

BOARD OF TRUSTEES INFORMATION

ADMINISTRATION DEPARTMENT



Meeting Date:	January 13, 2026
Agenda Title/Subject:	Branding Update
Type of Item:	Regular Item
Purpose:	Update of branding initiative. Request for Committee members
Presented by:	Stephanie Horvath, Community Engagement Mgr

ATTACHMENTS:

- Brand Assessment Report

BACKGROUND:

In fall of 2025, the Board approved staff to begin work on updating the Town of Berthoud brand image. The first step was to hire a consultant to conduct a full assessment of Berthoud's existing brand identity. We hired Chandlerthinks to conduct this assessment. With input from 1,200 stakeholders, residents, and members of surrounding communities, we identified Berthoud's key identity as outlined in the Brand Assessment Report (Attached). Using the information gathered in the assessment, and with the approval of the Board, staff moved to phase 2 of the branding effort by hiring Locality Studio, a marketing firm specializing in municipal branding.

In this phase, we are taking the next steps in determining whether to move forward with a new logo or simply refresh our existing one and update our municipal style guide.

UPDATE/NEXT STEPS:

Because we conducted a thorough brand assessment, there is no need to conduct additional interviews or focus groups at this time. However, we would like to have Trustee input.

- **We will hold an open house on the 2nd floor of Town Hall on Wednesday, January 21 from 4:30 – 7:30 pm.** We hope to gather more public input and create robust public engagement around this project. We hope to see Trustees at this event.

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- **We request that two Trustees join the branding creative committee.**
 - With the upcoming election, we would like to request that only trustees who are not up for reelection be considered.
 - The creative committee will meet at Berthoud Community Library on January 22 from 10:00 – 11:00 am to review the feedback from the Open House and provide initial creative direction to the consultant team.

FISCAL IMPACT AND FUND SOURCE:

Budget for this item has already been planned and will come from the Community Engagement GL 11-13-5020

COMMUNITY TOUCHSTONES:

This branding initiative will help to better define and strengthen the Town's identity and economic sustainability.

RECOMMENDED ACTION(S):

Staff will be available if the Board of Trustees has any questions while considering approval of the Consent Agenda. Staff recommends that two Town Trustees be selected to join the existing branding Creative Committee, and that all of you come by the open house to offer your insight and input. The selection of committee members may occur at the end of the meeting during Elected Official Reports.