

The Blue Horse

Council Work Session

July 7, 2015

Agenda

- The Agreement
- Why?
- Next Steps
- VisitLex's Experience (Mary Quinn Ramer)
- The Horse as a symbol of Lexington (Bill Thomason)



The Agreement



+



LEXINGTON



Why? Reason #1: Logo confusion

- Way too many logos
- No rules around usage – all over the map
- Not clear to the public what the city is doing and what it isn't
- Used in addition to the seal – when appropriate



Reason #2: Build Lexington's Brand

- Blue Horse describes Lexington's unique juxtaposition of urban and rural, of heritage and creativity
- Heightened impact by complementing successful VisitLex work
- Brands capture and reflect emotion: Lexingtonians love their city.
- An example...



Reason #3: Reflect the City's Great Work

- Raise the production values of LFUCG's materials
- Use designed templates that reflect the great work the city and its employees do every day.



Next Steps

- Completed
 - Initial meetings with council members
 - Held 25 meetings with divisions and departments
 - Struck licensing deal with VisitLex
 - \$10 per year to license mark; \$2,500 per year to assist in administrative expenses
- What's next
 - Council vote on agreement
 - If yes, then:
 - Set CAO policies for use, including appointment of administrator of the mark (brand police)
 - Work with departments to integrate the blue horse, seeking consistency and complementing the seal
 - Post templates for materials (letterhead, etc.) on the Intranet





VISITLEX



KEENELAND