



OAK PARK TOWNSHIP  
ILLINOIS

# Rebranding Project

Strengthening the public image of Oak Park Township.

*October 26, 2021*



## Overall Project Goal:

Become more proactive in managing the Township's brand.

## Project Focus:

Establishing brand standards and processes that allow the Township to build a consistent and recognized brand within the community.



## Beginning Discovery Phases:

- Internal Needs Assessment ✓
- Internal and External Surveys ✓

## Observations from Needs Assessment:

- Branding feels outdated compared to services
- Branding is presented inconsistently and lacks cohesiveness
- No real brand leadership
- Brand sits in a reactionary position



## Observations from Internal (Staff) Survey:

- Short lens in their view of the Township.
- Shows a **singular view** of their own services and lack of view as a holistic team of services.
- **Core purpose seems unknown** or unclear regarding the Township overall (What vs. Why)



## Observations from External Audience Surveys:

### Experienced the Township:

- Service **partners** show a positive relationship.
- Service **recipients** show a positive experience.

### Not experienced the Township:

- Do not know **what** the Township provides; lack of public info available
- **Confusion** between the Township services and Village of Oak Park services; unable to distinguish
- Little to **no brand recognition**; brand confusion with Village of Oak Park
- Some **language accessibility** issues



Project Phases	Deliverables
· Rebranding Committee	➔ Distill similarities and consistencies
· Messaging	➔ Message framework; helps establish key messages and build value
· Brand Visual	➔ Updated, representative, distinct logo
· Website	➔ Improve structure/navigation for ease of access; benefit messages and visual impact
· Publications	➔ Create cohesive set of marketing materials; improve message hierarchy and visuals
· Brand Management	➔ Establish guidelines and protocols to maintain brand consistency



## Messaging Goal:

To create a message framework that can be used as a foundation for future marketing, outreach and programs to:

- Establish consistency in messaging for all external audiences
- Bring staff together as a team of services
- Build public awareness of Township services
- Create a sense of value in the community regarding Oak Park Township and its offerings



## Internal Message Framework

- Service and marketing decisions should align with messages
- Organizational culture and staff training should align with messages





## Internal Messages - Purpose, Mission, Vision, Position & Promise

### Core Purpose

*To strengthen our community* through programs that support the health and well-being of all Oak Park residents.

### Mission

*Providing locally governed supportive services* to our community.

### Vision

*To be a well-known and respected community partner* and the leading provider of proactive, responsive and relevant supportive services for all residents at every stage of life.

### Values

#### Service

We embrace our responsibility to manage and preserve the resources entrusted to us to provide equitable and accessible social and civic services for all residents of Oak Park.

#### Community

We are a community of professionals dedicated to the dignity and well-being of all the residents of Oak Park, regardless of their means, backgrounds or abilities.

#### Caring

We act in the best interests of all our residents and each other by responding with respect, empathy, compassion, and professionalism.

### Positioning Statement

To the residents of Oak Park, the Township is a *partner in their well-being* by providing diverse human, social and supportive services that help residents thrive, because we believe everyone deserves a chance to live healthy and fulfilling lives.

### Brand Promise

*We will never turn someone away.* We will always get them on the right path for assistance, answers or solutions, no matter if the path begins with us or another organization. *We will always leave someone more informed than when they arrived.*



## Internal Messages - Brand Pillars

Township Brand Pillars
<b>Core Strengths</b>
<p><i>Creative problem-solvers</i></p> <p>Oak Park Township is creative in its approach to developing programs and services that improve the health and well-being of community residents.</p>
<p><i>Broad range of expertise</i></p> <p>Oak Park Township's staff offers a broad range of professional experience, knowledge and expertise that enhance the development of customized solutions for diverse community needs.</p>
<p><i>Accessible to all</i></p> <p>Oak Park Township is accessible to all residents at any age or stage of life, no matter what their needs may be.</p>
<p><i>Efficiency in service (single-source efficiency)</i></p> <p>Oak Park Township offers residents a central hub for assistance in human and social service programs and ensures these services in a manner of fiscal responsibility.</p>
<p><i>Partner in progress</i></p> <p>Oak Park Township serves as a partner in social and human service development, as well as property tax advocacy, to bring the best practices in supportive services to the community.</p>



## Internal Messages - Tone of Voice

The Township's voice is one of **caring professionals**.

Each person that reaches out to the Township has their own unique needs, circumstances, and abilities. We serve each person with respect, understanding and compassion as we lead them through the resources and services available to improve their health and well-being.

**A tone can be heard, read or seen through visuals.** So, it is important to show a consistency in tone throughout all customer communications.

Brand Voice Characteristics	
Voice Characteristic	Description
<i>Caring</i>	Nurturing and optimistic in our approach to customers.
<i>Expert</i>	Our staff represents a wide range of expertise, knowledge, and education in subjects served by social and human service programs. We continue to remain current in training and certification. The Township has also established a network of partners and resources that expand and enhance services to meet the needs of residents.
<i>Respectful</i>	We are always available to listen without judgement.
<i>Trustworthy</i>	We honor each person's privacy and keep their circumstances confidential. We are with each person every step of the way until help, or a solution is found. We are transparent and fiscally responsible in our work as a unit of government.



## External Messages

- Should be inspired by the internal messaging
- Should be experienced by those served

### Elevator Pitch

That 1-2 minute summary of what you do.

### Umbrella Story

Connects the diverse services and their stories together.

### Service Area Overviews

Summary of each service area highlighting offerings and benefits

### Tagline

A short, external version of the positioning statement *(to be determined)*



## External Messages - Elevator Speech & Umbrella Story

### Elevator Speech

Oak Park Township provides government assistance through social and human services that help improve the well-being of residents at all ages and stages of life. We offer supportive services for seniors, youth, and people with disabilities, along with programs that address the unique challenges of mental health, substance abuse, unemployment and more. In addition, we serve as the community property tax advocate in helping residents understand their property assessments and how they may realize tax savings through appeals or exemptions.

### Umbrella Story

Townships are sometimes called ‘the government closest to the people’ and for Oak Park Township, that belief has held true since our inception in 1903. Our roots began in the services expected of Townships at the time which were to provide food, shelter, and emergency relief for people in need until they became self-sufficient (*known as General Assistance*) and managing the assessment of properties (*Assessor Services*).

Since then, our programs and services have focused on the unique needs of the residents of Oak Park.

Over the years, we have grown to provide support services for older adults and people with disabilities, youth who are experiencing mental health issues or traumatic events at home or school, people struggling with substance abuse, and funding for local mental health service agencies.

We continue to reach out to residents to assess their needs and evaluate potential programs or services that can help them flourish. Through the support of the community, our mission remains focused on helping the people of Oak Park at every age and every stage of life.



## Website Redesign Goal:

To create a website that provides **easy access** to important service information by:

- Considering the view from the **needs of the external audience**
- Establishing a new site map that **organizes the diverse Township and service information**
- Creating a secondary level of pages and links for **quick access**
- Maintaining **language accessibility** for ease of understanding
- Showcasing the Township's **value** through visuals and messaging



## Logo Redesign Goal:

To create a visual identity that **elevates** Oak Park Township's brand and provides:

- A more **current feel** that better aligns with the Township services
- An **impression that is authentic** to the Township's spirit such as caring, community, diversity, professionalism or warmth.
- A look that is **distinct from other taxing bodies** in the community
- A design that is **inclusive of all service areas**
- An impression that is **comfortable for all audiences**



## Next Steps:

Review and approve new brand visual

Review and approve message framework

## What do we do after all this?

Support marketing communication efforts.

Build marketing communication in the Township's strategic plan and annual budgets.

Create public education campaigns.

Build outreach and awareness.

*Tell your story.*