



# City of **Monticello** Rebrand

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Logo Presentation

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# City of Monticello rebrand team



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Project Role:

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Project Role:  
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## Research Phase

Through research of inspirational “Midwest small towns”, demographic data and personal interviews (i.e. meetings, focus groups, conversations) we believe we have developed a clear and genuine depiction of the traits and attributes needed to create a strong brand identity for the city. Let’s discuss the following:

- ✓ Demographic and City Data
- ✓ Focus Group Data
- ✓ Brand Story
- ✓ Brand Cornerstones
- ✓ Brand Promise



## Demographic & City Data

The data shows that Monticello residents are:

- Primarily younger with almost 80% under the age of 65, higher in income than the IL average and educated.
- 76% are homeowners enjoying a little less than average in housing costs.
- 88% of residents drive to work with a commute time of 22 minutes.
- The top occupations are management and health care; and the top industries are health care, education and manufacturing.

Research Data – 2019 Data Source: US Census.gov and Data USA

Data Topic	Data Field	Data Summary	
Residents	# Of Residents	5,534 (increase 7.7% since 2000)	97% Urban / 3% Rural
	Age	42 (average age)	21% over 65
			39 (IL average age)
	Gender	52% - Female	
		48% - Male	
	HHS Median Income	\$79,000 per year	\$69K per year (IL average)
	Education	38% - Bachelor's or Higher	96% High School Diploma
	Commute Time	21 minutes	
Housing	# of Households	2,403	
	# of Houses	2,581	1,822 are owner occupied
	Home Value (avg)	\$175K	\$209 (IL avg)
Occupations	Management	15%	
	Health	12%	
	Office / Admin	9%	
	Sales Related	7%	
	Education	6%	
Industry	Health Care / Social Assistance	17%	
	Education	12%	
	Manufacturing	14%	
	Retail Trade	11%	
	Construction	7%	
Largest Employers	Kirby Medical Center		
	Piatt County		
	City of Monticello		
	County Market		
	MCUSD #25		
	Rick Ridings		

## Focus Group Data

- What attracted you to live here?
  - Schools
  - Safety
  - Beauty
  - Small town
  - Amenities
  - Resources
  - Growth Plan

What attracted you to live here?		
Focus Group 1	Focus Group 2	Focus Group 3
Schools	Education	Helping growth with good planning
Safe Environment	Schools	Becoming more progressive the last 10 years
Community Pride	Felt Comfortable	The people of Monticello being in business and in person at things
Maintenance through landscaping and upkeep	Sense of Community	Small town feel and amenities
Parks	Attractiveness	Resources and Safe
Legacy	Sense of Pride – Property, Community, Schools, Parks	Believe in each other
	Convenience – live where you work	Support from the city, chamber
	Safety	Want to see the town grow with planning
	Specialty crops	
	Ag Community	
	Involvement	
	Local Products	
	Lower taxes	

## Focus Group Data

- What makes Monticello “unique” compared to other towns of similar size?
  - Sustainable
  - Many Attractions / Destination
  - Hospital / Churches
  - Location
  - The Square
  - Variety of Shops / Arts

What makes Monticello “unique” compared to other communities of similar size?

Focus Group1	Focus Group2	Focus Group3
<b>Sense of Belonging</b>	<b>Train</b>	<b>Hospital</b>
<b>Community</b>	<b>Eli Field</b>	<b>Downtown – Square</b>
<b>Small Town Feel</b>	<b>Green spaces and park trails</b>	<b>Variety of Restaurants</b>
<b>Not a “Burb”</b>	<b>History</b>	<b>Farmer’s Market</b>
<b>Stand Alone</b>	<b>Centrally located</b>	<b>All Attractions</b>
<b>Ability to be on our own</b>	<b>Square</b>	<b>Good geographic location</b>
<b>Beautiful Parks</b>	<b>Local variety of shops</b>	<b>Employment</b>
<b>Restaurants</b>	<b>2-day destination</b>	<b>Monticello schools</b>
	<b>Allerton Park</b>	<b>Churches</b>
	<b>Family Aquatic Center</b>	
	<b>State Street</b>	
	<b>Food Trucks</b>	
	<b>Art Scene</b>	
	<b>Flowers</b>	
	<b>Beautification</b>	
	<b>Things to do for all ages</b>	

## Focus Group Data

- How do you describe Monticello to visitors?
  - Safe
  - Historic
  - Friendly
  - Great schools
  - Caring / Kind
  - Middle of everything
  - Inviting
  - Has everything

How do you describe Monticello to visitors?

Mayberry	Great little town	A must see
Safety	Small town	Tourism focused
Let kids be kids	Friendly	Eclectic
Historic	Quintessential	Great schools
Well-maintained	Hallmark-ish	Caring and kind community
Good Quality	Open-minded	Conservative (although changing that description)
A real sense of community	Little bit of everything	Being involved
Great Location	Small place	Things to do for all ages
Middle of Everything	U of I close by	Artisanal
Travel to Anywhere	Nestled between Decatur, Bloomington, Champaign	
	Inviting	
	Corn Fields	

## Focus Group Data

- What are the key landmarks and attractions?
  - The Square
  - Train / Museum
  - Kirby
  - Parks / Paths
  - Allerton
  - Polar Express
  - Dog Park
  - Eli Field

What do you feel are Monticello's key landmarks and attractions?

<b>Square</b>	<b>Allerton Park</b>	<b>Attractions</b>
<b>Train / Museum</b>	<b>Downtown – Square</b>	<b>Parks</b>
<b>State Street</b>	<b>Polar Express</b>	<b>Allerton Park</b>
<b>Parks</b>	<b>Train/Museum</b>	<b>Train – Museum</b>
<b>Schools</b>	<b>State Street</b>	<b>Eli Field</b>
<b>Long-term Businesses</b>	<b>Brown Bag – well known destination</b>	<b>State Street– Historic District</b>
<b>Kirby</b>	<b>Looks – Beautification</b>	<b>Bike Paths</b>
<b>Farmer's Market</b>	<b>Walking paths</b>	<b>Stores – Specialty</b>
	<b>Kirby Facilities</b>	<b>Christmas Parade</b>
	<b>Dog Park</b>	<b>Polar Express</b>
	<b>Car Dealership – support</b>	<b>Kirby</b>
	<b>State Street</b>	<b>Schools</b>
		<b>Dog Park</b>
		<b>Library</b>

## Focus Group Data

- What does Monticello stand for?
  - Togetherness
  - Kindness
  - Supportive
  - Opportunities
  - History / Legacy
  - Proud
  - Philanthropic

What does Monticello stand for?		
Community	Community – working together	Supportive
Togetherness	Safety	Positive aspect of things
Kindness	People in leadership – part of the community	Inclusion
	Loyal and Dedicated	Opportunities
	Customer service	History – Legacy
	Caring for the customer	Honoring the past
	Time in need - support	Proud
		Charitable
		Philanthropic – Fund Raising
		Beautification

## Focus Group Data

- What are the benefits of living here?
  - Location
  - Support
  - Conveniences
  - Relationships
  - Hospital
  - Activities
  - Outdoors

What are the benefits of living here?		
Location	Churches	Local Paper
Bootcamp	Support – small business	Easy Commute
Safety	Support – people and organizations	Fast Internet
Knowing your neighbor	Personal relationships	Hospital
Conveniences	Safe in the community	Financial Institutions – Resource and Support (PPP Loans)
Support	Value of doing business with residents /neighbors	Accounting Firms
Façade Improvements	Businesses have a presence here	Real Estate Taxes
Parking	Support – Schools / PTO	Long term businesses
Outdoor Activities	Community Spirit	Sustainable
Dog Park		
Re-investing in the community		
Beautification		

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## Focus Group Data

- What are the challenges of living here?
  - Cost of housing
  - Fine dining
  - Employees
  - Small town (minded)
  - Lack of diversity
  - Negative people
  - Lack of recreation (winter)

What are the challenges of living here?		
Roads	Less Restaurants	Recycling
Employees	Lack of Diversity	Small town perceptions
Cost of housing	Negative social media	Perception of no growth
More shops and restaurants	Small minded – negative people	Voices to be heard – positive out way the negative
Indoor recreations for all ages	Lack of traction – “Spinning wheels to get more businesses”	Lack of recreation in the winter months
Lack of usable buildings	Lack of healthy competition	Fine Dining

## Focus Group Data

- How does Monticello create value for residents and businesses?
  - Free programs
  - City / Chamber
  - Schools
  - Managed growth
  - Leadership
  - Beautification
  - Specialty stores
  - Traditions

How does Monticello create value for its residents?

Free programs	Main Street/ Chamber	Mainstreet
Keeping up the parks	CEO Program	Beautification
Managed growth	Resources – Bootcamp	Loyalty – Community
Support the schools	Partnerships between entities	Bookstore
	Reachable leadership	Local Paper
	Responsive – Proactive (example of COVID Shut-sown	Traditions
	Keeping downtown focused on strategy	Tourism
	Churches	Bootcamp
	Free green waste pick-up	Support - Vibe

## Focus Group Data

- As a community, we are BEST at:
  - Managed growth
  - City planning
  - Taking pride
  - Supporting each other
  - Encouraging business
  - Providing structure

As a community, we are best at_____.		
Managed growth	Taking pride	Support each other
City planning	Showing Loyalty	Coming Together
Focusing on the heart of the community (Square)	Providing opportunities for people and businesses	Encouraging people and businesses
	Supporting each other	
	Providing structure	

## Focus Group Data

- As a community, we could IMPROVE upon:
  - Walking paths
  - Recreation
  - Entrance to city
  - Building repairs
  - Growth
  - Communication

As a city, we could improve upon our\_\_\_\_\_.

<b>Walking Paths</b>	<b>Recreation Department</b>	<b>Artistic Presence</b>
<b>Recreation – all ages</b>	<b>Childcare options</b>	<b>Mural – need more</b>
<b>Volunteering</b>	<b>Connecting attractions together</b>	<b>Building Repairs</b>
<b>Relationship with Allerton</b>	<b>Communication of activities and what's going on – other than Facebook</b>	<b>Recreation for seniors</b>
<b>Entrances to the city</b>	<b>Family activities, clubs for all ages</b>	<b>Growth</b>

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## Focus Group Data

- Words to describe Monticello:

Words to Describe		
Focus Group #1 (4 participants)	Focus Group #2 (9 participants)	Focus Group #3 (6 participants)
Friendly – 4	Casual – 9	Friendly – 6
Relaxing – 4	Casual – 9	Fun – 6
Charming – 4	Charming – 9	Charming – 6
Inviting – 4	Friendly – 8	Inviting – 6
Attractive – 4	Relaxing – 8	Attractive – 5
Engaging – 3	Rural – 7	Positive – 5
Nurturing – 3	Agricultural – 6	Engaging – 5
Rural – 3		Relaxing – 5
Agricultural – 3		
Inclusive – 3		

## Focus Group Data

- Word comparison

Words Comparison		
Focus Group #1 (4 participants)	Focus Group #2 (9 participants)	Focus Group #3 (6 participants)
Traditional	Traditional	Traditional
Destination	Destination	Destination
Reserved	Reserved	Reserved
Inviting	Inviting	Inviting
Small Town	Small Town	Small Town
Familiar	Familiar	Familiar / Fresh (tied)
Evolution	Evolution	Evolution
Inclusive	Inclusive	Inclusive
Entertaining	Entertaining	Entertaining
Disciplined	Disciplined	Disciplined
Primary Color – Blue Secondary Color - White	Primary Color – Blue Secondary Color – White, Red, Yellow, and Green	Primary Color – Blue Secondary - Green

# Brand Story

The city of Monticello is a community located in the heart of Central Illinois. Conveniently located with easy access to the city's amenities, we strive to be known as a destination, not a pass-through. We promise to preserve our landmarks, attractions and shops to create an inviting place live, work, stay and play.

The leadership of the city will continue providing resources and programming to support the well-being and success of all our residents, businesses and organizations.

The people of our community will be encouraged to feel pride and ownership in maintaining the beautification of their neighborhoods and districts. Together, the people of Monticello will make every effort to ensure a sense of belonging, kindness and inclusivity to locals, newcomers, and visitors alike.



# Brand Cornerstones

Legacy	Pride	Resources	Location
Our city proudly continues to build upon the foundation created by the generations before us.	We believe in maintaining the authenticity of our city with care, kindness and restorative design.	The city will continue to offer support and resources to sustain valuable services in our community.	We strive to promote the central location of our city as a destination for people and businesses to live, work, stay and play.
Landmarks	Beautification	Schools & Healthcare	Attractions
Historic District	Upkeep	Safety Services	Destination
The Square	Restorations	Supportive Programming	Shopping
State Street	Kindness	Managed Growth	Special Events
Traditions	Inclusive	Progressive Thinking	Entertainment
Generation	Sense of Belonging	Sustainability	Parks & Recreation



# Brand Promise

Monticello is a centrally located community offering exceptional amenities for better living.

## TAGLINE

*Close to Everything. Far from Everyday.*



## Design Brief

*All Roads Lead to Monticello*

### Design Summary

The following logo was designed to identify the city of Monticello's vibrant city center as a hub for residents and destination for visitors. We created the actual map of downtown Monticello into an eye-catching abstract representation of the community's most discernable and charming feature ... The Square.

### Inspirational Words:

Attraction  
Inviting  
Destination  
Beautification

Shopping and Arts  
Middle of Everything  
Charming





All Roads Lead to Monticello



### Horizontal Logo (Primary)

An ideal shape for a logo is a horizontal rectangle that can be used on websites, stationary, digital graphics, and in print where a vertical or stacked logo wouldn't fit well.



### Vertical Logo

When space is limited where a horizontal logo would come across as too small, this vertical or stacked logo will need to be used. We designed this vertical variation to be balanced while still putting emphasis on the logomark.

## Design Elements

All Roads Lead to Monticello

# AaBbCc

## Modern Font

We selected the sans serif font, "Nexa", for this design concept. Nexa is characterized by excellent legibility in both web and print design areas. This timeless font provides a well-finished geometric design that pairs nicely with the proposed logomark.



## Fresh Palette

To modernize the design, we selected a fresh and vibrant color palette taking inspiration from traditional colors found on maps and surrounding landscapes. The hues selected are non-traditional hues that provide a tailored and "hard to replicate" look.



## Rounded Corners

Our brains are conditioned to think sharp objects may be harmful. To provide a safe, friendly, and approachable look, we softened the design by rounding the interior street corners.



## **Application Examples**

The following demonstrates a range of application examples using this logo concept design

All Roads Lead to Monticello



CITY OF  
**MONTICELLO**



CITY OF  
**MONTICELLO**  
PUBLIC WORKS



CITY OF  
**MONTICELLO**  
PARKS & RECREATION



CITY OF  
**MONTICELLO**  
FINANCE



CITY OF  
**MONTICELLO**  
PLANNING & DEVELOPMENT



CITY OF  
**MONTICELLO**  
FIRE & RESCUE



CITY OF  
**MONTICELLO**  
POLICE



CITY OF  
**MONTICELLO**  
HUMAN RESOURCES



CITY OF  
**MONTICELLO**  
UTILITY SERVICES



CITY OF  
**MONTICELLO**  
INSPECTION & ZONING



CITY OF  
**MONTICELLO**  
BOOTCAMP PROGRAM

### Departmental Logos

To ensure versatility across this design concept, we developed departmental logos that include a subline showing the department name. This can be used on website landing pages, business cards, nametags, and more.



### Stationary & Vehicles

The proposed logomark provides a variety of beautiful application options. Treating the mark like artwork, this can be enlarged that results in a playful and contemporary pattern as shown on the business cards and city vehicle.



### City Signage

This concept provides a vibrant color palette that is eye-catching and easy to recognize. This design concept also allows us to utilize the logomark in creative ways like shown in this banner mockup.



### Apparel

From employee polos to volunteer shirts, this concept provides the versatility to be used across a variety of applications that provides one cohesive look.

*Thank you!*

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