

UCNSB Brand Refresh and Next Steps

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Modernization Roadmap

- In 2019, UCNSB developed our Vision, Mission, and Values to be a trusted advisor and steward for our community, operating reliable and sustainable water and electric systems for today and the future. Shortly thereafter, we formalized our Modernization Roadmap, which outlined how we will implement the Vision, Mission, and Values.
- In August 2021, we discussed the opportunity to align the Modernization Roadmap's updated strategic direction and the continued commitment to our customers with a refresh of our existing UC name and logo. Due to the progress made in the modernization efforts, we are ready to proceed with the brand refresh.

Brand Refresh Project

- **The UCNSB completed the brand refresh project in 2021**
 - *Essense Partners*, a strategic branding and marketing firm that serves utility sector clients, assisted the UC
- ***The refreshed UC brand was created focusing on the following key messages:***
 - We refreshed the brand including the coastal color scheme to align with other area municipal entities in our local community
 - Modernize the brand while maintaining the small-town community feel of our New Smyrna Beach community
 - Improve the messaging of the UCNSB's service-driven, hard-working, professional, and customer-focused attributes
 - Create an anchor around which the utility can advance its customer-focused mission
- **The refreshed brand has been developed, and we are ready to begin the implementation phase**
 - Complete branding guidelines including color palette, font size and style will support the launch

New Logo/Name



New Logo/Name

Convey the connection of the community NSBU serves to nature and the ocean



New Smyrna Beach
••• **UTILITIES** •••

The dots connote the community that NSBU brings together. The colors are friendly and beachy, while being anchored in professionalism with the shade of navy.

New Logo Formats and Brand Colors



Implementation Best Practices

- Implementation timeline and costs are unique, but typically these projects take 4-6 months to complete
- Goal is to set a target date and simultaneously launch as many initiatives as possible with a planned website refresh to complement the brand refresh
- Website domain and associated email addresses have been secured; website planning currently underway
- NSBUFL.gov
 - Usage of .gov URL requires state or federal designation
 - Similar URLs have been secured and will be redirected (including existing ucnsb.org) to the new website

Legal and Regulatory Considerations

We are working with GrayRobinson contact (Tom McThenia) to file the required paperwork and develop some standard contractual language, as needed.

- The new name will be a Doing Business As (DBA) registration with the State of Florida
- Trademark Logo – Identification of the UCNSB/NSBU as the single source of the goods and services that we provide
- Notify affiliated organizations, as needed

Next Steps

- Consult with website developers to ensure a customer-focused, service driven website presence
 - Select developer that meets timeline and requirements
- Finalize artwork and design for various logo applications including vehicles, uniforms, letterhead, building signage
 - Obtain final “Brand Style Guide” which provides the exact specifications for use of our name and logo
- Continue with counsel on regulatory DBA filings and trademark registrations, as necessary
- Progress updates will be made at future Commission meetings