

Ad Hoc Communications Committee

Minutes August 15, 2023

Meeting called to order by Trustee Nancy Pierce at 8 AM

Present – Trustee Pierce, Trustee Hammes, Village Administrator Kathy Kasper

Not in attendance – Trustee Wishau and Jake Lovedahl

1. **Approval of Minutes** – Laid over to next meeting
2. **Review of Presented Fonts and Colors**

Font - The identified font will only be used with the logo. Fonts used in the body of any communication or document are not expected to be in the logo font.

Discussion was held on the difference between colors when dealing with buildings and the best choice of color for overall usage.

Blue has already been incorporated into various exterior, community, and internal logos. Although the committee made an initial blue selection, considering the absence of certain members and the desire to examine examples utilizing the chosen blue, this dialogue has been postponed to the next meeting. It was highlighted that the intention doesn't involve updating existing signs; rather, this represents a forward-moving approach.

3. **Strategy for Identifying Where the Logo is Currently Used**

Refer to the attached document outlining the discussion and the proposed plans for advancing the Standardization of Branding Materials for the Village of Caledonia

4. **Discussion on Village Signage –**

Refer to the attached document outlining the discussion and the proposed plans for advancing the Standardization of Branding Materials for the Village of Caledonia

We are awaiting the completion of a GIS map from staff that will lay out all the placements of existing signs. We project the map's completion to be by the end of September. The other steps under Section E of the referenced document will follow the completion of the map.

5. **Web Site** – the update will include changing the blue color and inserting a new logo.
6. **Logo Packages** – Upon completion of this project, Staff, via the Village Administrator will be provided with a package of set logos for usage. A procedure plan for using them will be included.

Standardization of Branding Materials for the Village of Caledonia

A. Basic Branding Details Selected And Approved

1. Font – Done (clarify how used) All letters to be capitalized – for VILLAGE OF CALEDONIA
2. Colors – The color Selected is Prussian Blue. Before presenting to Board, we will have mockup examples at the next Ad Hoc Committee Meeting
 - Prussian Blue
RGB 1.49.77
CMYK 99,36,0,70
HSB 202 98 30
HEX @ 01314D
3. Logo emblem
4. Branding document laying out options with attached resources for distribution throughout Village.

B. Departments To Address Branding Material With.

1. Public
2. Parks
3. Safety (Fire and Police)
4. Village staff overall
5. Public Works
6. Utility

C. Website – Once Blue Color Is Set, Upgrade Website To New Blue And New Logo

D. Social Media Accounts

E. Signage Throughout The Village

1. Mapping of existing signs – Ryan working on a GIS map. We are working with an end-of-September completion date.
2. Create Sign standards.
3. Create processes and procedures for selecting, approving, and placing any future signs.

F. Timeline Priority

1. Agendas and Notices
2. Letterheads (includes E-mail)
3. Business Cards
4. Social Media
5. Signage