

NEWPORT BEACH

# LISTEN & LEARN





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# Objective



## **O B J E C T I V E**

To provide a framework for the Steering Committee to select a public facing Slogan and Design Identity for the Listen & Learn outreach and engagement process.



# Messaging Strategy



## M E S S A G I N G F R A M E W O R K

**We help (x) do (y)  
so they can (z).**

**(x)** • The people we are  
trying to reach.

**(y)** • The action[s] we want  
them to take.

**(z)** • The job they are trying  
to get done.

## M E S S A G I N G T A R G E T S

**The People (x)**

- Active Residents
- Stakeholders
  - Large Businesses
  - Small Businesses
  - Developers
  - HOAS
  - Advocacy Groups
- Silent Community

## M E S S A G I N G O U T C O M E S

**The Action (y)**

- Event Turnouts
- Feel Seen & Heard
- Provide Input, Ideas,  
& Questions
- Engage In The Process  
(Online & Events)
- Connect With Other  
Community Members &  
Their City



# Messaging Pillars

## (z) How to inspire participation in Listen & Learn.

Ownership and belonging is core to robust, healthy community engagement. However, the challenge is that every community member may not identify as an active member of their community.

Our goal through the Listen & Learn process messaging is to inspire the public by reminding them that yes—Newport Beach is indeed *their* city—a city they love to live in and can impact in meaningful ways. It is the city they chose to build both their businesses and their families. It's the city they both recreate and relax in.

Ultimately, this process seeks to inform, enage, and unite the Newport Beach community around a love for their city and the opportunity to shape its future through giving feedback on a future General Plan Update. By starting at this common, uniting sentiment, the Listen & Learn process will be able to discover what outcomes **(z)** best motivate **(y)** each Newport resident **(x)**.



## M E S S A G I N G   P I L L A R S

### Inform

Provide balanced and objective information to all public members on their City's General Plan.

### Engage

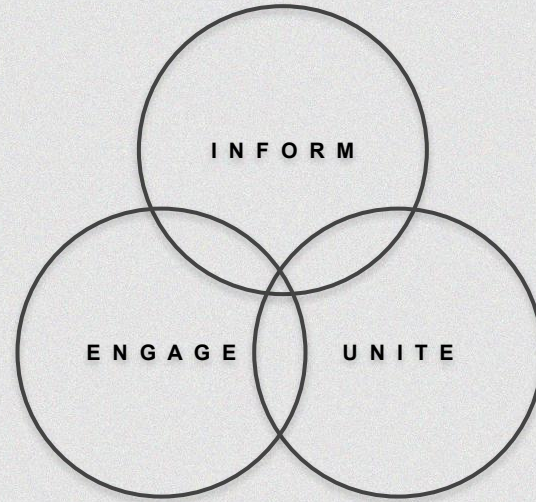
To facilitate a two-way conversation in which the City listen and learns from the community on what they like and what they would like to see change.

### Unite

Create connection amidst the public of Newport Beach so they feel both heard and seen in their community.



**This balanced approach seeks to achieve a two-way conversation in which the public feels both a sense of ownership and belonging to their City.**





# Speaking To The Community.

The messaging strategy for Listen & Learn must create a low barrier to entry for the General Plan—a regulatory document that few members of the community feel a sense of connection to or know about. To achieve a shift in perspective, we want members of the public to see and know the General Plan (high level policy) as all about Newport Beach (their city and home).

In our messaging hierarchy, the Slogan is the first touchpoint with the public and must also function as an interesting invitation. It must serve both the Listen & Learn process while staying relevant to the actual General Plan update.



**Newport Beach is  
your city.**



**The General Plan is all about  
your Newport Beach.**



# Messaging Hierarchy

## **N.1**

Slogan (Invitation)

## **N.2**

General Plan Introduction and  
Connection to Your City

## **N.3**

What Do You Love?  
What Do You Dislike?

## **N.4**

Opportunities For Continued  
Connection And Feedback



# Slogan & Design Identity Options



# Slogan One



S L O G A N   O N E

**Love,**  
***Your Newport Beach***



# Love, *Your Newport Beach*

**N.2** As part of Newport Beach—you are being invited into a conversation with your City. We want to listen to you and hear your thoughts on Newport Beach's General Plan.

**N.3** What do you love about it? What isn't working for you?

**N.4** There will be more opportunities for us to continue this conversation!



S L O G A N   E X P A N S I O N

**Love,  
*Your Newport Beach***

**Love,  
*Your Places***

**Love,  
*Your People***

**Love,  
*Your Pursuits***



WEBSITE URL

**LoveYourNewportBeach.com**



S L O G A N   O N E

# Design Identity

This Design is inspired by the life, energy, and diversity of Newport and its residents. Using a color palette that is a vibrant expansion off the Newport Beach blue and gold, this design excites and invites the community into a process that is fun and enjoyable. With the typeface choice of Avant Garde along with the color palette this design is more playful and approachable than the other concepts.





# Love, *Your Newport Beach*



**Love,**  
***Your Newport Beach***







# Headline - Avant Garde

## SUB HEADINGS

Inspired by the 1920s German Bauhaus movement, ITC Avant Garde Gothic was designed by Herb Lubalin and Tom Carnase in 1970. The typeface design was based off the logo Lubalin created for Avant Garde magazine.



# Slogan Two



S L O G A N   T W O

**Hello, My Name Is Newport Beach**



# Hello, My Name Is *Newport Beach*

**N.2** Hi there! We are all a part of Newport Beach—so let's talk about our City! We want to listen to you and hear your thoughts on your City's General Plan.

**N.3** What do you love about it? What isn't working for you?

**N.4** There will be more opportunities for us to talk. Stay tuned!



S L O G A N   E X P A N S I O N

**Hello, My Name Is \_\_\_\_\_**  
**& I'm from Newport Beach**



WEBSITE URL

**HelloMyNameIsNewportBeach.com**



S L O G A N   T W O

# Design Identity

With a breadth of information needing to be communicated through this process, this design seeks to create a clear concise method of communication. Type and shape drive this design by leading the eye to consume important information in headlines and copy. With a logo created out of blocks, the identity can be expanded to headlines and other highlights of importance. A simplified color palette based off Newport Beach's colors, is direct yet approachable.





**Hello,  
my name is  
Newport Beach**



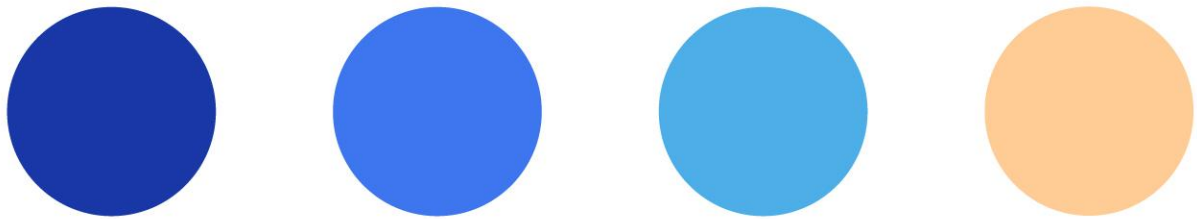


1



2







**Headline - Gotham Black**

**Sample Line Two.**

## SUB HEADINGS

Designed by Tobias Frere-Jones and released in 2000 through H&FJ (now known as Hoefler & Co.), Gotham is a geometric sans-serif typeface that is among the most widely used fonts of the last decade. The design was inspired by architectural lettering from mid-century New York City.



# Slogan Three



S L O G A N   T H R E E

**Newport, Together.**



# Newport, Together.

**N.2** We have an opportunity to shape our City. We're here to meet one another and listen to our community's thoughts on Newport Beach's General Plan.

**N.3** What do you love about it? What isn't working for you?

**N.4** We will keep you up to date on how we can continue to shape our City.



S L O G A N   E X P A N S I O N

**Newport, Together.**

**Our Places, Together.**

**Our People, Together.**

**Our Pursuits, Together.**



W E B S I T E U R L

**NewportTogether.com**



## S L O G A N   T H R E E

# Design Identity

This design capitalizes on the beauty of Newport Beach through its blend of type and photography. The logo is a direct call to unity through the blend of colors and lines in the “sail” mark. Derived from the City’s seal, the mark encompasses precise motion and excitement. The color palette chosen is based off Newport’s colors, and unifies the City to its residents, and residents to neighbors, by being calm and approachable.





**Newport,  
Together.**

**Newport,  
Together.**



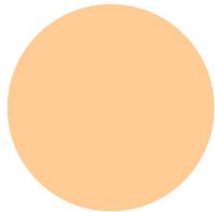
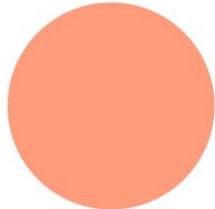
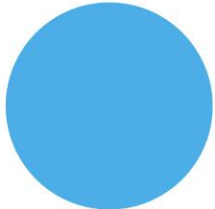
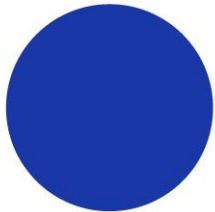


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# Thank You