Ad Hoc Communications Committee

Minutes September 19,2023, 2023

The meeting called to order by Trustee Nancy Pierce at 8 AM

Present – Trustee Pierce, Trustee Hammes, Trustee Wishau, Village Administrator Kathy Kasper, Chief Chris Botsch

Not in attendance –Jake Lovedahl (excused)

1. **Approval of Minutes** – Approved

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.

    Color – Trustee Hammes presented 6 different color options. As a group, we selected the one named,
    a. Zaffre
    b. RGB   0,33,171
    c. CMYK   100,81,0,33
    d. HSB   228,100,67
    e. HEX   #0021AB
    f.

    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. We reiterated that all color and font changes on exterior and vehicle usages will be on a replacement or attrition plan. All other internal/external usages will be updated within 45 days of Board approval of color (font is already approved).

    It was invaluable having Chief Botsch join us (Chief Henningfeld was unable to join us) to ensure the Committee had a full understanding of font usage on public safety vehicles.
    We determined that for Police and Fire, the Village font would not be required. What will be required is the inclusion of the thistle symbol on vehicles and added to internal/public documents.

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. It is updated to reflect today's meeting.

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

9.19.2023

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 Zaffre. For the Board meeting of September 28, 2023, there will be mockup examples of the various usages.

   Zaffre
   RGB   0,33,71
   CMYK   100,81,0,33
   HSB   228,100,67
   HEX   #0021AB

3. Logo emblem
4. Branding document laying out options with attached resources for distribution throughout the Village.

B. Departments To Address Branding Material With.

1. Public
2. Parks
3. Safety (Fire and Police)
4. Village staff overall
5. Public Works (This incorporates the current Highway Dept. and is consistent with other municipalities naming)
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 and all departments including Public Safety))
3. Business Cards
4. Social Media
5. Forms in building dept
6. Signage