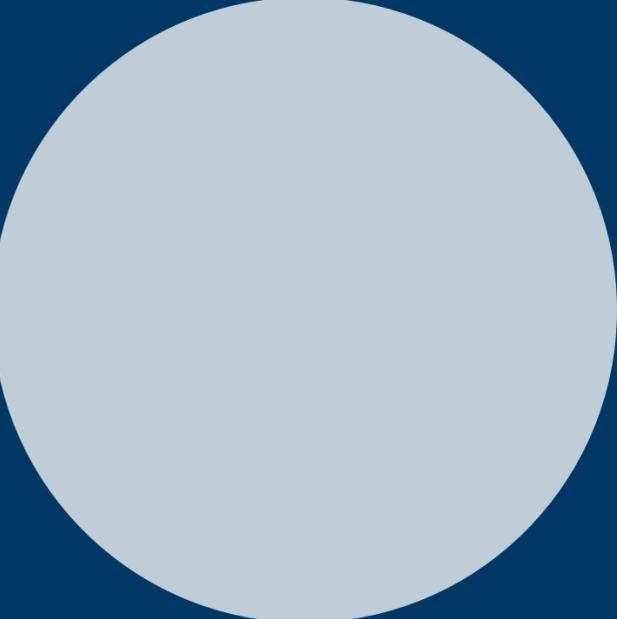


Community Feedback

City of North Port Brand Refresh

Communications Division



Background Information

Project Timeline



Background Information

Purpose of Today's Meeting

Today's session is designed to guide the Commission through the final decision-making phase of the City's Brand Refresh, informed by extensive resident engagement and prior Commission direction.

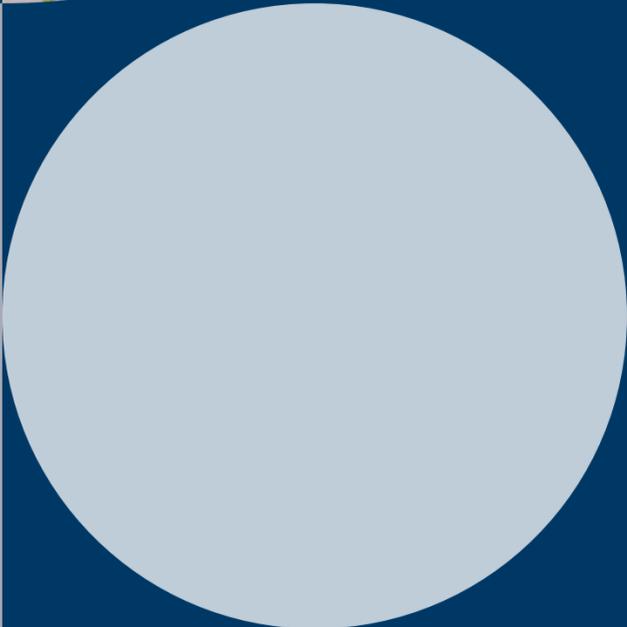
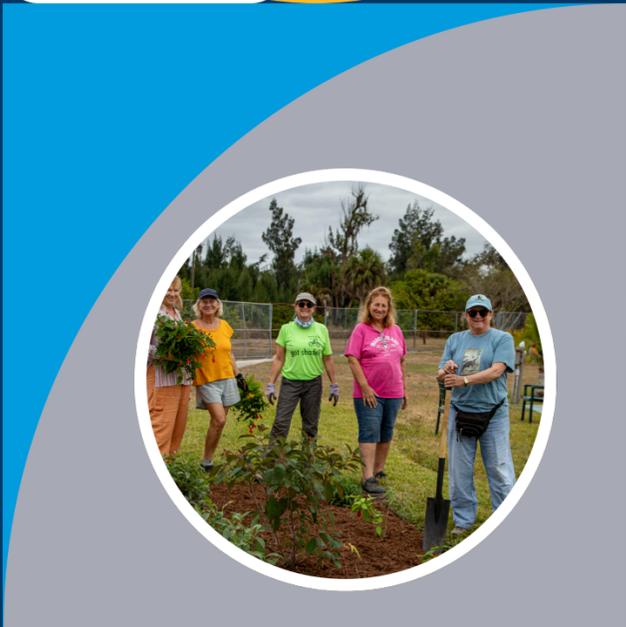
During today's discussion, the Commission will:

- Review resident feedback
 - Survey results and focus group insights reflecting community perspectives on the proposed logo and tagline options.
- Select a final City logo
 - Based on refined design options and validated community input.
- Select a final City tagline
 - Informed by resident sentiment and alignment with the City's strategic direction.
- Review updates to the Mission, Vision and Values
 - Adjustments made in response to Commission feedback from the January 5 workshop (for review and comment).
 - Select final Mission, Vision and Values or request ongoing refinement

What to Expect

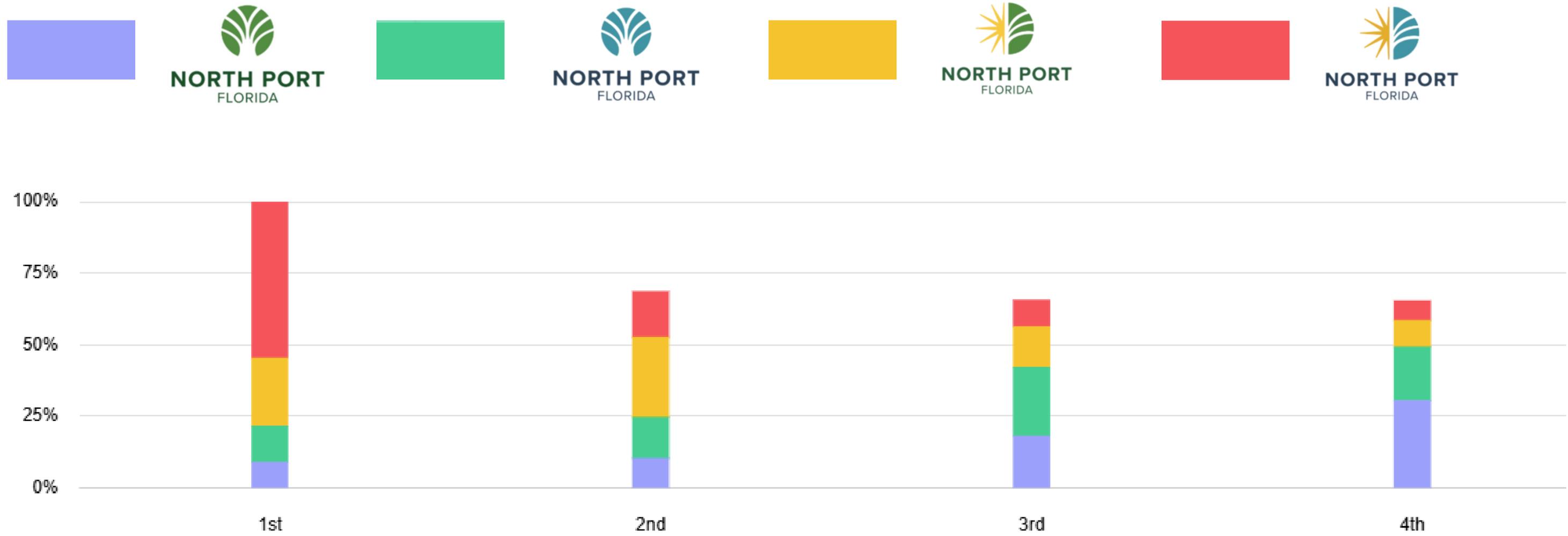
- Community feedback will be presented for transparency and context
- Findings will highlight themes, trends and considerations
- The goal is to support informed, confident decisions that reflect both Commission leadership and resident input

Quantitative Data



Survey Results

Online



Survey Results

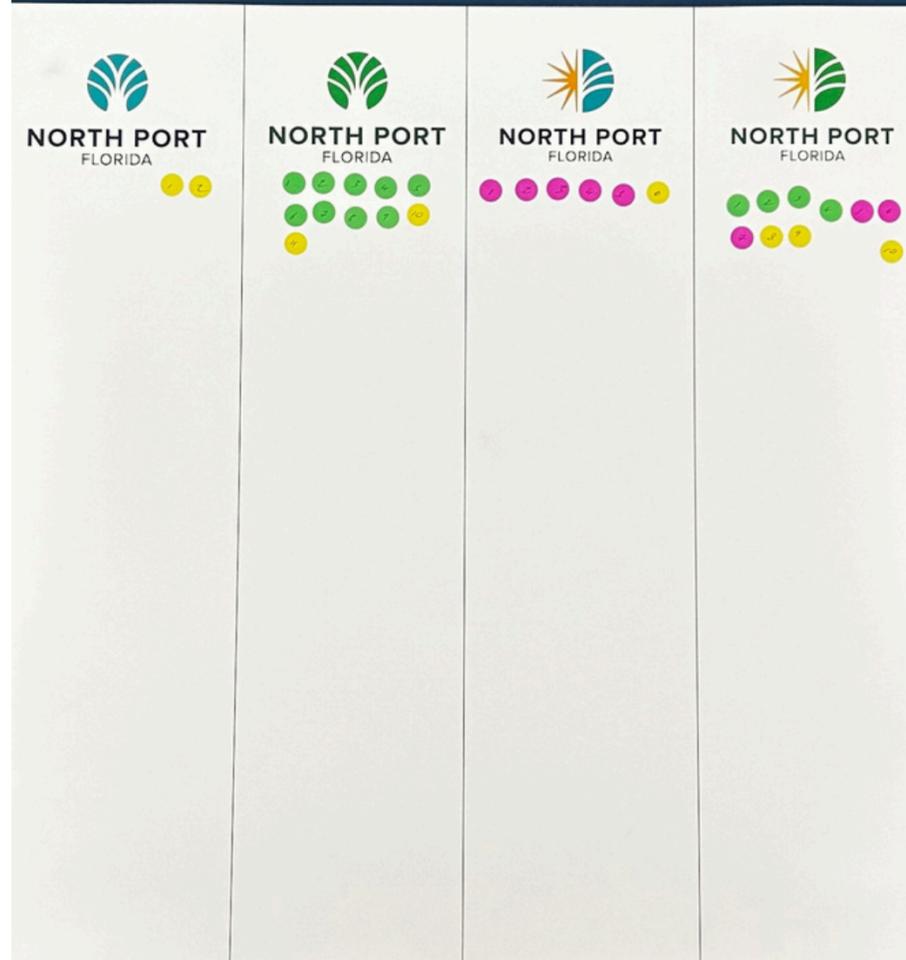
Online

Logo	Unranked	1st	2nd	3rd	4th	Total	Score
	191	780	227	132	97	1427	4162
	351	339	401	203	133	1427	3098
	434	181	203	343	266	1427	2285
	457	128	148	258	436	1427	1908

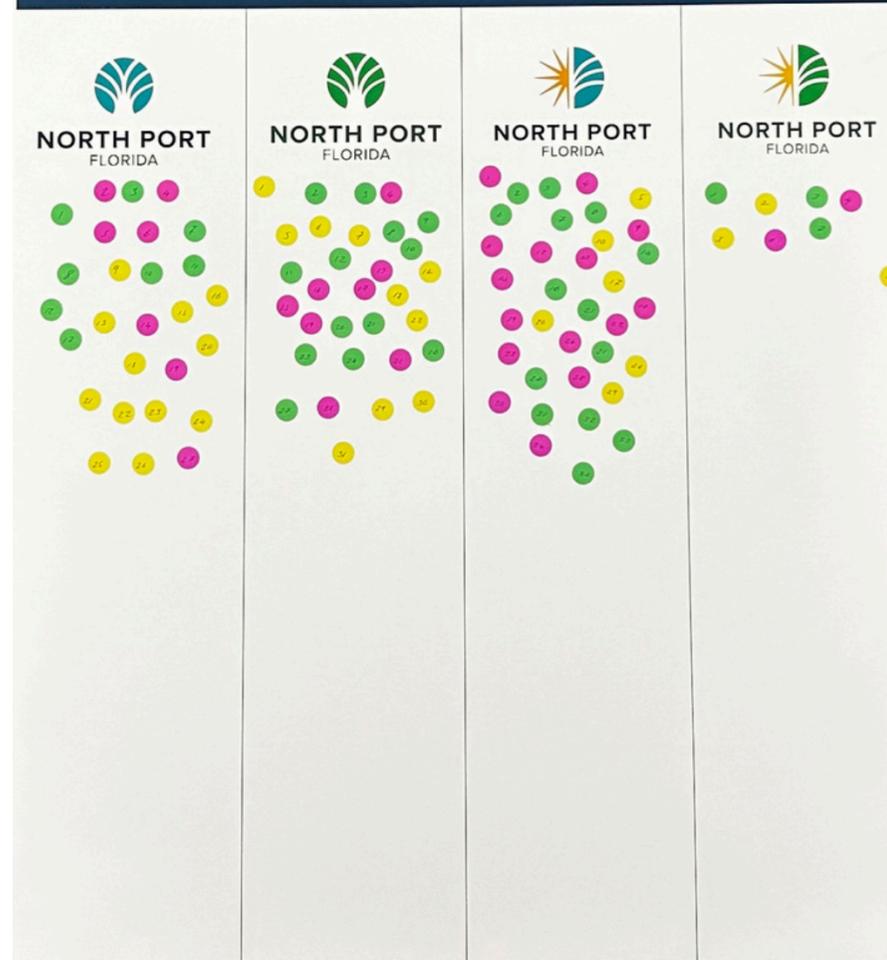
Survey Results

In-Person: North Port City Hall and North Port Area Chamber of Commerce

Your voice matters!
 VOTE FOR THE CITY REFRESH LOGO YOU LOVE MOST.
 Please place a dot sticker under the logo of your choice



Your voice matters!
 VOTE FOR THE CITY REFRESH LOGO YOU LOVE MOST.
 Please place a dot sticker under the logo of your choice



Logo	Votes	Score
	42	168
	29	116
	18	72
	41	164

Final Results

Online and In-Person Combined

Logo	Unranked	1st	2nd	3rd	4th	Total	Score
	191	221	227	132	97	1427	4326
	351	357	401	203	133	1427	3170
	434	210	203	343	266	1427	2401
	457	170	148	258	436	1427	2076

Summary

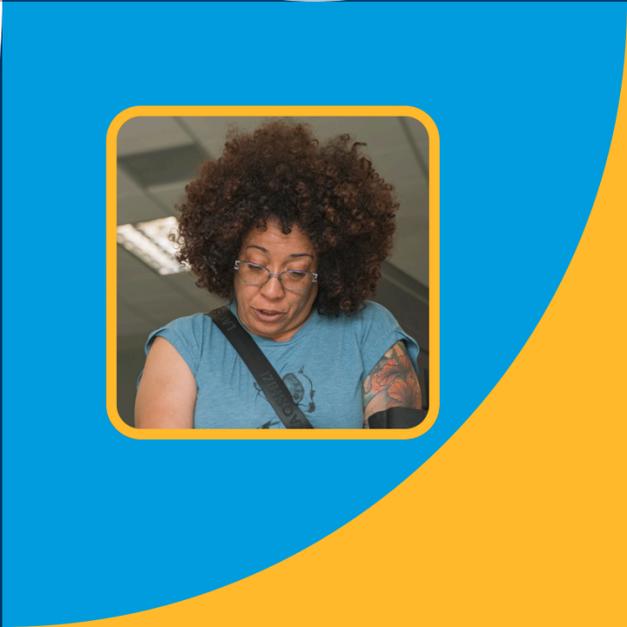
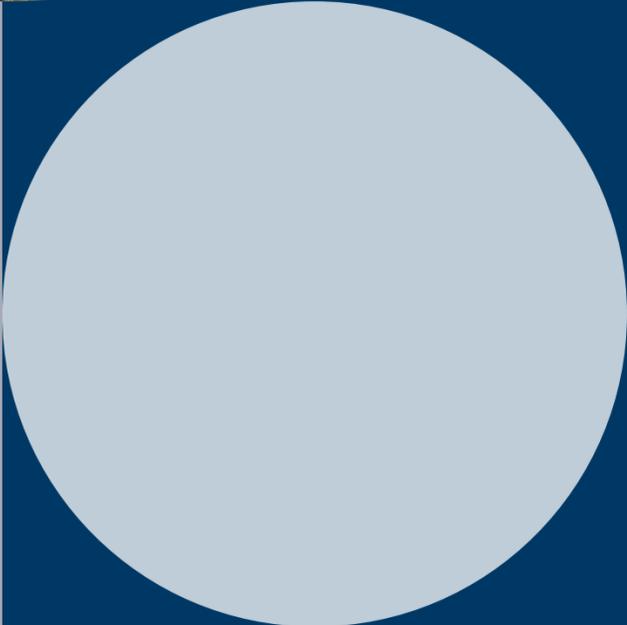
The City of North Port received strong community participation in the logo survey, with 70% of respondents (+1,400) choosing to engage by ranking the logo options. This voting behavior provides a clear and reliable indicator of community preference.

Among those who chose to leave comments, feedback was mixed. Positive comments often expressed appreciation for the effort, creativity, and modern direction of the designs. Negative comments represented a smaller portion of total engagement and primarily focused on concerns about government spending (both related and not related to the brand refresh efforts), resistance to change or questions about why a logo update was being considered.

Only a limited number of comments addressed specific visual elements of the logo designs, such as colors or aesthetics. These comments have been reviewed for potential refinement considerations. Importantly, many of the most critical comments came from respondents who did not participate in the logo ranking, indicating that dissatisfaction was often related to broader perceptions rather than the logo options themselves.

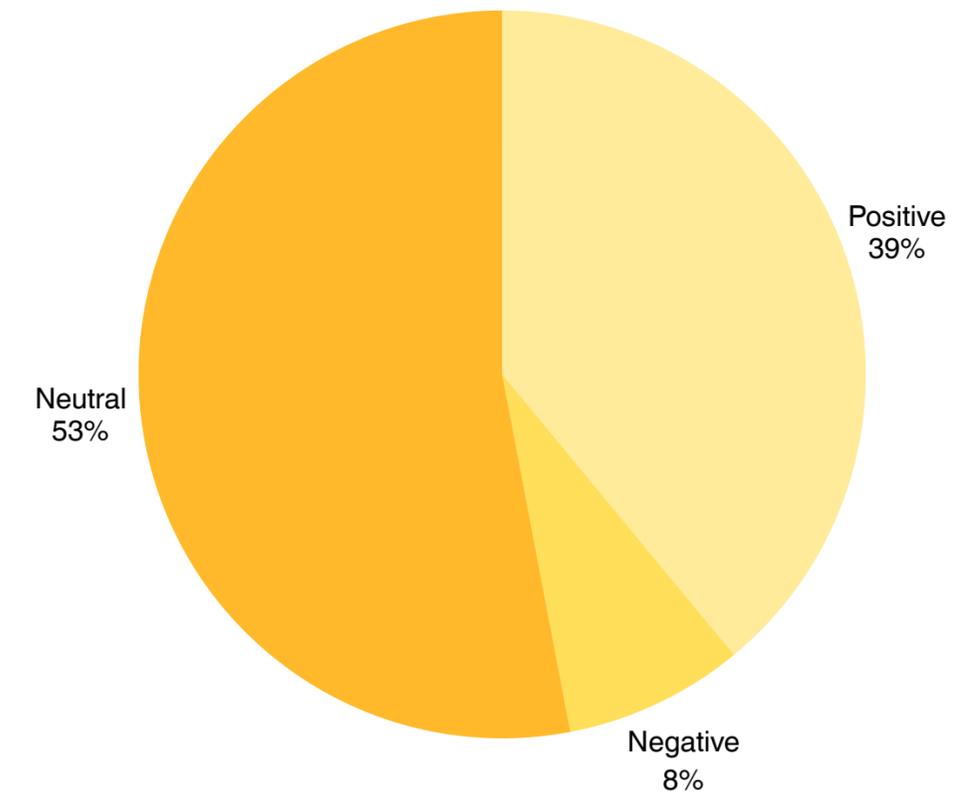
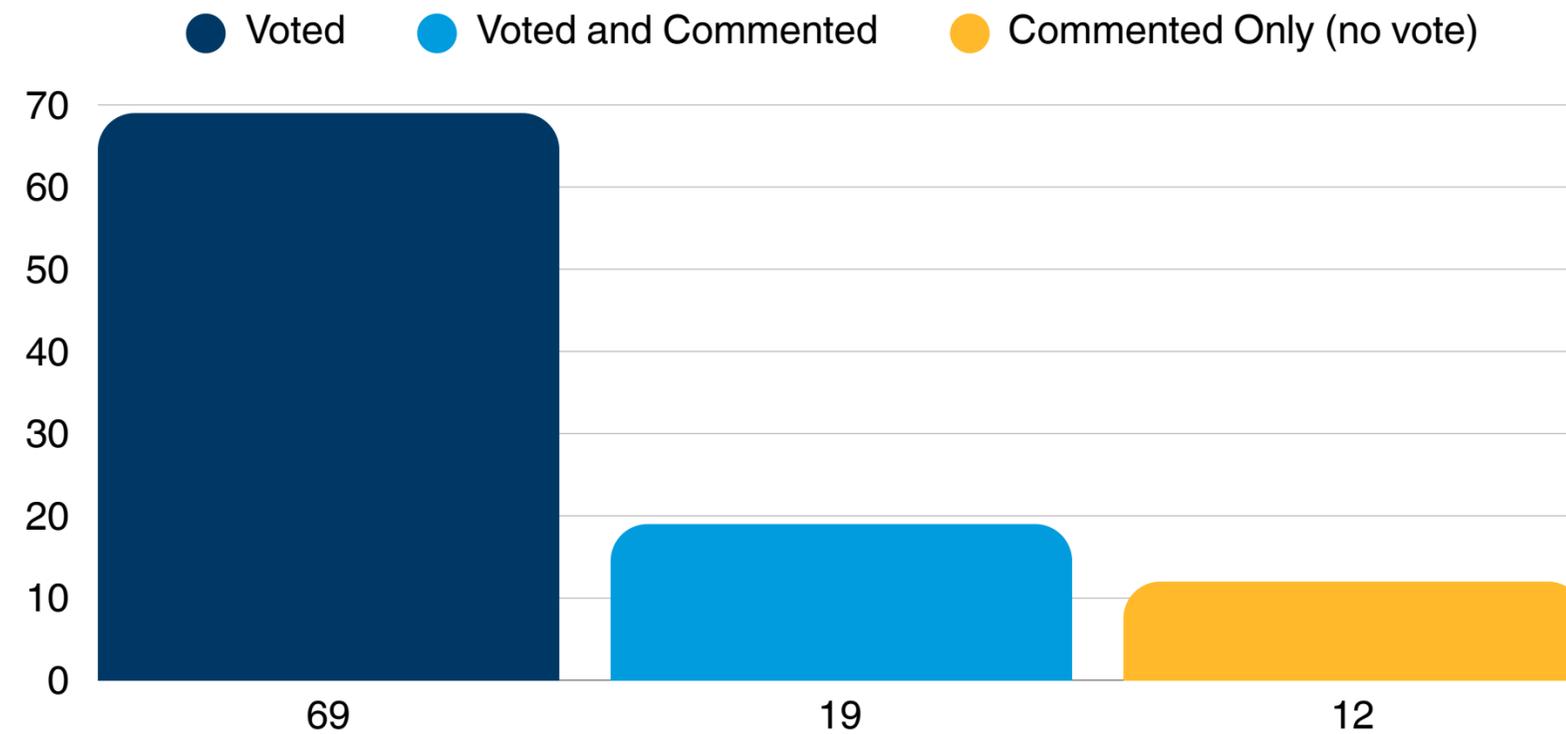
Overall, the community's preferences are most clearly reflected in the voting results, which show a consistent ranking across the dataset and provide a strong foundation for decision-making as the City moves forward.

Qualitative Data



Qualitative Data

Survey Sentiment



What this tells us

- Negative comments are a minority
- Many comments are process complaints, not brand refresh critiques
- A large portion are neutral statements, one-liners, or unclear sentiment

Where comments provide actionable content, this has been included in our design refinements and feedback

Qualitative Data

Critical Insight

The data clearly shows two different audiences:

1. Voters

- Large majority
- Engaged constructively
- Express preference through ranking (our strongest signal)
- Some provided additional comments, and where actionable insight has been provided this has been captured for brand refresh refinement or feedback

1. Non-voters who comment

- Smaller group
- Over-index on dissatisfaction
- Often commenting on:
 - Cost
 - Distrust of government
 - Change fatigue
 - Process objections (not associated to brand refresh)

Consideration should be taken in your weighting of this feedback.

Qualitative Data

Survey: Negative Themes

Using keyword and context analysis, and reviewing all comments that clearly expressed negative sentiment, feedback clusters very tightly into five key themes:

Theme 1: Cost

Typical examples:

- “Dumbest thing to spend tax dollars on.”
- “Waste of money.”
- “Stop wasting our taxes on logos.”

Key insight:

These comments do not reference design elements and are not actionable for logo refinement, but provide opportunities for ongoing communication.

Theme 2: Opposed to Change / Keep the Existing Logo

Typical examples:

- “Just keep the old logo.”
- “Don’t change it.”
- “The old one is fine.”

Key insight:

This is change resistance / nostalgia, which is expected in civic rebrands and should be taken into to consideration in regard to launch and next steps.

Theme 3: Process Objection

Typical examples:

- “Why is this even necessary?”
- “Pointless.”
- “There are more important things.”

Key insight:

These comments do not reference design elements and are not actionable for logo refinement, but provide opportunities for ongoing communication.

Theme 4: Design Dislike

Typical examples:

- “Ugly.”
- “I hate all of them.”
- “Terrible design.”

Key insight:

This is the only category that is partially actionable, but most comments lack specifics; where we have them, we have included them. However, it does provide opportunities for ongoing communication.

Theme 5: Distrust / Anti-Government Sentiment

Typical examples:

- Personal attacks
- Calls to fire staff

Key insight:

Not actionable, not representative and consideration should be taken in your weighting of this feedback.

Qualitative Data

Survey: Neutral Themes

Using keyword and context analysis, and reviewing all comments that clearly expressed neutral sentiment, feedback clusters very tightly into two key themes:

Theme 1: Neutral / Constructive Suggestions

Often framed as ideas, not complaints.

Examples:

- “I like it, but maybe adjust the color.”
- “This one is good, but the font could be softer.”
- “Not my favorite, but I see why others would like it.”

What this tells us:

- This is the most usable feedback for refinements and has been included in our refinement activities
- Offers opportunity for ongoing communication and clarification

Theme 2: Mixed Feelings but Respectful Tone

These comments acknowledge effort even if unsure.

Examples:

- “Not sure any are perfect, but 4 is best.”
- “I don’t love all of them, but appreciate the work.”

What this tells us:

- Trust in process even when taste differs
- Where reasons for neutrality have been noted, feedback can be used for refinements and has been included in our refinement activities
- Offers opportunity for ongoing communication and clarification

Qualitative Data

Survey: Positive Themes

Using keyword and context analysis, and reviewing all comments that clearly expressed positive sentiment, feedback clusters very tightly into four key themes:

Theme 1: Clear Preferences

Examples:

- “Logo 4 is my favorite.”
- “I ranked 3 first, 2 second.”
- “4 stands out the most.”

What this tells you

- Residents understood the task
- They engaged exactly as intended
- This reinforces that ranking data is the strongest signal for decision making by commission
- The largest theme overall.

Theme 2: Modern / Fresh / Forward-Looking

Common language used:

- “Modern”, “Fresh”, “Clean”, “Updated”, “Professional”

Examples:

- “Feels more modern.”
- “Looks cleaner than the current logo.”
- “More professional for the City.”

What this tells you

- The intent is landing and residents are picking up on evolution, not change for change’s sake

Theme 3: Simplicity & Readability

Residents commenting on:

- Clarity, legibility, scalability, ease of recognition

Examples:

- “Easy to read.”
- “Clear and simple.”
- “Will work well on signs.”

What this tells you

- People are thinking practically
- This supports brand system use (signage, vehicles, digital, etc.)

Theme 4: Civic Pride / Sense of Place

Subtle but important.

Examples:

- “Represents North Port well.”
- “Feels more like a city logo.”
- “Looks official.”

What this tells you

- The logos are being evaluated as symbols of the city, not just graphics
- This aligns directly with our project goals to elevate the representation of the City and create civic pride

Qualitative Data

Email Themes

Using keyword and context analysis, and reviewing all comments that clearly expressed sentiment, feedback clusters very tightly into a four key themes:

Theme 1: Process & Timing

- A portion of the feedback indicates a perception that the process is moving quickly and that residents would like additional time or opportunities to engage before a final decision is made.
- Offers opportunity for ongoing communication and clarification of the process.

Theme 2: Understanding of Engagement Efforts

- Some commenters appear unaware of the full scope of community engagement and research that informed the logo concepts, relying instead on informal conversations or social media discussion.
- Offers opportunity for ongoing communication and clarification of the process.

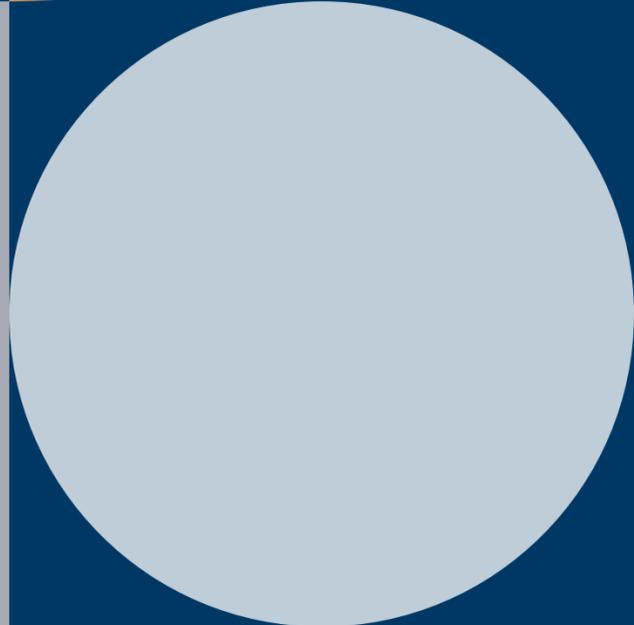
Theme 3: Symbolism & Visual Clarity

- Feedback includes questions about the meaning and interpretation of certain design elements and whether they clearly communicate “North Port” at first glance.
- Residents have asked for reassurance that symbols are free from unintended associations and are easily understood by a broad audience.
- Offers opportunity for ongoing communication and clarification of the process.

Theme 4: Preference for More Literal Representation

- Several residents expressed a preference for visual elements that directly reference recognizable local features, such as wildlife, natural resources, or civic designations.
- Residents generally support the idea of modernization but have differing views on how simplified a city logo should be.
- Sentiment with actionable insights added to refinement actions
- Offers opportunity for ongoing communication and clarification of the process.

Social Media Sentiment

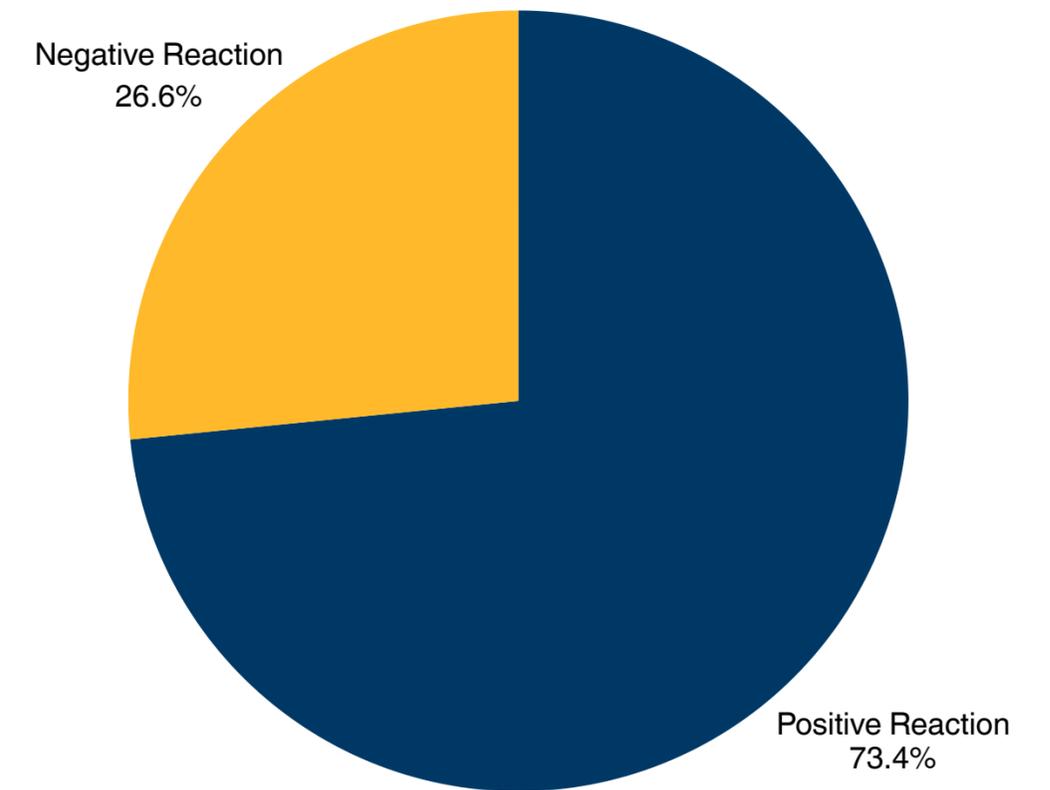
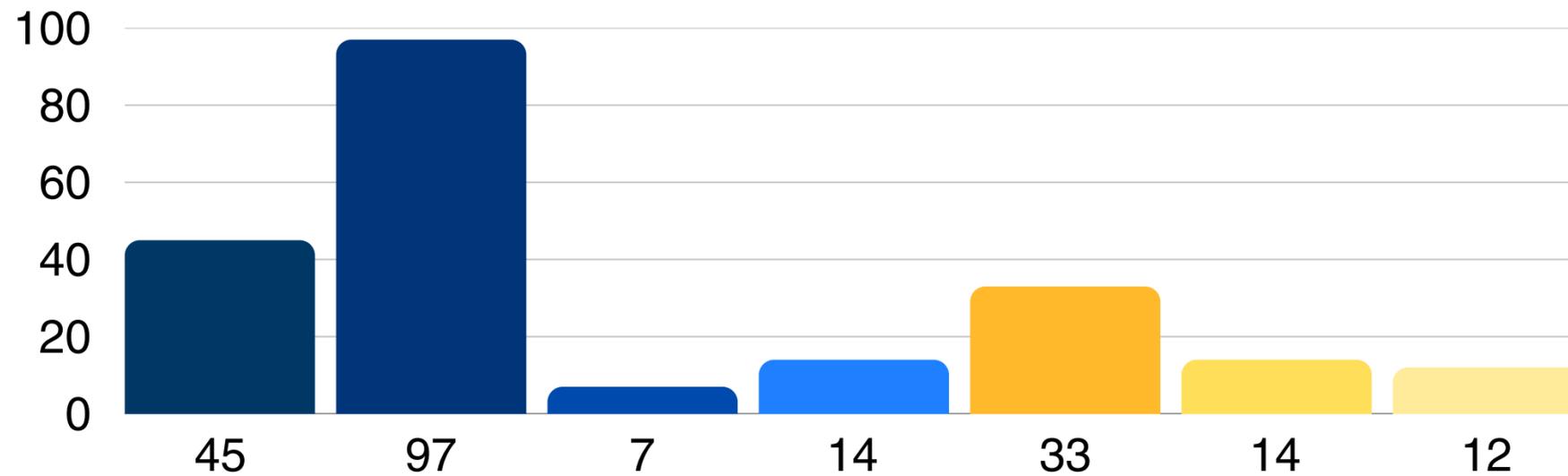


Qualitative Data

Social Media Engagement- Reactions

Community Response Overview- Each reaction posted on our own social media was read, downloaded and included in our next steps.

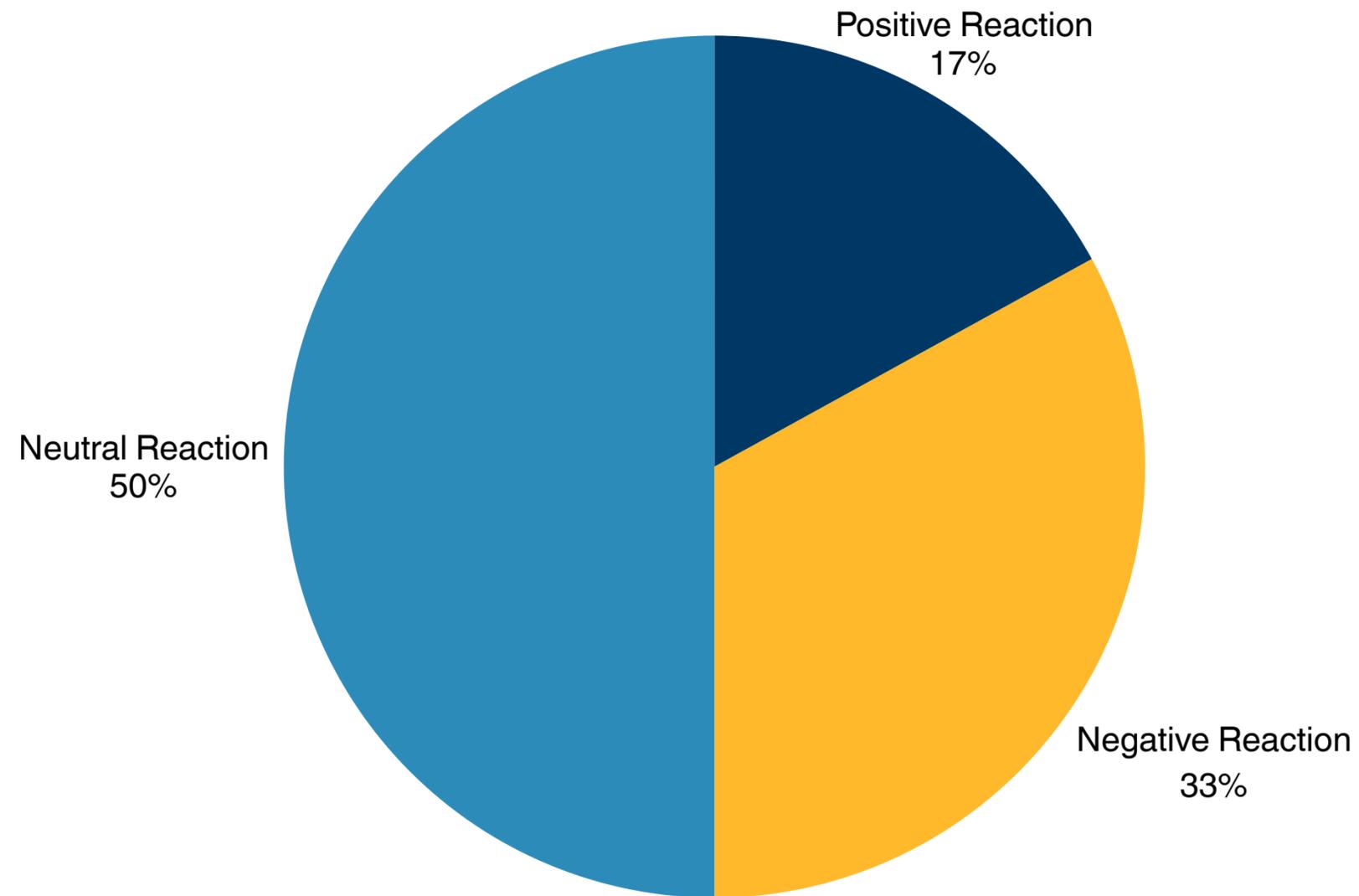
- Instagram Likes
- Facebook Likes
- Facebook Loves
- LinkedIn Likes
- Facebook Laughs
- Facebook Tears
- Facebook Angry



Qualitative Data

Social Media Engagement- Comment Sentiment

Community Response Overview- Each comment posted on our own social media was read, downloaded and included in our next steps.



Qualitative Data

Social Media Engagement- Comment Sentiment

Using keyword and context analysis, and reviewing all comments that clearly expressed negative sentiment, feedback clusters very tightly into five key themes:

Theme 1: Preference for the existing logo	Theme 2: Cost and priorities	Theme 3: Perceived simplicity / “AI” assumptions	Theme 4: Distrust / Anti-Government sentiment	Theme 4: Design Dislike
<p>Typical examples:</p> <ul style="list-style-type: none">• “Leave it alone”• “Why change it?” <p>Emotional attachment to the current identity</p> <p>Common theme and sentiment expressed, but not actionable in refinement efforts</p>	<ul style="list-style-type: none">• Questions about spending• Comments suggesting funds be used elsewhere• Often value-based, not design-based• Not actionable in refinement efforts	<ul style="list-style-type: none">• Comments equating simplicity with automation• Misunderstanding of modern branding trends• Reflects awareness gap of current team and process.	<p>Typical examples:</p> <ul style="list-style-type: none">• Personal attacks• Calls to fire staff <p>Key insight: Not actionable, not representative and consideration should be taken in your weighting of this feedback.</p>	<p>Typical examples:</p> <ul style="list-style-type: none">• “These all suck”• “I don’t like any of these”• “I’ve designed one for you” <p>Key insight: Most comments not actionable but where feedback available, insights have been included in refinement efforts</p>

Qualitative Data

Social Media Engagement- Comments

Using keyword and context analysis, and reviewing all comments that clearly expressed neutral sentiment, feedback clusters very tightly into five key themes:

Theme 1: Requests for clarity

- “Why these designs?”
- “What do the shapes mean?”
- “How was this decided?”
- “Curious how this was selected.”
- “Wondering what happens next.”

Indicates interest, not disengagement.

Offers opportunity for ongoing communication and clarification of the process.

Theme 2: North Port Process Objections

Using engagement as an avenue to provide feedback on other process issues. Typical

Examples:

- Price Boulevard
- Removal of trees for growth
- Street signage
- Increase in costs

Comments passed to relevant dept.

Offers opportunity for ongoing communication and clarification of broader City Processes, which will be a focus of our community engagement efforts.

Theme 3: Conditional or Balanced Responses

- “Not my favorite, but I see why others might like it.”
- “I don’t love it, but it’s fine.”
- “Some are better than others.”

What this shows:

Most comments did not include actionable insights but where possible have been added to refinement activities.

Offers opportunity for ongoing communication and clarification of the process.

Qualitative Data

Social Media Engagement- Comments

Using keyword and context analysis, and reviewing all comments that clearly expressed positive sentiment, feedback clusters very tightly into five key themes:

Theme 1: Clear Preference or Favorite

- “This one is my favorite.”
- “I like #2 best.”
- “Option 4 works for me.”

What this shows:

- People engaging exactly as intended, reviewing options and selecting a preference.

Theme 2: This is my Constructive Feedback

- Providing comments as to what they like and what they do not like

Examples:

- “I like option 4, but I think the colors are too muted and need to be brighter”
- “I’m not sure any of these are quite right, we should include XYZ”
- “I love the yellow and the Teal, they are bright and inviting”

Feedback is included in refinement activities

Theme 3: Modern Design, Clean and Simple Aesthetic

- “Clean.”
- “Modern.”
- “Simple and readable.”

What this shows:

- Alignment with contemporary design principles and clarity.

Theme 4: Pride & Optimism About the City

- “Looks professional.”
- “Represents growth.”
- “Feels more current for where the City is headed.”

What this shows:

- Connection between the logo and future-facing identity, not just appearance.

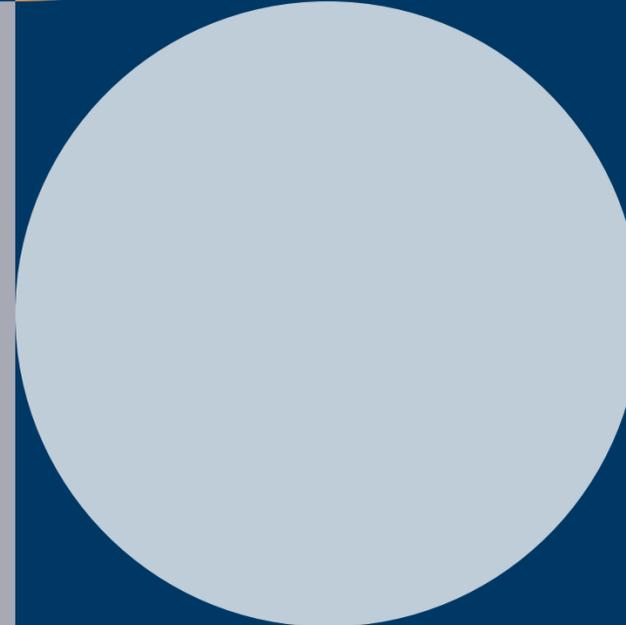
Theme 5: Appreciation for Being Asked

- “Thanks for letting us vote.”
- “Glad we get a say.”
- “Appreciate the opportunity to weigh in.”

What this shows:

- Positive sentiment toward the engagement process itself, not just the design.

Theme Feedback



Themes and Feedback

Keep the current logo/Why are we doing this?

- The current logo was created for an earlier stage of the City's growth and does not consistently meet today's digital, print and operational needs
- Modern municipal logos must function at very small sizes (web, mobile, vehicles, uniforms), where the current logo does not always reproduce clearly
- This refresh is part of a broader City identity update focused on clarity, consistency, and accessibility across all departments following ongoing and consistent feedback from residents that the current brand doesn't work for who we are now and where we are going
- The goal is evolution, not erasure. Preserving what residents value while preparing the City for long-term use
- This is a practical, community driven, research-informed update (not a vanity project) and the logo is one part of a larger identity system that supports storytelling and community representation

This Feels Rushed. Slow Down.

- We recognize some community members feel this stage has moved quickly
- This project began in March 2024 and has taken nearly 24 months to reach this point
- That time has been spent on research, community engagement, analysis, and refinement
- The City is confident the work has not been rushed in its thinking, strategy, or outcomes
- This is a decision point, not an immediate or overnight implementation

Themes and Feedback

The Logo is Overly Simplistic, Abstract and has a Simplified Color Palette

- Simplicity in civic logos is intentional to ensure clarity, legibility, and long-term usability across various channels
- Abstract forms allow the logo to represent the whole community, rather than a single literal image or narrative
- Simple designs reproduce more consistently across signage, vehicles, uniforms, digital platforms, and emergency materials
- The logo is designed to work as part of a broader identity system, where photography, messaging and storytelling carry richer detail
- Overly detailed or literal logos tend to date quickly and perform poorly across modern applications
- Overly complex or literal logos are more expensive to produce and are not fiscally responsibility
- Increase of ~60-70% in cost for anything over a 5-color print verses a 3-color print
- The goal is not minimalism for its own sake, but a clear, flexible symbol that can serve the City for decades based on the less tactical feedback received



Themes and Feedback

Representative imagery, symbolism and uniqueness

- Common regional imagery (gopher tortoises, sandhill cranes, mangroves) would not differentiate the City from neighboring communities; coastal mangroves are also inappropriate given the City does not have a coastline
- The star icon was intentionally designed as a 7-point form (not 12) to avoid unintended symbolism, with each point representing one of the City's seven strategic pillars, following careful review for cultural interpretation and recognizability.
- Community-led insight: Resident feedback consistently highlighted North Port's welcoming, neighborly feel, which is why the logo is intentionally abstract, designed to express emotional qualities like openness, warmth and approachability rather than literal icons or landmarks.
- Inclusive, accessible design: Rounded forms, flowing shapes, and warm, natural colors were purposefully chosen to feel friendly and inviting, support clarity and consistency across uses, and create an identity that residents and newcomers alike can see themselves reflected in
- City designations are not unique to us as a City basing our logo solely on a designation(s) would not allow us to differentiate ourselves from others with the same designation; e.g. within close proximity we share both a "Tree City" and a "Purple Heart" designation with: Dunedin FL, Fort Myers FL, Naples FL, Punta Gorda FL, Sarasota FL, Tampa FL. Designations can and should be used as marks on specific content associated with that designation and should be celebrated separately from our brand.

Themes and Feedback

Uniqueness



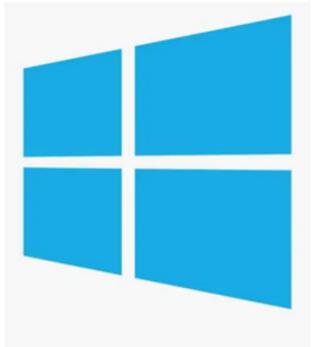
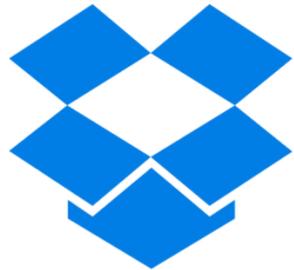
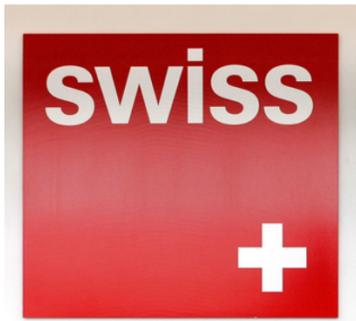
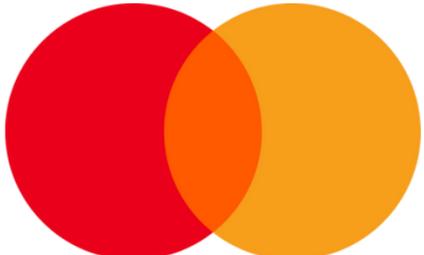
Themes and Feedback

Similarity to Other Logos

- Absolute uniqueness is unrealistic in a global landscape of billions of logos, especially for public-sector brands that must prioritize clarity, accessibility and longevity over novelty.
- All proposed concepts were vetted to ensure they are distinct from peer cities and public agencies, with no conflicts in relevant municipal or governmental contexts.
- Perceived similarities to unrelated industries (e.g., health care, retail, manufacturing) are not brand conflicts, as these sectors do not overlap with the City's role or reputation.
- Best practice in municipal branding focuses on being:
 - Distinct among peer cities and public agencies
 - Clear, legible, versatile and ADA compliant
 - Aligned with community-driven values and future direction
 - Free from legal or reputational risk
- Success is measured by recognizability and effectiveness in context, not by isolated visual uniqueness.

Themes and Feedback

Similarity to Other Logos



Themes and Feedback

Fiscal Responsibility

- Significantly lower cost than past efforts: This brand refresh costs approximately one-quarter of the City's 2008–2010 brand project, reflecting a more centralized, modern approach
- Print-smart color decisions: The logo uses a 2–3 color palette, specifically because moving beyond 5 colors typically increases printing costs by 60–70% across signage, materials, and apparel
- Lower production costs by design: The simplified mark allows items like uniforms, hats and polos to be embroidered in a single color, which is substantially more cost-effective than multi-color stitching
- Phased, not forced, replacement: The City is not replacing everything at once. Physical assets will be updated only at their normal replacement or maintenance cycle, avoiding unnecessary waste
- In-house implementation where possible: Digital assets will be transitioned by internal City teams and have zero cost.
- Designed for longevity: A clean, timeless design reduces the risk of needing another refresh in the near future, protecting taxpayer investment over the long term.
- Future-proof and scalable: The logo works across print, digital, embroidery, signage and vehicles without special treatments, minimizing custom production costs.

This refresh was designed to be financially responsible, phased over time and cost-efficient to implement, delivering a modern identity without unnecessary expense to taxpayers. Every design and implementation decision was evaluated through a cost-benefit lens, balancing quality, durability and fiscal responsibility.

Themes and Feedback

AI vs Human Design

- The logo and visual identity were developed by an award-winning design, marketing, communications and strategy team with more than 50 years of combined professional experience and education.
 - BA Honors Communications and Marketing, Solent University
 - BA Arts and Graphic Design, Rhode Island College
- The City has been supported throughout this process by an award-winning agency with over 30 years of experience working across business, public-sector and nonprofit organizations.
- This agency has successfully rebranded many cities in our local region and maintains deep, long-standing relationships with towns, cities, municipalities, counties and their communities across Florida and the United States.
- Their experience spans marketing, communication and design in public administration, community engagement, accessibility, and implementation, making them well suited to support a complex municipal brand refresh.
- The concepts presented are not personal creative ideas. They are the direct outcome of thorough community engagement and research. The role of the design team and agency was to interpret and translate what the community told us mattered, values like openness, warmth, belonging and pride into a visual system the City can use consistently.
- The simplified and abstract nature of the designs reflects established best practices in modern civic branding, not automation or shortcuts.
- Community feedback (positive, neutral and critical) has been fully reviewed, categorized and presented transparently as part of the Commission's decision-making process.

Themes and Feedback

Lack of Community Engagement

- The brand refresh was directly informed by resident feedback gathered throughout 2023–2024 and formally kicked off in March 2024.
- More than 1,200 residents participated in the first phase of engagement, followed by over 1,400 participants in the second phase. This includes a wide cross-section of the community, including long-time residents and newer arrivals, community organizations, civic and business leaders and former elected officials.
- Input was collected through:
 - Online surveys
 - In-person voting locations
 - Focus groups
 - Emails and written submissions
- All emails/calls, social media comments on our page and submissions were reviewed and responded to, ensuring residents knew their input was received and considered.
- The team held numerous 1:1 meetings/calls with residents who requested additional time to share perspectives or ask questions.
- The themes, values and design direction presented are a direct reflection of what the community told us, not pre-determined ideas.
- Engagement data, insights and outcomes have been documented and shared with the Commission and the public at each stage.

Summary

Throughout this process, the City has heard a wide range of feedback and questions. The following summary outlines how those concerns have been addressed, grounded in community input, professional best practices and fiscal responsibility.

- **Purposeful evolution:** The current logo no longer meets today's digital, print, accessibility and operational needs. This refresh supports a broader City identity update informed by community feedback.
- **Deliberate, not rushed:** Initiated in March 2024 and informed by feedback from the process reflects nearly 24 months of research, engagement, and refinement.
- **Community-led:** More than 2,600 residents participated through surveys, in-person voting, focus groups, emails, social media and 1:1 conversation and every submission has been reviewed and considered.
- **Clear and inclusive by design:** A simplified, abstract mark ensures legibility, ADA compliance, consistency across all uses and representation of the full community.
- **Distinct where it matters:** Concepts were vetted against peer cities and public agencies to avoid conflicts, similarity to unrelated industries does not impact municipal identity.
- **Fiscally responsible:** Costs are $\sim\frac{1}{4}$ of the 2008–2010 effort, with a limited color palette, single-color embroidery, in-house digital updates and phased physical replacement.
- **Human expertise:** Created by an experienced, award-winning human team, supported by a public-sector agency with 30+ years of experience, translating community input into a durable, future-ready identity.

*Thank
you*

