

Richland County Branding Effort

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The goal of this branding effort is to execute a process that results in a Branding, Signage and Wayfinding Plan Document for Richland County. The City of Richland Center will also be moving through this process simultaneously. The hope is that the brands that are developed will complement each other.

The Richland County - Branding, Signage, and Wayfinding Plan Document

Section 1 – Branding

- Logo
- Motto
- Flag
- Colors

Section 2 – Letterhead, Business Cards, Banners, etc.

Section 3 – County Signage

- <https://wisconsin.gov/Pages/doing-business/real-estate/outdoor-adv/directional-info.aspx>
- *** The County Highway Department and Wisconsin DOT would be consulted in regard to all road signage
- County Entrance Signs
- Department Related Signs – County Parks, Fairgrounds
- Vehicle Signage – County Highway, Ambulance, Police?

Section 4 – County Wayfinding Signage

- <https://wisconsin.gov/Pages/doing-business/real-estate/outdoor-adv/directional-info.aspx>
- Directions to public venues and non-profit venues open to the public
 - Examples – Parks, Boat landings, Waysides, Historical Markers

Section 5 – Other Signage

- <https://wisconsin.gov/Pages/doing-business/real-estate/outdoor-adv/directional-info.aspx>
- Specific Information Signs
- Tourist Oriented Directional Signs
- White Arrow Boards
- Supplemental Generator Signs

County Work Flow

1) Assembly of Core Work Group and County Committee on Branding

- (a) **Core Work Group** – The day to day work required to get the project done will be undertaken by this group. This group collaborates with, receives input from, and presents progress to the “**County Committee on Branding**”. Our recommendations for the **Core Work Group** are:

- Kristin Mitchell - Consultant
- Jasen Glasbrenner – Economic Development
- Kate Koziol - SWWRPC

(b) **County Committee on Branding** – This 7-member committee meets at the request of the Core Work Group and has the following duties;

- To Bring insight from the people and profession that they represent to the process
- To help identify good process for public input
- To spread the news of this effort while speaking positively and supportively of the process.
- The Committee helps shape the process and may provide insights on design elements but they themselves do not create, design, or dictate what the brand will be or tell the design consultant what to do. The branding consultant is responsible for helping to facilitate a process that allows the consultant to develop and create a brand that is representative of all of the input they receive and the entity they are designing for.

A Seven Member County Committee on Branding could include:

1. Two County Board Members

- a. Appointment 1
- b. Appointment 2

2. Two County Department Heads

- a. County Highway Commissioner - Josh Elder or department representative.
- b. MIS Director - Barb Scott or a department representative

3. Three Community Members

- a. Highschool Student (Leader from where)
- b. Business Sector Representative
- c. A Representative of the Arts

****Notices of meetings will be posted.**

2) Core Work Group identifies working timeline and departments or officials that must be **consulted** in the process

- (a) Sherriff's Department, Clerks Office, Office of the Administrator, Parks Department, Health and Human Services, Ambulance, Fairground – Any department that has widespread branding

3) Kick Off Meeting with Core Work Group and County Committee on Branding

- This meeting may be held in conjunction with the City of Richland Center Branding Advisory Group as they are moving through this process as well. The goal of meeting together is to create some level of awareness and collaboration between the County and City teams that may lend itself to final brand outcomes, for each entity, that complement each other.
- (a) Review timeline
- (b) Review County Department input points.
- (c) Review Public input to date
- (d) Decide on additional public input sessions or methods

- Proposal – Ask for citizen input on Flag, Logo, Motto
 - News Stories in Observer and WRCO
 - Submit input by email to – Richland Economic Development with Subject line that is either “Richland County Branding” or “Richland Center Branding”
 - It will be explained that citizen input is important to the professional design effort in order that we arrive at a final brand that reflects our community. However, because of the complexity of a branding process that affects everything from letterhead on paper to signage throughout the county, we will rely heavily on the branding professionals to shape the community input into a final refined branding package.
- 4) Core Work Group develops, refines, and performs input processes
- 5) Leading concepts are presented by Core Work Group for County Committee on Branding for review and recommendations
- 6) Core Work Group makes additional refinements of concepts
- 7) County Committee on Branding and Core Work Group meet for final review and recommendation County Board
- 8) Full County Board Review, Adoption and Endorsement
- 9) Implementation