Introducing our new LOC brand

Last spring, we started on a journey to refresh the League of Oregon Cities (LOC) brand. Today, I’m pleased to share our new look and feel with you. Very soon you’ll start seeing the new brand appear throughout our communications, and in the spring, we’ll unveil an entirely new website. These efforts aren’t for vanity’s sake. While we think our new look and feel is attractive, the purpose goes deeper. Our rebranding signifies a new chapter for the LOC. We’re looking forward, confident in our strengths and proud of our role in empowering Oregon cities to build vibrant, resilient communities. On behalf of the staff and the LOC Board of Directors, I thank everyone who participated in the surveys and interviews that contributed to our new brand. We hope you feel as energized by it as we do.

Mike Cully, Executive Director

Our new logo

The letters of the LOC touch, to symbolize the connection of Oregon’s cities, while small, medium, and tall shapes are suggestive of the variety of our state’s cities.

The colors are intentional, too.
Blue symbolizes the coast.
Yellow for Eastern Oregon.
Green for the valleys.

Just call us the “LOC”. Our new shorthand saves time and space in the era of texting, emailing, tweeting, and hashtags.

The new font type is bold to communicate our strong advocacy role and sans serif to signal our relevance in the digital age.

A trio of trios—three shapes, three letters, and three elements (shape, acronym, name). The repetition of three reminds us that we serve members in three valuable ways: advocating on your behalf, supporting training for elected officials and staff, and sharing valuable information.

Why the update?

Our decision to update the LOC brand came from a desire to better reflect the spirit and direction we’re taking as an organization. Our previous logo—a classic image of a western Main Street—had begun to feel too historic. It didn’t celebrate, as we do at the LOC, our member cities’ geographic, economic, and political diversity. As an organization, we want to signal that we’re existing in the present and looking to the future—together.

Our core work—advocacy—remains our focus into the future, as do our core competencies and values: professionalism, accuracy, research, collaborative problem-solving. We also offer more to our members. We’re a hub of information for city staff and an engaged public. We’re experts in training newly elected city officials. We’re connectors.

We’re still the League of Oregon Cities, updated and moving ahead with fresh optimism. We’re your LOC.
You are the inspiration for the new brand.

To develop our new brand, we chose to work with branding agency happy, inc. They recognized that as a membership organization, your opinions, feedback, and ideas were vital to the process of creating our new look and feel.

During our initial team discovery sessions, we discussed our mission and vision, our history, our direction for the future, and looked to similar organizations for inspiration. Once we completed our internal team discovery, it was time to reach out to our membership to get your input.

Here’s how you participated:

Stakeholder Survey

Happy, inc. developed an online survey that we emailed to LOC membership, along with selected State Legislative officials, staff members, affiliated organization staff, members of the media, and members of the public. The survey sought to better understand our membership’s perceptions of the LOC—our current strengths and weaknesses as well as what members hope to receive from us in the future.

With the survey distributed to 1,500 individuals and an anticipated 15% participation rate, we expected approximately 225 responses to our survey. The survey was open from June 22, 2018 through July 9, 2018, and the total number of unique responses was 279—slightly exceeding our response expectations.

Audience Interviews

As a follow-up to the stakeholder surveys, happy, inc. held individual phone interviews with a broad spectrum of LOC audience members. The interviews allowed us to dive deeper into survey topics and hear firsthand feedback. These discussions were designed to reveal deeper insights regarding the brand, validate or correct the sometimes-conflicting survey findings, and further explore any topic that we felt would benefit from one-on-one dialog.

Altogether, we held 13 interviews with people representing the diversity of the LOC audiences. Interview participants included people from large and small cities, rural and urban areas, and a range of experience levels. In addition to speaking with LOC members, we also interviewed representatives from partner organizations and legislative staff. To be completely thorough, we reached out to individuals known to be critical of the LOC, either currently or in the past.

What’s next?

You’ll begin to see our new look on LOC print and digital communications starting this month. A new website—which will make it easier to find the information you need and will have a mobile-friendly design for smartphones and tablets—is in development and is scheduled to launch in spring 2019.

Questions or comments? Contact leagueoforegoncities@orcities.org.