



CITY OF BAINBRIDGE ISLAND

FOR IMMEDIATE RELEASE

May 27, 2015

MEDIA CONTACTS

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Bainbridge Island to Take On Community Identity Process

Bainbridge Island, Wash., (May, 2015) In a few weeks, the City of Bainbridge Island, the Bainbridge Island Chamber of Commerce, and the Bainbridge Island Downtown Association will be working with the consultant [Arnett and Muldrow](#) to engage the community in developing a brand for Bainbridge Island that can be used for the purpose of economic development and enhancing community cohesion.

For three days, June 9 to 11, consultants Arnett and Muldrow will work with community members to distill and express the identity of Bainbridge Island. Arnett and Muldrow will be meeting with various stakeholders to gather input throughout the three days. The community is invited to a public meeting on Tuesday, June 9 from 5:30 pm to 7:00 pm at the Bainbridge Island Museum of Art (BIMA). Community members are also invited to attend the brand reveal on Thursday, June 11 from 6:30 pm to 8:00 pm, also in the auditorium at BIMA. Arnett and Muldrow will then take the feedback received from the brand reveal and work with the City and the various partners to refine the brand over the next four weeks.

All of the contracted deliverables will become property of the City, and will be made available to local businesses and organizations. At the completion of the project, Arnett and Muldrow will provide the City with the following products, including, but not limited to:

- Logo and tagline designs for the City of Bainbridge Island and initiative partners
- Logo designs for events, organizations, and other amenities as desired by the initiative partners
- Custom banner designs
- Coordinated wayfinding sign designs
- Print collateral cover designs (brochures, visitor guides, etc.)
- Web page skin concept(s)
- Ad templates and concepts for municipal and individual business use
- Other collateral pieces as desired
- Photography
- Style Guide

According to the City's Community Engagement Specialist Kellie Stickney, "This process is about bringing the community together to speak in one voice in a way that will create increased collaboration and enhanced economic opportunities for local businesses. We are also taking advantage of this opportunity to reflect and refresh how the City represents itself as our 25th anniversary of incorporation approaches. We hope that local merchants, attractions and community members will join us in this endeavor."

For more information on the community identity process contact Kellie Stickney, Community Engagement Specialist at kstickney@bainbridgewa.gov or 206.780.3741.

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