

# WHY UPDATE THE CITY OF VALDEZ LOGO?

For Valdez, a modernized, updated logo offers an opportunity to honor our unique character while positioning our community for a vibrant future. It will strengthen connections with residents, attract new opportunities, and ensure Valdez stands out as a place of innovation, resilience, and promise.

## 1) BETTER ALIGNMENT WITH COUNCIL PRIORITIES

### a) RECRUITMENT EFFORTS

The updated brand will better represent the organization, attracting the next generation of employees and positioning the City as an innovative, forward-thinking workplace.

### b) EMPLOYEE RETENTION

The updated brand will boost morale, motivating employees to showcase it proudly on apparel, swag, and identifiers like nametags, business cards, hats, and safety vests.

### c) INNOVATION

Valdez needs a brand that authentically reflects its character, emphasizing credibility, integrity, and alignment with the City's future ambitions.

### d) STAYING COMPETITIVE

When competing with neighboring regional port destinations, a vibrant, character-driven brand will attract cruise lines, retail, and new industries more effectively as well as enhance economic development efforts, positioning Valdez as a modern, sustainable hub.

## 2) BOLSTER COMMUNICATION EFFORTS

### a) STRENGTHEN BRAND AWARENESS AND CONSISTENCY

It will provide an excellent opportunity to reinforce overall brand identity and ensure consistency across all City communications.

### b) EMPOWER DEPARTMENT COMMUNICATORS

A brand toolkit and templates empower departments to create materials independently while maintaining a consistent brand.

### c) ENHANCE CREDIBILITY AND AWARENESS

Consolidating the City's numerous logos and subsequent variations will reduce confusion, reinforce brand identity, and ensure consistent communication.

### d) INFLEXIBLE FORMAT

The circular logo and intricate department variations are difficult to adapt to materials and reproduce on apparel.

## 3) NEEDED REPLACEMENT OF AGING APPAREL AND SIGNAGE

### a) BUDGET-MINDED

The City will replace the old logo at the end of its lifecycle or become nonfunctional, ensuring cost-efficiency and sustainability.

### b) PHASED APPROACH

The updated brand will be rolled out gradually over time.

**NOTE:** The updated logo is designed specifically for use by the City organization. It is not intended to replace the community brand, which serves to foster community pride and support tourism marketing.