



## Washington Township Meeting Agenda

August 20, 2018, 6:00 p.m.

### Special Meeting

Being Held At:

The Washington Township Administration Building 6200 Eiterman Road, Dublin, Ohio

- Pledge of Allegiance – 6:00 p.m.
- Storyforce Ibel Agency – Branding Project - Update Trustees on Project Findings to Date & Seek Alignment On Strategic Brand Framework.
- Introductions
- Project Review (goal, timeline, discovery objective, scope)
- High-level Overview of Discovery Findings
- Proposed Strategic Framework
- Group Discussion
- Next steps
  - August 22: leadership meeting #3 (framework and brand audit)
  - August 28: Initial Logo Design, Final Framework + Story Feedback
  - TBD: Staff Alignment Meetings
  - Brand Guidelines and Brand Implementation Strategy

Create a brand for Washington Township (in story, positioning and visual identity) that:

- 1) is meaningful (consistent, authentic, relevant, emotional and simple)
- 2) Reflects a shared set of beliefs and values among staff and residents.
- 3) Clarify and strengthen the Township's brand message
- 4) Builds understanding of purpose and highlights the necessity of levy
- 5) Ensures those responsible for telling and living the story of the Township are engaged with it and can use it as a filter for their thinking, actions and communication

- Adjourn Meeting