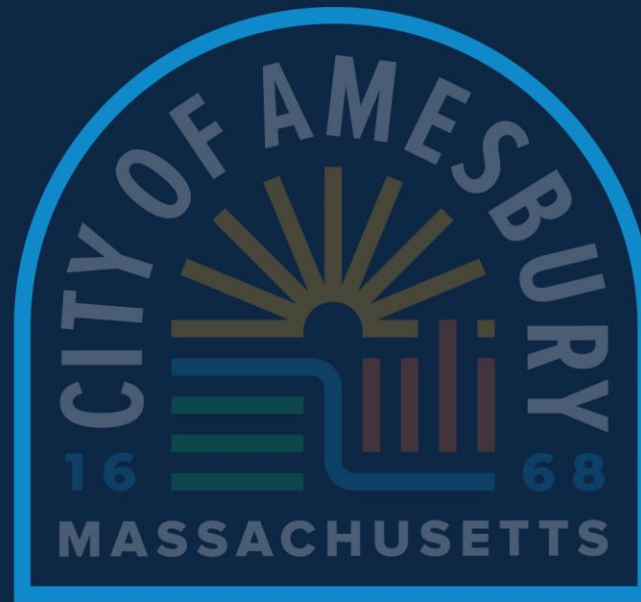
Efficiency

Competitive &
Attractive



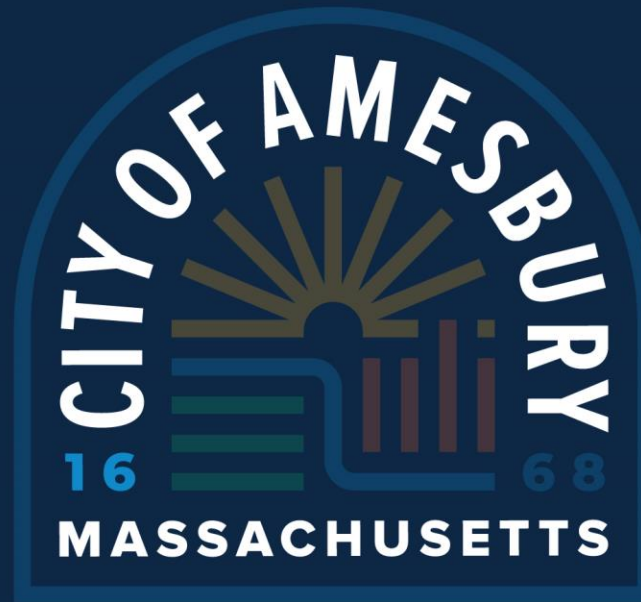






ARCHWAY

**Bridges legacy &
opportunity**



STRONG TYPOGRAPHY

**Tall, condensed, sans serif lettering
feels proud and sturdy, while
also modern and versatile**



WHEEL / SUNSHINE

**Symbolic of past achievements,
while looking ahead to future
opportunity**



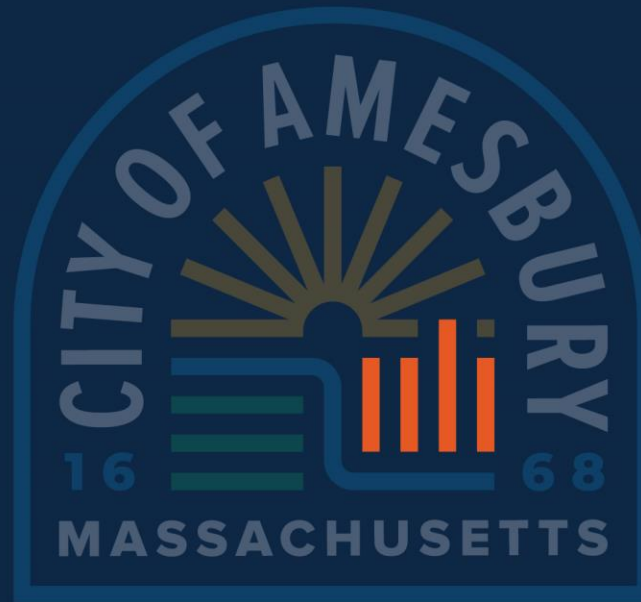
FIELD OF GREEN

Symbolic of Amesbury's wide array of outdoor amenities, agricultural and preserved lands



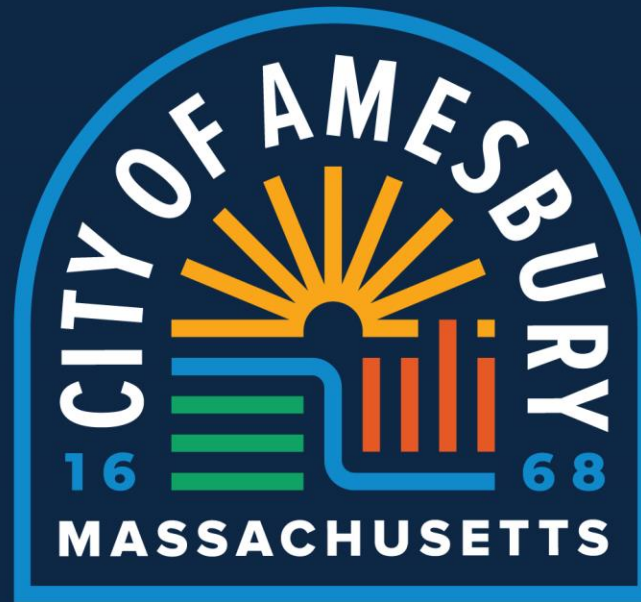
RIVER FALLS

Iconic and essential to life in Amesbury



MILLS

**Home to a rich history of creativity,
innovation, and manufacturing in
Amesbury**



COLORFUL

**Represents a diverse
community that is “more
than just one thing”**



WHY

The benefits of municipal branding

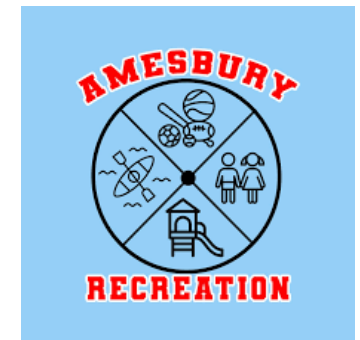
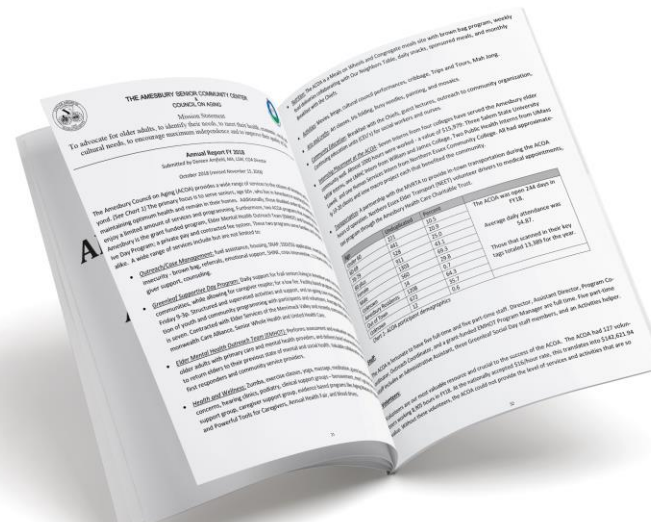
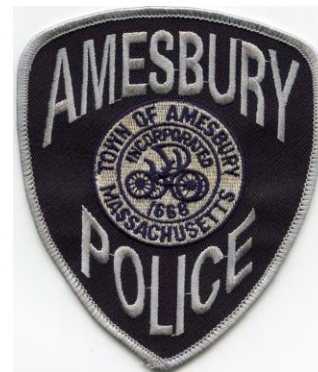
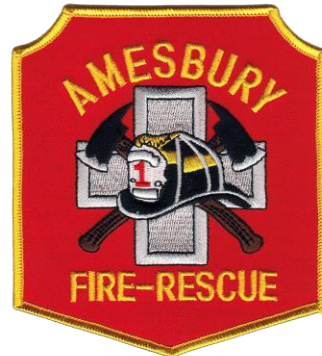
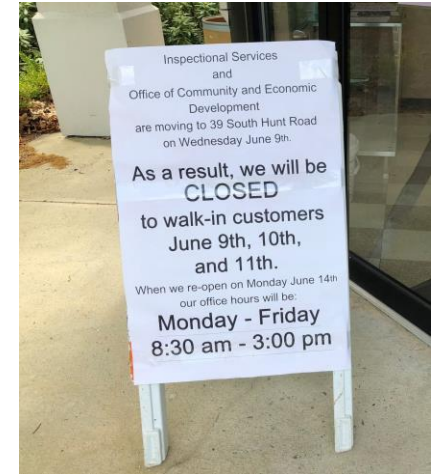
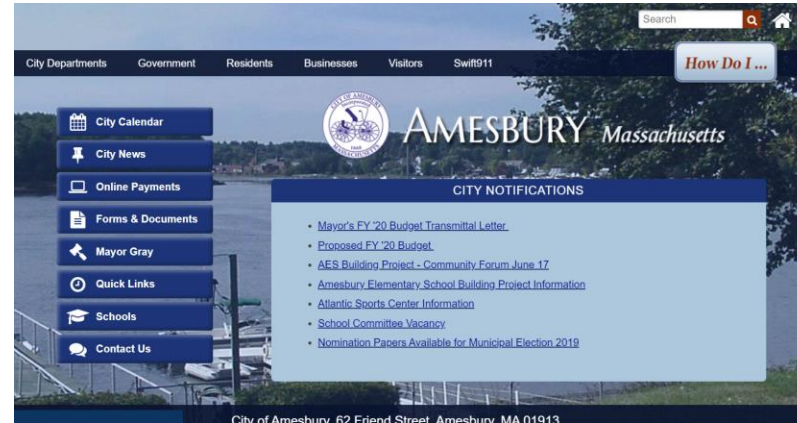


Visual
identity

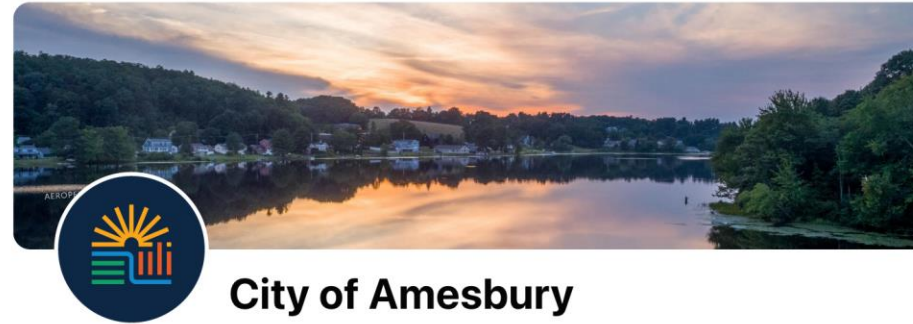
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Think in systems...



City of Amesbury

4.6K followers • 16 following



Amesbury Public Library

2.2K likes • 2.4K followers



Amesbury Council on Aging

1.2K followers • 126 following



Amesbury Public Works

1.9K followers • 0 following



Amesbury Recreation

1.1K likes • 1.4K followers



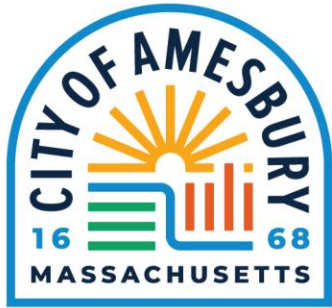
**Amesbury Fire Rescue
Department**

804 likes • 922 followers



**Amesbury Police Department
(OFFICIAL)**

10K followers • 263 following



**Single logo.
Single
organization.**



**Lockups for department-specific
communications are uniting and
distinguishing.**



**Depts approved for
separate logos &
colorways.**

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ACCESS

Public link to
download logos and
guidelines from city
website



STREAMLINE & SYSTEMIZE

Letterhead, business cards,
social media pages, email
signatures, more...



TEMPLATES & TOOLKITS

Create starting points
for ongoing visual
communications

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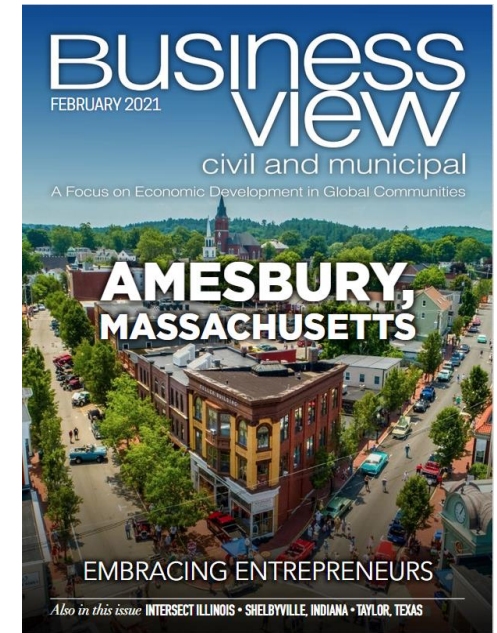
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Features since 2021

- Business View Magazine (x4)
- Boston Business Journal
- Boston Globe
- Northshore Magazine
- Zip Trip
- NBC10 in Your Town





Main Street
vacancy is
down

Larger
employer
retention



Retailers are
relocating to
Amesbury



An aerial photograph of a city street grid, likely downtown, with a semi-transparent blue overlay. The image shows a dense arrangement of buildings, streets, and some greenery. The text is overlaid on the center of the image.

HOW

Best practices for creative development and rollout

HOW

Setting up for success

CLIENT-SIDE (THAT'S YOU!)

- ✓ Audit your existing marketing collateral
- ✓ Have clear definition on Branding vs. City Seal
- ✓ Invite your staff to collaborate (get buy in!) - but know that design by committee doesn't work
- ✓ Determine what data / research you will need
- ✓ Set the budget and create your RFP

HOW

Setting up for success

DESIGNER-SIDE

- ✓ Align with client on goals, process, and deliverables
- ✓ Get stakeholder & community input along the way
- ✓ Remember: design is inherently subjective. Differing opinions are inevitable. Work closely with client to direct the design to where it needs to go
- ✓ Aim high (even if resources may be limited)

HOW

Creative Process

► 01 Discovery

Review community research. Speak directly with constituents. Get to know competitive markets. Look for key takeaways to inform creative development.

02 Development

Explore and share concepts that align with strategic vision, gather input, and make refinements as needed.

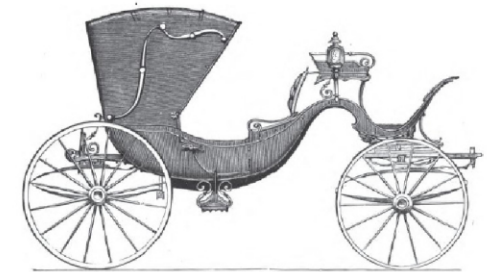
03 Definition

Define assets, usage guidelines and prep files for rollout.

“ Rural. Urban. Best of both. “
“ Community of makers “ real place with real people “ Bridging past and future
“ A hub of possibilities “ History “ Old soul, young heart

What we heard...

Is there a way to honor our legacy as "Carriage Town" while also moving forward?



Amesbury is quintessential New England: bridging history with forward thinking ideals

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“
It's all
around here

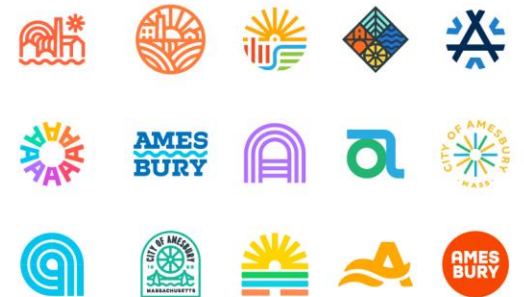
“
Make history
here

“
Moving
forward

“
Make it
your own

Ideate
on tagline
ideas

Explore
and share
concepts



REVISIONS / DETAIL



Refine
selected
concept

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HOW

Brand Rollout

Communicate the Change

- ✓ Before, during and after
- ✓ Internal communication to your staff, vendors, and stakeholders
- ✓ External communication to residents, business owners, and visitors
- ✓ Use all your tactics to share – website, social media, signage, uniforms, etc.

Facilitate the Change

- ✓ Create and distribute needed files to all departments - letterhead, email signatures, business cards, door hangers, etc.
- ✓ Make brand guidelines easy to access
- ✓ Educating the public on proper logo use

Don't expect perfection!

An aerial photograph of a town, likely in the Northeastern United States, showing a mix of residential and commercial buildings. The town is built on a hillside, with a prominent church steeple visible in the upper center. The foreground features several large, multi-story brick buildings, some of which appear to be industrial or institutional. The background shows a dense residential area with many smaller houses. The overall tone of the image is muted, with a dark blue overlay. The word "Questions?" is written in a large, white, sans-serif font across the center of the image.

Questions?