



NEIGHBORHOOD INVESTMENT PROGRAM

Neighborhood Identity Kit Process

DEFINITION

The design of a “Neighborhood Identity Kit” includes an adaptive, scalable logo that will serve as the identifier for the neighborhood, including but not limited to: a color palette, typeface, and adaptations of the logo in color and black and white to be used on stationary, websites, social media, signage, etc.

DESIGN PROCESS

The City will issue a Call to Artists soliciting portfolios from designers (or firms) for the development of the Identity Kit. The neighborhood association (NA) board will have the opportunity to review portfolio submissions and select their preferred designer. The designer will work with the NA to develop a logo package that represents the neighborhood. This process will include the following steps:

1. An initial meeting with the Neighborhood Association board, designer, and City project manager to discuss the project, ask and answer questions, and establish expectations and timelines.
2. Neighborhood meeting(s) and/or surveys will be conducted to gather ideas and consensus regarding themes, imagery, and colors representative of the residents and area. More than one meeting may be convened.
3. The designer will use the information provided by residents to develop imagery for the logo, providing three core design directions/options in greyscale to be reviewed by the neighborhood.
4. An additional neighborhood meeting(s) and/or survey will be conducted to share the three logo concepts and allow residents to vote on their preferred option and provide additional input.
5. The designer will work to refine and finalize the logo selected by the majority of votes, including colorized options. The NA board will have the opportunity to review and provide feedback during this process, but not change the overall direction or theme of the project.
6. The completed Identity Kit logo package will be scalable, adaptable for full color and black/white, and will include all formats (vector, PDF, JPEG), color value and typeface details, and adaptations for use on stationary, websites, social media, sign toppers, stand-alone signage, etc. It will be provided to the NA and the City, with the association retaining full rights to all products developed through this process.
7. Upon completion of the Identity Kit, remaining funds may be used for the fabrication of sign toppers with the developed logo. The City project manager will select a fabricator to have sign toppers made. The number of sign toppers will depend on the budget remaining after the logo design work is complete.



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NEIGHBORHOOD ENGAGEMENT & SUPPORT

The goal of the design process is to be as inclusive as possible to ensure that the final logo product truly represents the neighborhood. The designer and/or project manager will coordinate with the neighborhood association board to convene neighborhood meetings throughout the design process. The NA shall publicize these meetings through all means possible, and Energize will assist in sharing information to the neighborhood via multiple online channels. In conjunction with meetings, online surveys may also be used to gather resident feedback throughout the design process.

NEIGHBORHOOD SIGNAGE CRITERIA

Should the neighborhood association decide to use remaining funds on the fabrication of sign toppers, they shall identify the preferred locations, keeping in mind the criteria that sign toppers shall:

- indicate neighborhood boundaries, along main corridors/streets where possible
- be mounted above street name signs only
- not be mounted at signalized intersections
- not be mounted in areas of low-visibility or visual clutter

The number and locations for sign toppers will be approved by City and Ada County Highway District staff. Neighborhood associations will be responsible for all maintenance and replacement of signage.