

City of Hampton

Building a Better Brand

About Hampton

- Population: 137,436
- Hampton is in the heart of the Hampton Roads region and the center of the East Coast.
- Established in 1610, Hampton is one of America's oldest cities.
- Known for our history, innovation, and diversity.



The old brand/logo

- The “Hampton H”
 - Created in the 1970’s
 - Intended to celebrate “Hampton’s Firsts”
 - Not created in-house
- The “Hampton Wave”
 - Modernized in 2012 during website update
 - Intended to highlight our access to water
 - Created in-house as a temporary measure



HAMPTON VA



What problems did we need to solve?

- Brand awareness
- Communicate assets
- Community & internal buy-in



Why did we need to change?

- Showcase our position in the region
- Attract and retain
 - Residents
 - Businesses
 - Talent
- Need to highlight our vast assets

CHANGE
IS
GOOD



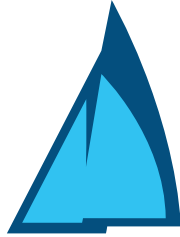
THE SOLUTION

We created a set of icons.

CITY ICONS



BLUE CRAB



HAMPTON ONE DESIGN



PHOEBUS CLOCK
TIME 16:10



LAUNCHING STAR



OLD POINT COMFORT



COLISEUM



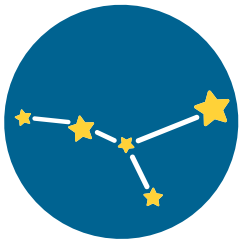
CITY HALL



CONVENTION CENTER



HAMPTON HEART



CVB CONSTELLATION



PIER



FORT MONROE



EMANCIPATION OAK



BUCKROE BEACH

BRAND COLORS

The color scheme for Hampton were designed to reference our rich past while evoking a sense of vibrance and energy through hues taken from the shells of blue crabs and beachy tones.



PRIMARY COLORS

DARK BLUE



#044F7E

BRIGHT BLUE



#31C4F3

LIGHT BLUE



#98E2F9

SECONDARY COLORS

RED



#EF452A

YELLOW



#FDCA2F

GREEN



#88C338

TEAL



#0E98AE

ORANGE



#F95733

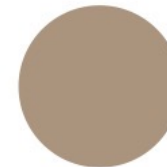
TERTIARY COLORS

GREY



#A8B9B7

SAND



#AA947D

WHY SO MANY?

Working within the City has provided a lot of insight into what various departments need. A large color palette has been essential to creating messaging that appeals to the greatly varied audiences and services different departments provide.

Departmental logos



HAMPTON
ECONOMIC DEVELOPMENT



HAMPTON
PUBLIC WORKS

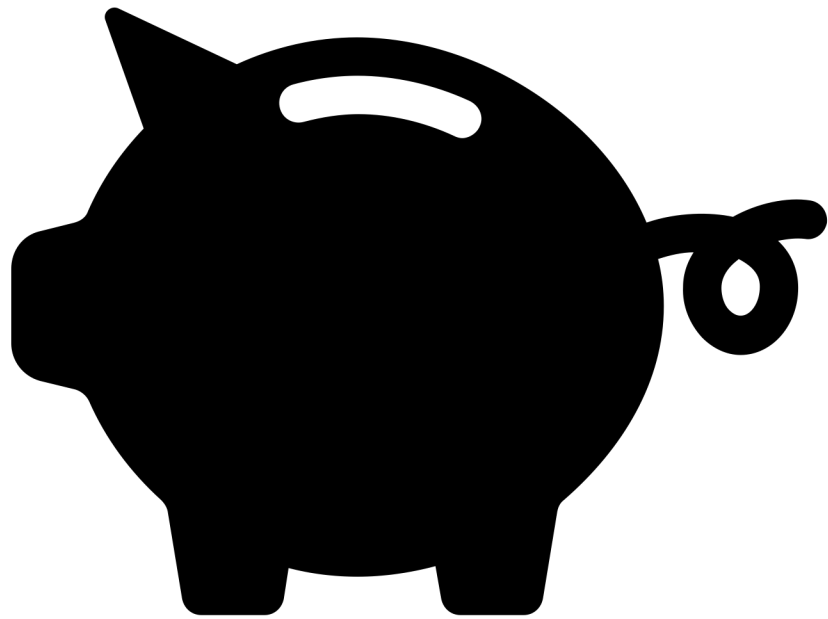




Goals/ outcomes

- Unification
- Options for departments
- Visual appeal
- Placemaking
- Approval by city leadership





How much did the process cost?

- Project budget: \$114,000
- 90% of budget went to research
- 100% of design completed in-house

What did we learn?

- GET. BUY-IN. EARLY.
- Keep stakeholders involved ALWAYS
- TRUST the process
- Assume NOTHING



How did we celebrate our win??

- Newsflash/Press Release
- eNewsletter
- Social media
- Council recognition



ONE LAST THING.....





ONE FOR ALL,
ALL
FOR
ONE