



CITY OF RAPID CITY

RAPID CITY, SOUTH DAKOTA 57701-2724

Office of the Mayor

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December 29, 2022

Dear Council Members:

The City of Rapid City does not have an organization logo. We have a city seal, which features the image of Mount Rushmore (Located near another town, obviously). Without close inspection, the image of the seal is indistinguishable from other city seals and other government-looking stamps. The city seal does not convey our personality, mission, values or anything else.

Interestingly, some city employee in the past, presumably from the Public Works Department put together a logo which is now used on the side of their trucks. This logo features skyscrapers, mountains and a stream. I applaud the desire city employees to become branded but this unilateral effort is not the best option for the city.

Obviously the private sector uses its logo as a centerpiece for marketing, identity and outreach. More and more, government entities are going through similar marketing exercises and adopting company logos as a result.

Beginning in August 2021 the city council, department directors and mayor took part in strategic retreats. The effort was to create a citywide vision, mission and values. Various sub-groups were created during that time and the topic of a city logo was brought forward.

A series of polls were administered to city employees and city council members. In April 2022 the city council and department directors narrowed the choices of the mission and vision to three, and values to eight choices.

In June 2022 the newly revised mission, vision and values were introduced at the city council and department director's retreat. At this point, Leah Braun re-introduced the idea of creating a citywide logo and tagline.

In August 2022 we obtained three quotes from local marketing firms to propose city logo options featuring tag line options from our polling. Based on the scope of services offered, we chose Robert Sharp and Associates to do the work.

Several options were submitted and in November 2022 city council members and department directors narrowed the logo and tagline choices from 5 to 3 via online survey.

In December 2022 the entire City of Rapid City employee group along with the City Council were invited to vote on a final selection. Nearly 400 people participated in this survey and a clear winner was determined. The versions pictured below, are displayed in two formats: one is stacked and the other is linear. Both versions of this logo will be used depending on the application.



The marketing agency will now create a brand guide that will offer suggestions of how to use the logo. They will mock up our website pages, stationary, vehicle markings, city signage and other applications. Attached to this letter are a couple of examples of what will be included in the brand guide. The vehicle images demonstrate both 'stacked' and 'horizon' versions. More of the brand guide will be available any day.

I wish to point out that having the involvement of nearly 400 city employees in this decision process is incredibly important. Not only that, this process is consistent with how many organizations in private and public sectors come to make these decisions.

The Monument Health name and logo was chosen in large part by the employees of the organization. The City of Sioux Falls recently changed its logo and city employee input was a determining factor.

Our city employees deserve input and they deserve this input to be seriously considered. In this case, I believe they've done a fine job.

I don't believe it is required to have the city council approve a new marketing logo. However, due to my impending exit from the Mayor's Office, it just seems like a good idea for you to do that. One important consideration in doing this, would be to allow the city council to publicly validate the opinions of the hundreds of city employees who took part in this process.

My plan moving forward, is to take input from city council members and once that input is received and considered, bring it to the city council for approval.

Please share any feedback or comments you may have.

Sincerely,

Steve Allender
Mayor

City of Rapid City

Proposed Logo
Partial Brand Guide





