

Eagle Mountain City Brand & Marketing Playbook

2024



Introduction:



HOW TO USE THIS PLAYBOOK

THIS PLAYBOOK IS OUR GO-TO RESOURCE for the branding, messaging, and marketing for Eagle Mountain. A better, stronger brand translates into increased recognition, stronger relationships with current residents and businesses, and greater appeal to residents and businesses considering a move into the City. But we have to put in the work to make sure it's executed properly to get the best results.

This playbook has been created to give everyone on our team a point of reference so all of us are rowing in the same direction. It's only when we create consistency and synergy in our efforts that we'll be able to achieve significant forward momentum and build brand equity around what makes Eagle Mountain stand out.

Each section of this playbook provides important details on the strategy that will drive our brand. The sections build on each other: first laying a brand foundation, then establishing a messaging and visual strategy, and finally laying out a marketing plan for the next several months and showing what your brand should look like.

As you're implementing the strategies laid out in this playbook, it's important to maintain consistency across all of our efforts.



SECTION 1

Research Report

Contents

Importance of Research

Introduction

Key Takeaways

Demographics

Refer a Friend

Stories of Farmington

Features, Benefits, & Emotions that Resonate

Focus & Communication

1 Importance of Audience Research

BEFORE ANYTHING ELSE WE MUST UNDERSTAND WHAT OUR AUDIENCE THINKS.

This understanding must include insight into the attributes, benefits, and emotions that residents experience and are drawn to as they interact with the Eagle Mountain brand. This means we need to know the specifics of what our city offers our audiences—complete with a rank ordering of what is most important to them. With that, we can dive deeper into the emotions elicited

by these attributes and benefits. How do our audiences feel when interacting with our brand and using our services? Without all of this foundational understanding, any marketing or branding efforts will be ineffective.

There is no better way to get this information than to ask our audience. This is why the research segment of our branding project was so critical and why this research serves as the foundation for everything else in the playbook.



City Brand Survey

EAGLE MOUNTAIN, UT | 2023

Study Introduction - detail

Eagle Mountain

Background

Eagle Mountain commissioned REDKOR to conduct a city branding survey from July 13th to July 25th, 2023. A total of 424 surveys were completed (+/- 4.7% statistical margin of error). The online survey measured...

- Refer a Friend Rating (willingness to refer the city to a friend)
- **Features** of the city that resonate most
- **Benefits** of living in the city that resonate most
- **Emotions** they feel that resonate most
- Reasons residents would stay in Eagle Mountain long-term
- The **suggested brand focus** for the city
- Suggested **city priorities**
- Demographics
- Comments about these and other topics

Reviewing the data

This Online Dashboard presents results in an interactive way.

- Use filters to explore (like age, in the city and children in the home)
- Review comments by filtering on specific topics.
- Download the data you want into Excel or PowerPoint.

Summary - Key Takeaways Eagle Mountain

City Highlights

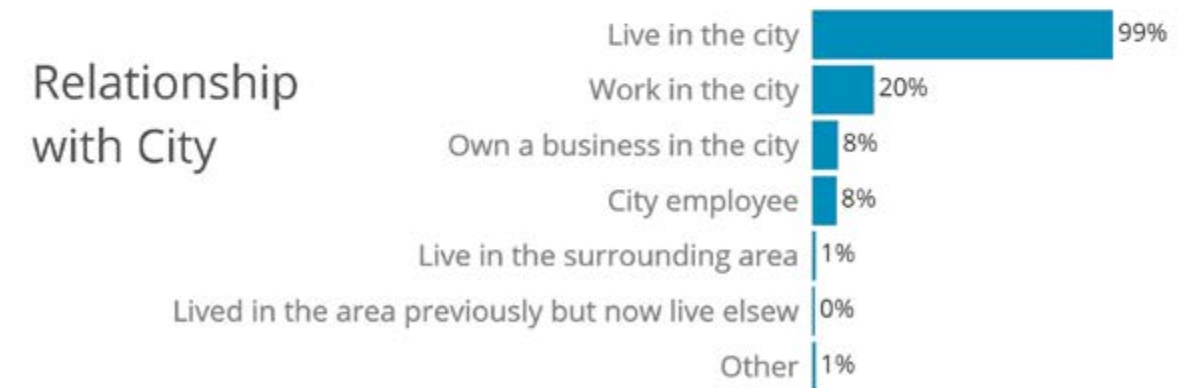
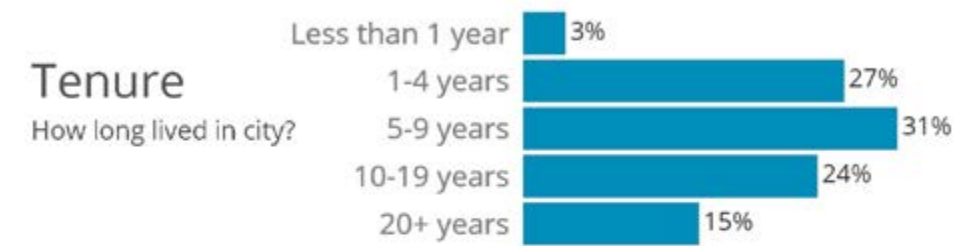
Residents tend towards positive feelings about Eagle Mountain, with 74% giving positive responses for "Refer a Friend." That said, 26% expressed concerns, which will be clarified below.

- Features and **attributes** that resonate most: **Proactive infrastructure, small town feel with first-rate amenities, nature and outdoor recreation** were at the top of the list.
- The **benefits** of living in the city that resonate most: **A safe and peaceful community** was the most important. **Manageable living expenses** came second.
- **Emotions** they feel because they live in the city: **A connection to nature and a feeling of security** resonated most.
- We asked them to share **why they would or wouldn't refer a friend** to the city. There were several positive comments about the **friendly community, open spaces, rural feel, and nature** nearby. Yet, many expressed **frustration at cramped housing, rapid growth, and traffic/roadway issues**. Potentially improving on open spaces with additional parks, trails, and recreational areas can balance out small yards and limited personal space for many residents.
- We asked about what would make current residents want to **stay long term in Eagle Mountain**. **Fixing traffic issues** while **maintaining a small town feel** are top priorities for many. **Business growth, infrastructure, outdoor recreation and a connection to nature** are also important aspects for keeping residents long term.
- We asked residents what idea Eagle Mountain should **focus** on for the City brand. Most suggested **Access to natural beauty and the great outdoors** or a **balance between growth, progress, and a small-town atmosphere**
- We asked about what city leaders should **prioritize**. Among the given options **nature preservation and recreational programs** are top suggested priorities for city leaders to focus on.

Demographics Eagle Mountain

Filters Age Time in City Children at home N = 406

(All) (All) (All)

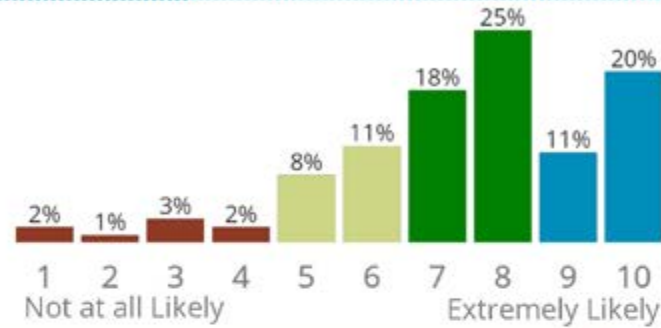


Survey participants are well balanced. We have a mix of new and long-time respondents. Age of respondents is balanced. 77% have children. Nearly all live in the city. Many work in the city and a few own a business.

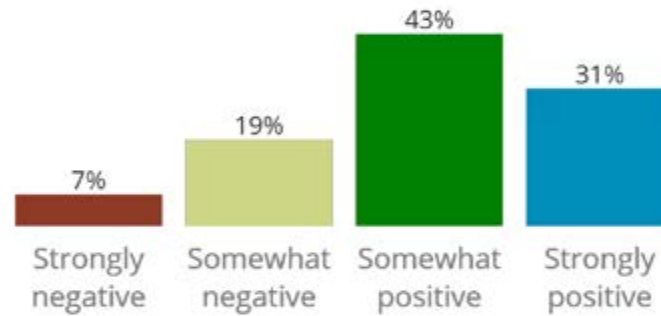
Refer a Friend to the City Eagle Mountain

Filters Age (All) Time in City (All) Children at home (All) N = 406

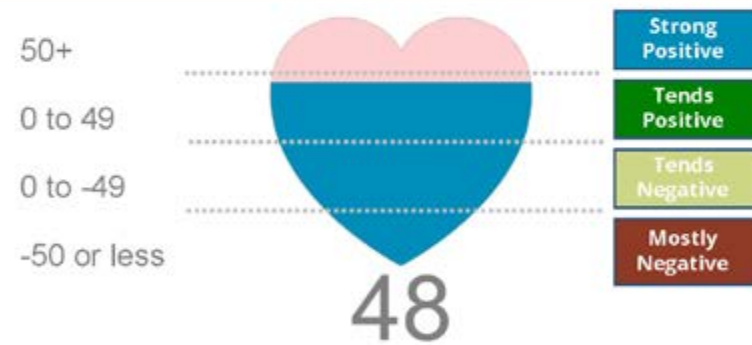
Would Refer a Friend (from 1 to 10)



Recommend City to a Friend - Groupings



City Refer a Friend Score

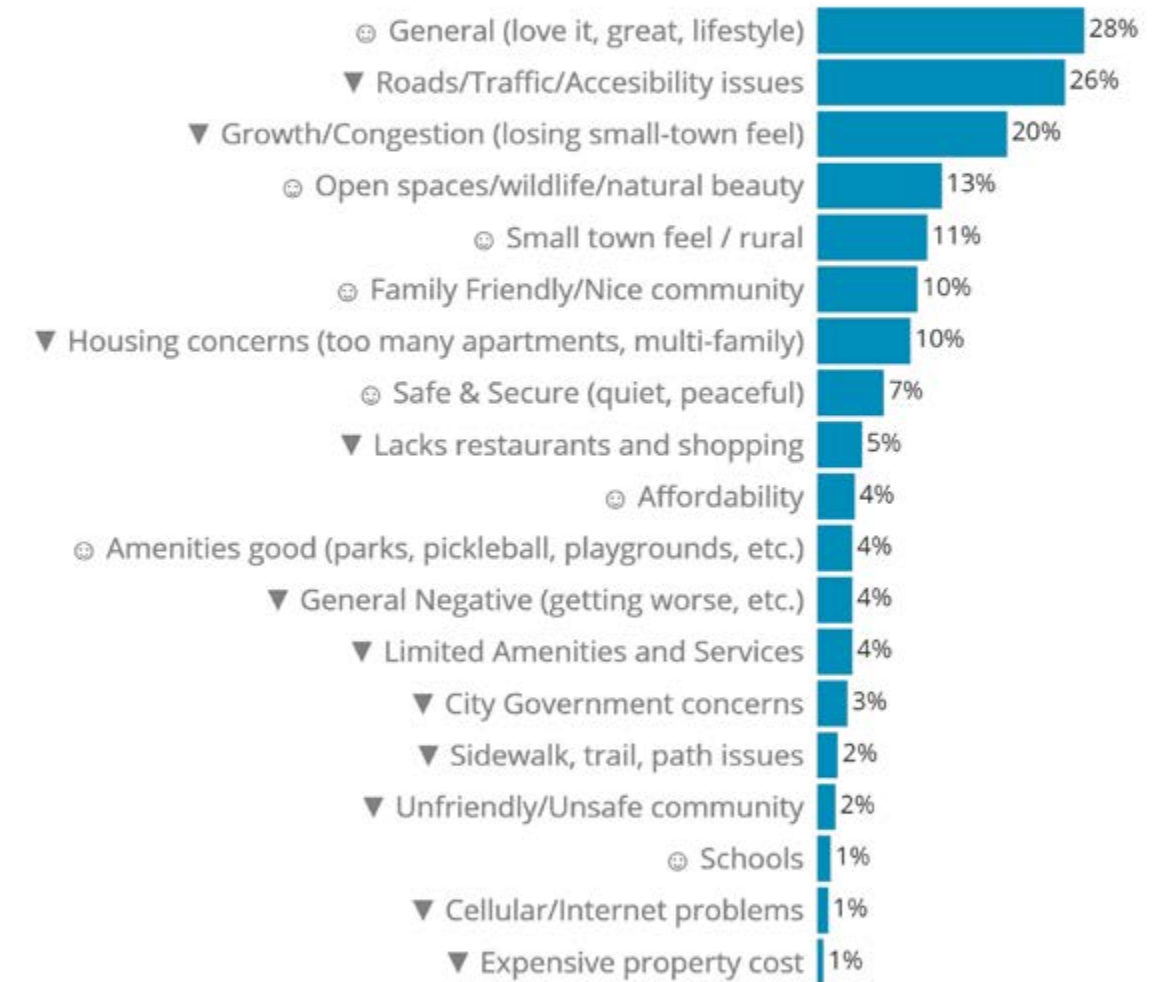


The Refer a Friend Score is calculated by subtracting both Negative from both Positive ratings

Observations: Eagle Mountain residents tend positive about referring the city to a friend. A score of 48 is about average across many US cities. Retirees are much happier than those still working with a commute.

Overall: Why Refer a Friend Rating? Eagle Mountain

Filters Age (All) Time in City (All) Children at home (All) N = 406



Note:

Smiley face = positive response

Down indicator = negative response

Detail: Comments about Why Refer a Friend Rating? Eagle Mountain

*Click filter below to select a comment topic

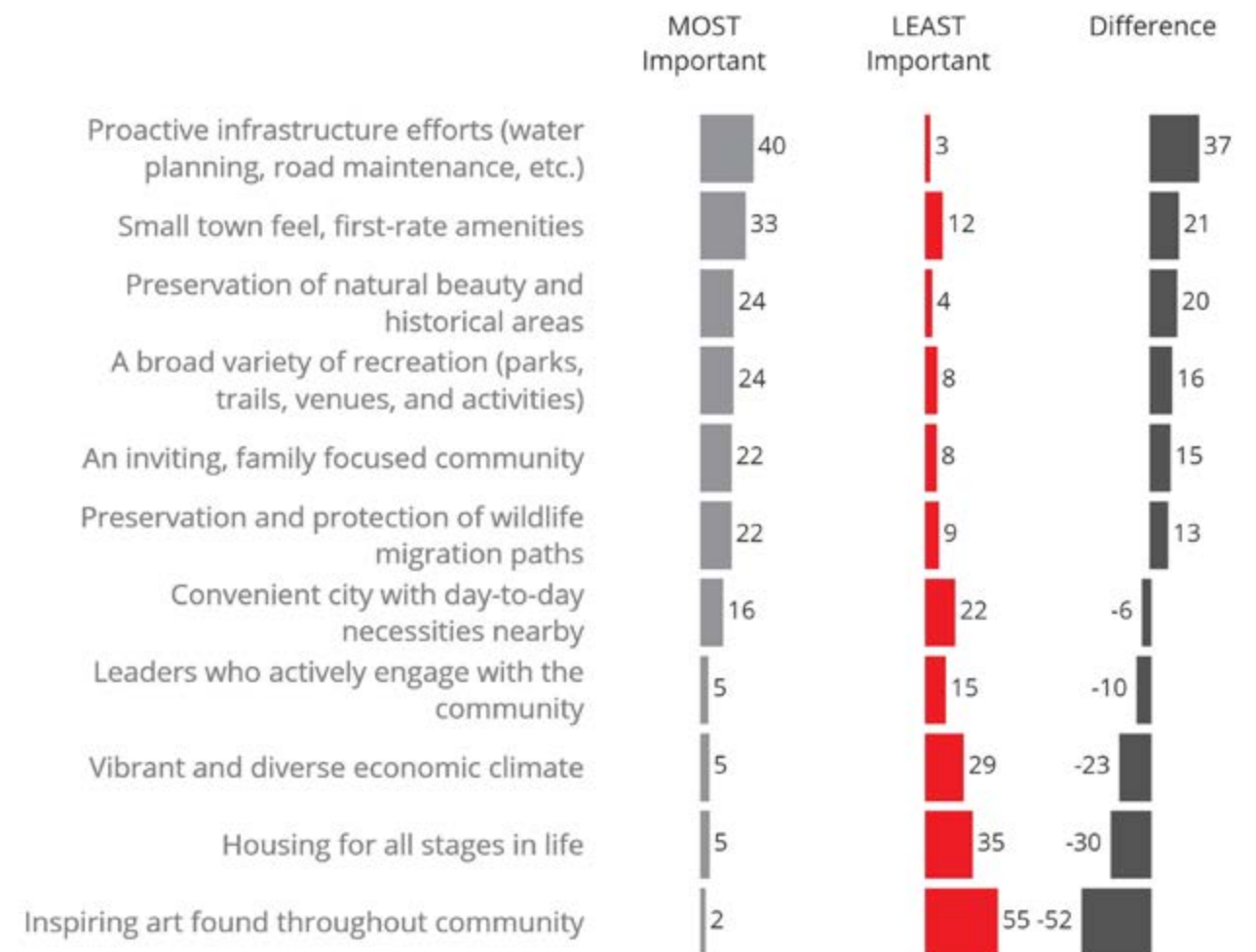
Response grouping filter: ▼ Growth/Congestion (losing small-town feel)

Text	Comments: Why refer a Friend Rating?
	Its a growing city with a small-town country feel. Its safe & clean. The scenery is very pleasing to look at. I like being away from the hustle & bustle of busier areas like Saratoga Springs & Lehi. Its a great place to raise a family or retire in. - 40-49 - 10-19 years in City
	Crime - 40-49 - 1-4 years in City
	Crowded - 40-49 - 5-9 years in City
	Its getting to big - 40-49 - 20+ years in City
	Too crowded - 40-49 - 20+ years in City
	Many good things about Eagle Mountain but concerned about the cities ability to keep up with the growth - 30-39 - 1-4 years in City
	It's a decent place to live, although there can be bad traffic, most things are far away, the schools are overcrowded and I worry about losing all the open space that makes eagle mountain an attractive place to live. - 40-49 - 1-4 years in City
	I like that we are not completely crowded out with apartment buildings and townhouses. Keep the open space!! - 30-39 - 1-4 years in City
	Because you are allowing too much building here, it was so beautiful when we first moved here with plenty of open space. Now you allow so many homes to be built! - 60-69 - 5-9 years in City

Note: This page has the actual comments of respondents about why they would or would not refer a friend to live in the city. There are over 400 comments, so you may prefer using the filter above to look at comments within a theme.

Features that Resonate Eagle Mountain

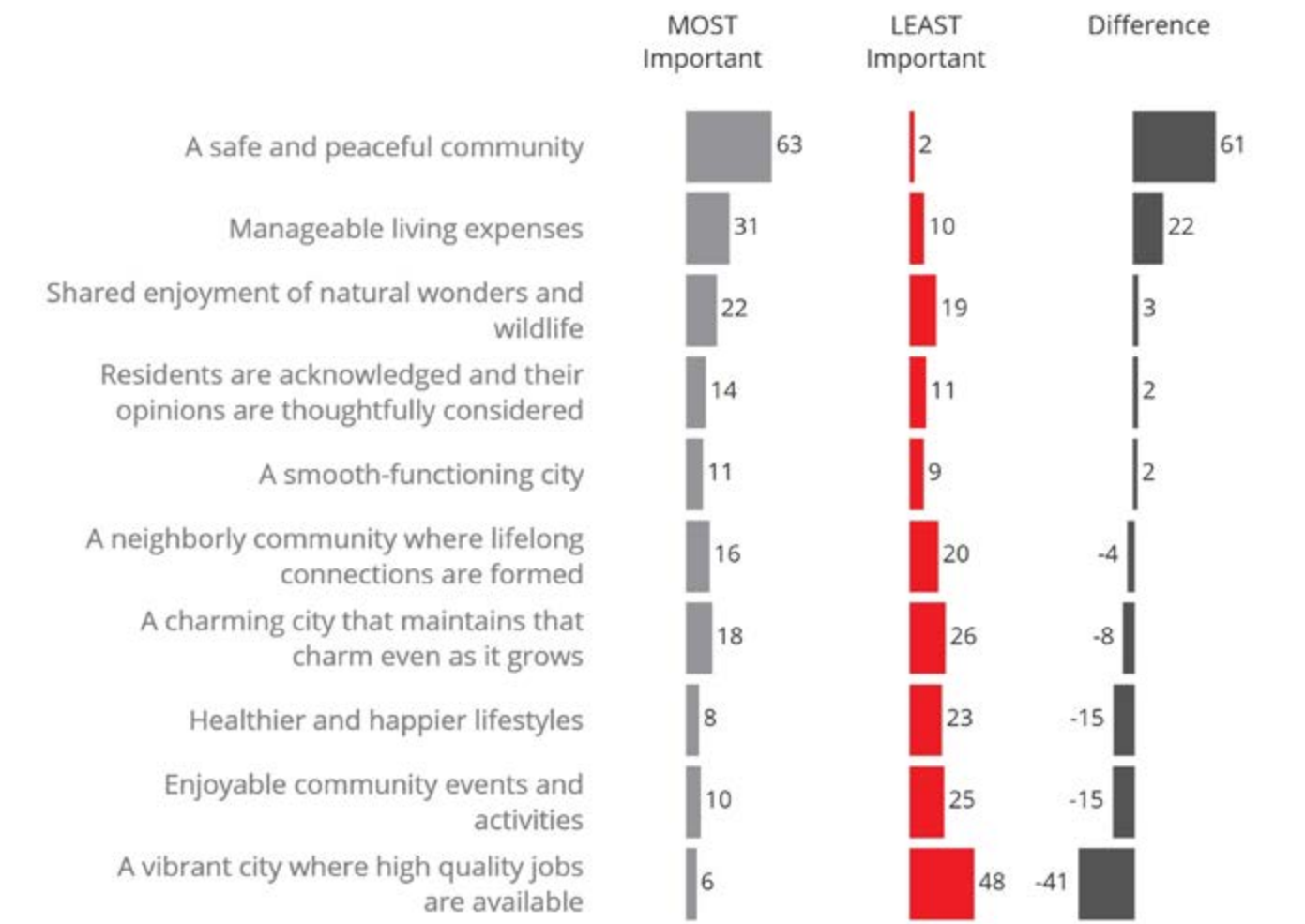
Filters (All) Age (All) Time in City (All) Children at home (All) **N = 406**



Observations: Residents care most about building of infrastructure to meet the demands of growth while preserving the small town feel and natural beauty. Art and housing for all stages in life did not resonate.

Benefits that Resonate Eagle Mountain

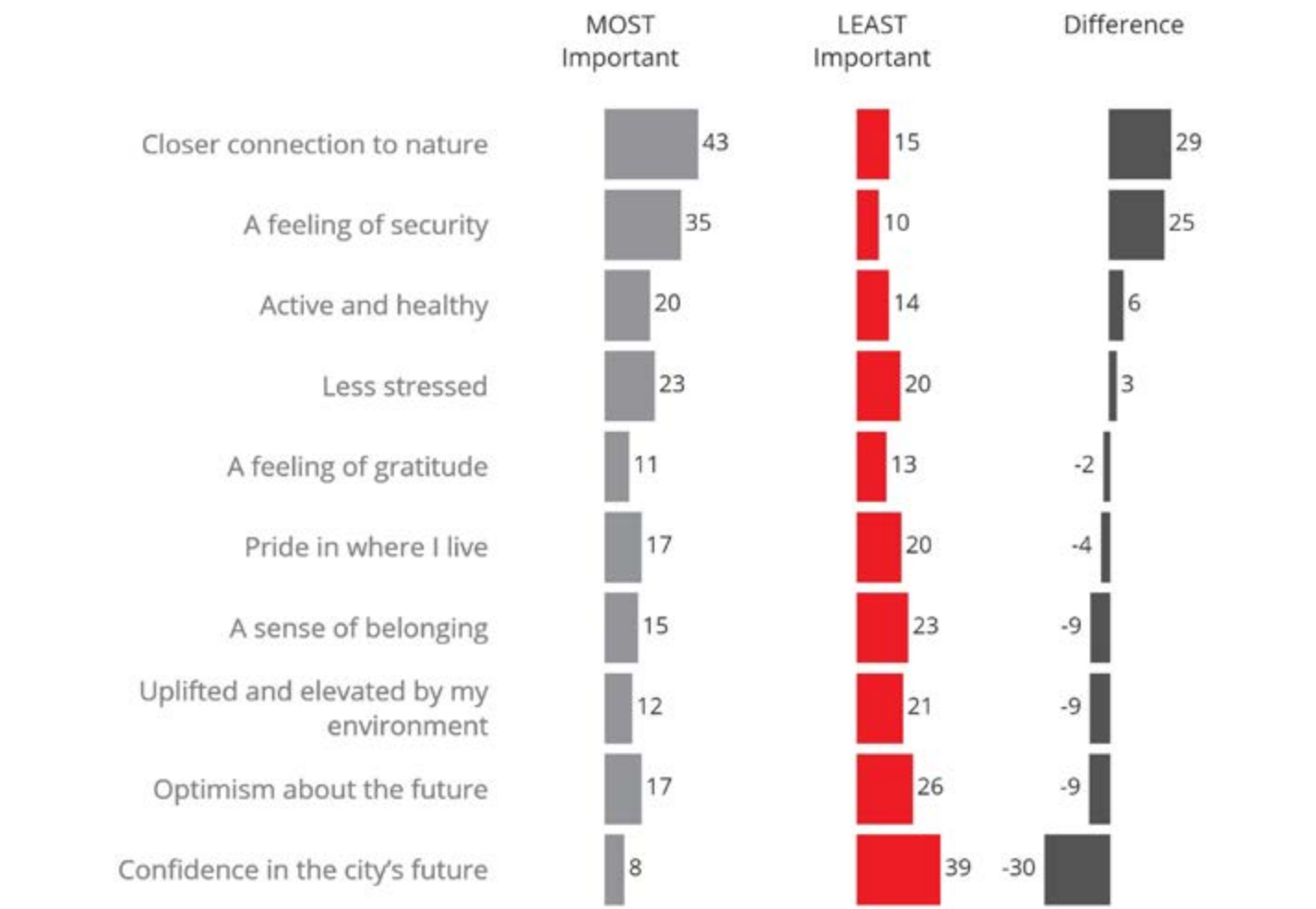
Filters: Age (All), Time in City (All), Children at home (All) N = 406



Observations: Two benefits resonate most, a safe, peaceful community, and manageable living expenses. Residents do not resonate with Eagle Mountain as a vibrant city where high quality jobs are available.

Emotions that Resonate Eagle Mountain

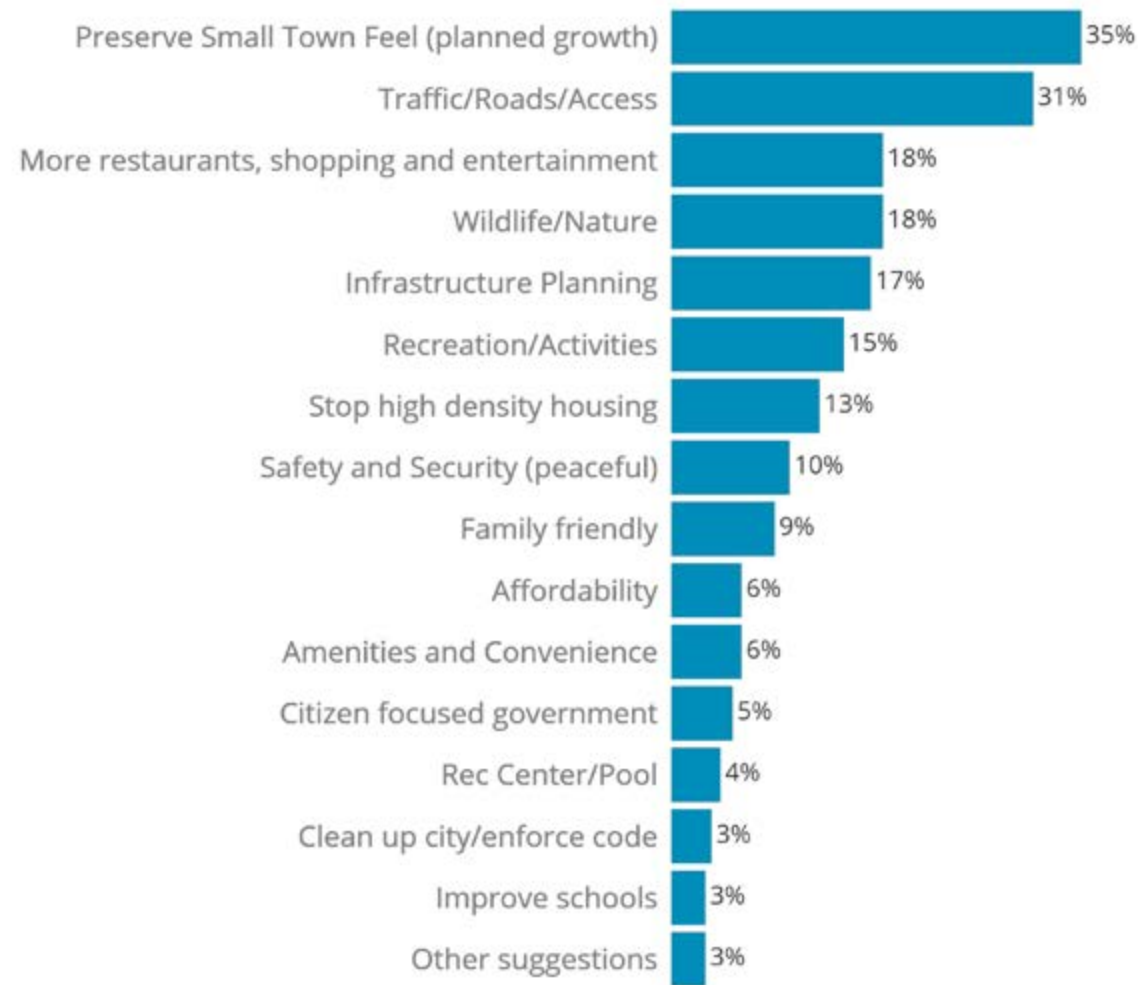
Filters: Age (All), Time in City (All), Children at home (All) N = 406



Observations: Two emotions that resonate most are a connection to nature and a feeling of security. Emotions that resonate least with residents are confidence and optimism in the future.

Overall: Important Future Qualities Eagle Mountain

Filters Age Time in City Children at home N = 406



Observations: These are qualities that, if cultivated or maintained, would motivate residents to stay long term. Fixing traffic and roadway access while maintaining a small town feel are top priorities for many. Business growth, infrastructure planning, and a connection to nature are also important.

Detail: Important Future Qualities Eagle Mountain

*Click filter below to select a comment topic

Response grouping filter:

Text	As you imagine the future of Eagle Mountain, what qualities of Eagle Mountain would encourage you to stay?
	Small town feeling
	The small town feel that we love. Having a beautiful city to enjoy in a variety of ways. We love the events in the city. Have conveniences, but not so much the city becomes too crowded and overwhelmed.
	Continued focus on responsible growth- offering options for housing for all stages of life, whether that be new adults needing an inexpensive place to live or seniors who would like to downsize and live in an area that is less kid-focused. Also, planning for many offerings for shopping, and eating in the area. More sit-down establishments and even some adult only establishments.
	smaller city and affordable
	The feel of small town but also having grocery stores, restaurants etc the things that can help us stay in town without having to drive 30-45 mins when you are not in the mood for a drive. Dont turn it into Downtown SLC, being able to see out our windows the hills the mountains every sunset or sunrise is the best, seeing wildlife is the best. This is the reason I left downtown I was looking for a beautiful peaceful place.
	small town feel- have a central city center that would connect the 2 areas (Ranches and City Center) together
	Not allowing low income housing to be built

Note: This page has the actual comments of respondents about what qualities would make them want to stay in Eagle Mountain. There are many comments, so you may prefer using the filter above to look at comments within a theme.

Suggested Brand Focus **Eagle Mountain**

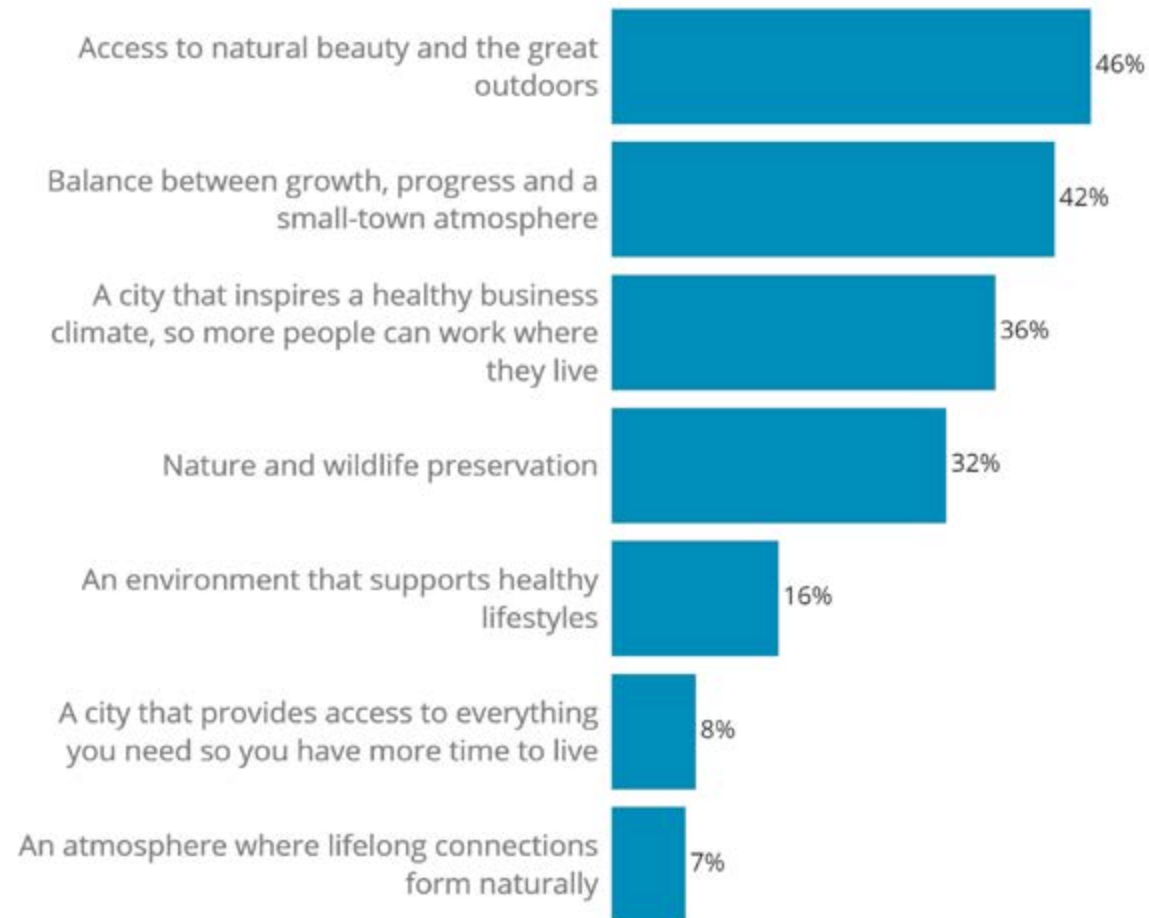
Filters Age (All) Time in City (All) Children at home (All) **N = 406**

Suggested City Priorities **Eagle Mountain**

Filters Age (All) Time in City (All) Children at home (All) **N = 406**

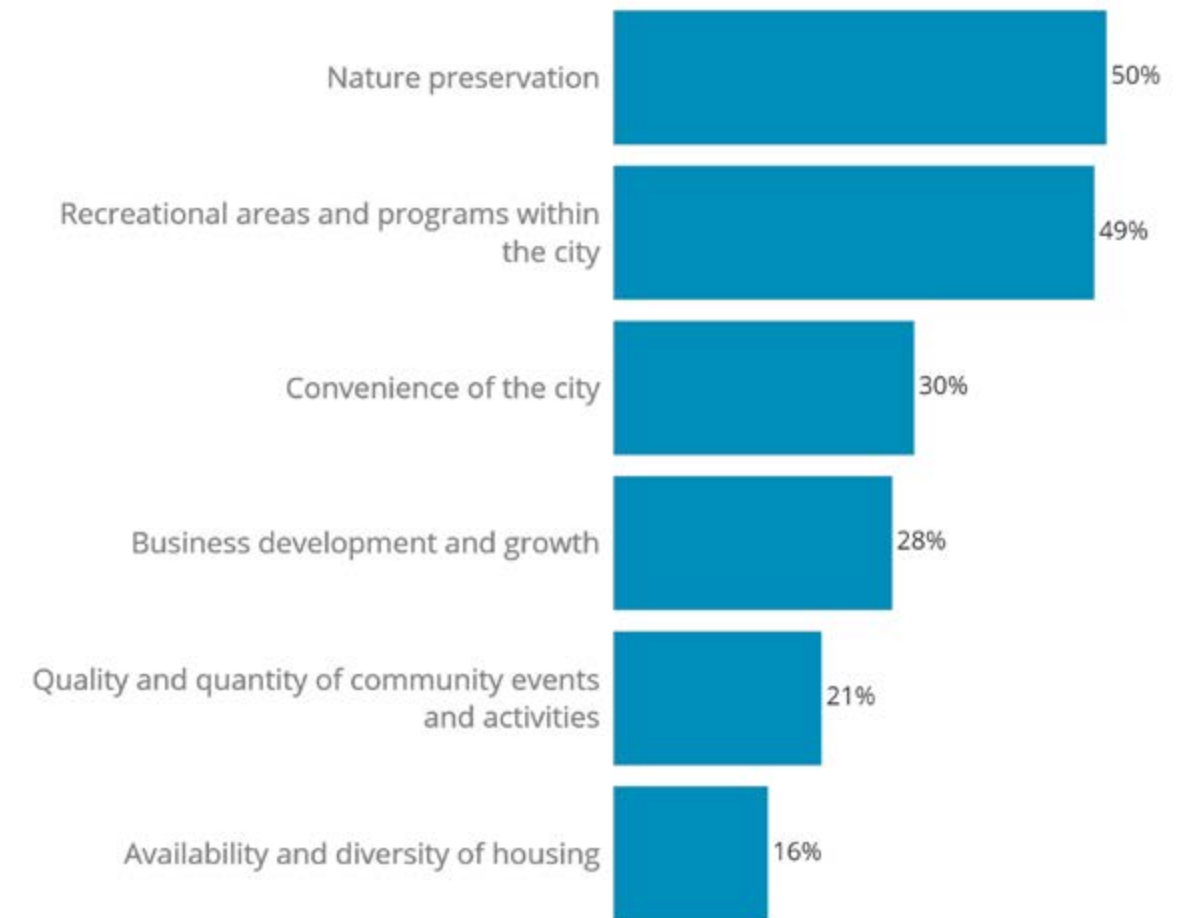
Branding Focus

What should our city be known for?



City Priorities

What should leaders focus on?



Observation: Access to natural beauty and the great outdoors and balance between growth, progress, and a small-town atmosphere are both top rated options for branding. Lifelong connections and easy access to everything resonated less with people.

Observation: Among the given options nature preservation and recreational programs are top suggested priorities for city leaders to focus on. However, based on open ended comments improving roads/traffic and preserving safety would likely rank highly here.

SECTION 2

Brand Foundation

Contents

Importance of a Brand

Brand Identity Statement

Audience Profiles

Emotional Map

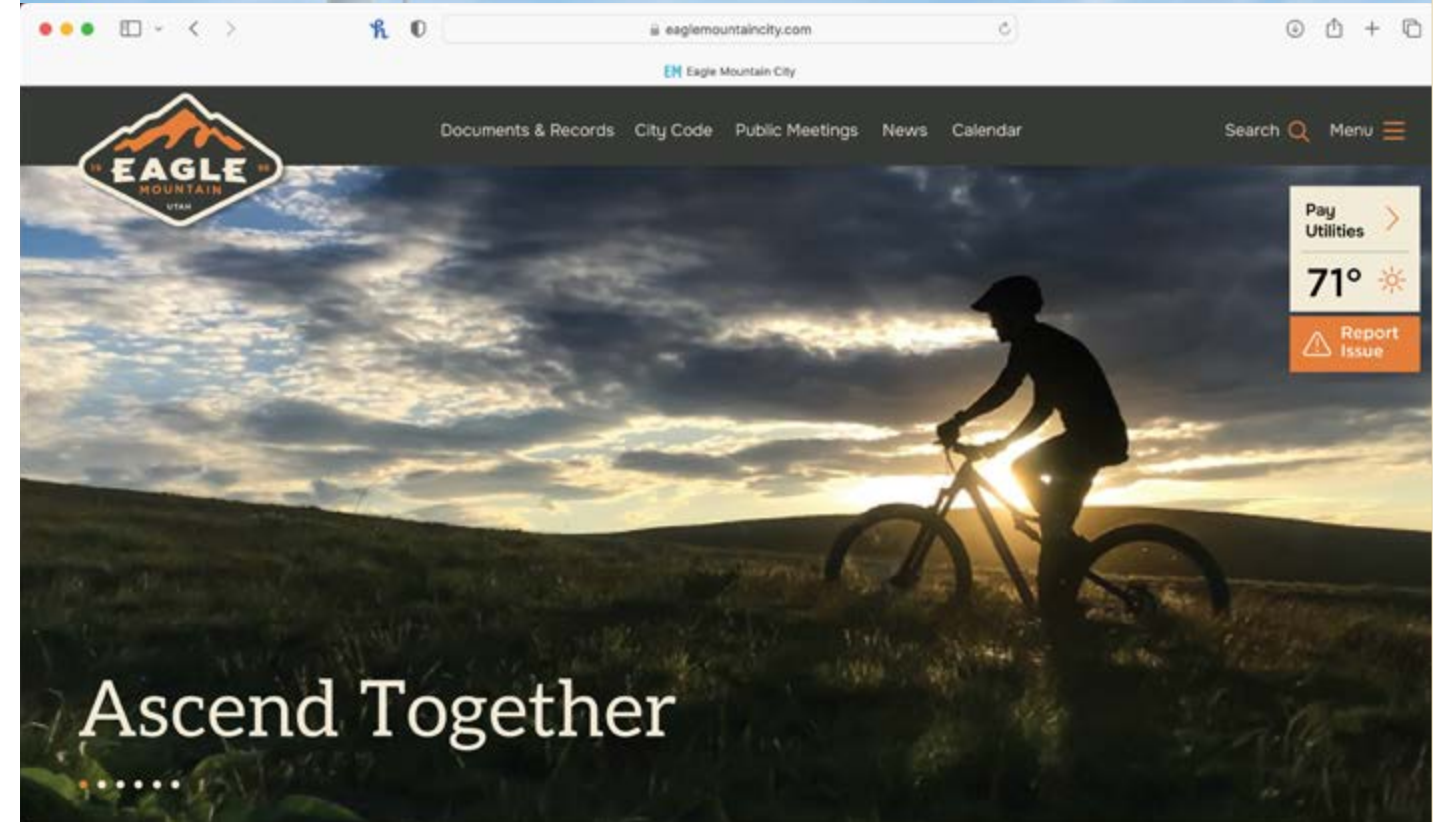
2 Importance of a Brand

OUR BRAND IS MUCH MORE THAN A LOGO. It is everything that defines us. It is how we stand out and inspire trust and confidence, and it is why our residents and businesses choose us.

Our brand is the way we answer the phone; it is how we communicate, and it is what we communicate even when we're not talking. It can be seen in everything: our signage, social media posts, emails, business cards, website, newsletters, print materials—everything.

We build equity in our brand when we are consistent in our voice, our visuals, and all we say and do. Brand marketing is about our audience memorizing our message, and if we change our message (or visuals) all the time, we never build equity. The purpose of this brand guide is to make that consistency easy.

“Your brand is the single most important investment you can make in your business. **STEVE FORBES** | EDITOR-IN-CHIEF, FORBES MAGAZINE



2 Brand Identity Statement

WE WANT TO BECOME IRREPLACEABLE to our audience, creating lifelong relationships with them. To do this and stand out in the marketplace, we need to emotionally connect with them. We want them to fall in love with Eagle Mountain, trust our city, and believe it is the best place to be.

To inspire this loyalty, we need to know what our audience thinks and then use their own words to speak back to them the attributes, benefits, and emotions that drive them to choose and trust our city.

Our brand identity statement articulates this focus to the people we serve. This statement became clear through audits of internal stakeholders as well as the subsequent research review. This overarching focus is then expanded into the emotional map that follows, defining the most important attributes, benefits, and emotions that drive our audience.

“*Brand is the sum total of how someone perceives a particular organization. Branding is about shaping that perception.*”

ASHLEY FRIEDLEIN | DIGITAL MARKETING THOUGHT LEADER

WHO WE ARE

Eagle Mountain is nestled next to the western mountains of Utah Valley and its wide open spaces provide easy access to wildlife, walking and biking trails, and a wide variety of other outdoor recreation, setting it apart from nearby cities. The close-knit community is connected to nature and removed from the hustle of city life, but still close enough that residents can enjoy the peace and quiet of living in a community with more wide open space yet everything they need close to home.

Because Eagle Mountain is such a special place, people are drawn to it, which has led to rapid growth and development. As a city, Eagle Mountain aims to welcome new residents while protecting everything that makes the community special. Leaders are committed to growing responsibly and intentionally to balance economic opportunities with the stewardship of the surrounding natural environment. The City listens to resident concerns, and residents and City employees work together to ensure that Eagle Mountain continues to be a beautiful, thriving place for all who want to be here.

2 Audience Profile

IN OUR AUDIENCE PROFILE, we focus on understanding who our residents are: What do they look like, think, and feel? Through our stakeholder audit and subsequent research, a picture emerged. The profiles

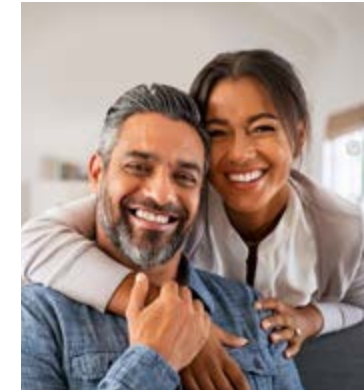
presented here are based on the research responses and help us get to know our residents better so we are better prepared to emotionally connect with them.

“Products are made in a factory, but brands are created in the mind. **WALTER LANDOR** | ACCLAIMED DESIGNER & BRANDING PIONEER

Residents of Eagle Mountain City have varying interests and priorities, depending on their state of life and goals. Here are a few profiles of those living in Eagle Mountain:



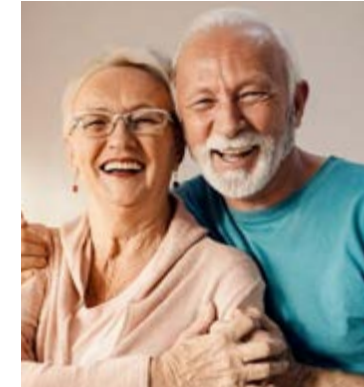
1. Nate and Nora Newlywed bought their first home together in Eagle Mountain shortly after their wedding 2 years ago. They're now expecting their first baby in a few months, and plan to stay in their home for several more years before upgrading to something bigger. Nate and Nora are both young professionals—Nate works for a local engineering firm in a nearby city and Nora is in HR—and they both work remotely as well as commuting into the office several days a week. They love that Eagle Mountain kept them close to family (both sets of parents live within a 30-minute drive) while also offering properties that fit their first-home budget.



2. Franco and Fiona Family moved to Eagle Mountain 3 years ago because they wanted an affordable home for their growing family. They have 4 children ranging from 3 to 12 years old—and one more on the way. Franco works in Lehi, where they moved from, and Eagle Mountain appealed to them because of the access to nature, proximity to his job, and affordability. Fiona works part-time as a substitute in the school district. The kids love exploring the parks and spotting wildlife like deer and foxes, sometimes in their own backyard! They always look forward to community events and have made plenty of friends in their new neighborhood.



3. Eric and Edith Empty Nest just sent their youngest child away to college. They have loved raising their family in Eagle Mountain, although at times they feel concern over the growth in the area. They anxiously follow local elections, but so far they have been happy with city planning and are looking forward to the future plans. When they've had concerns, the employees at city hall have been responsive in a way that is encouraging for Eric and Edith. Eric is still working, and Edith serves in the community and loves her local ladies' walking group.



4. Rick and Regina Retiree have lived in Eagle Mountain almost from the City's beginnings, when it had many more fields than neighborhoods. They never want to leave their home, but in recent years have considered downsizing to a smaller place. Regina is in remission from cancer, so the couple drives to larger cities fairly often for specialist appointments. Rick is an amateur astronomer and loves using his telescope to look up at the stars, easier to see thanks to dark sky friendly City policies.



5. Ben Business Owner is looking for a place to add a storefront in Eagle Mountain. He sees opportunities in the recent growth of the City and believes that residents would be well-served in having his business close by rather than driving to another city. He feels his business would be a great match for the citizens of Eagle Mountain—who appreciate diverse entertainment, dining, and cultural activities—providing a place where they can gather, spend a night out, and participate in events.

2 Emotional Map

THE EMOTIONAL MAP IS A QUALITATIVE RESEARCH TOOL used to identify the emotional benefits of our brand. It is the result of research with internal stakeholders as well as our resident audiences. Through key questions to these groups, we were able to define the attributes, benefits, emotions, and values that drive them to choose and trust us.

It is often hard for consumers to express the emotional benefits they experience from a brand or service, which makes the emotional map incredibly powerful because it reveals this information and organizes it in a way that's easy to use in our branding and marketing initiatives. By distilling down this critical information, it's easier to make connections that guide communications, graphics, headlines, etc. across marketing and sales efforts.

Most importantly, the emotional map empowers us to understand the benefits and emotions that drive consumers to choose us. We can use the output to inform a variety of initiatives, including our positioning statements, value propositions, communications, and even services development. In the pages that follow, you

will see examples of how to take the information from the emotional map and apply it in many different ways.

To effectively use this information, we must understand the emotional map in detail. On the bottom left, you'll find our specific list of key attributes. Next up, the benefits are the positive outcomes our audiences feel—what's in it for them. These benefits then give way to emotions, which are the feelings our services evoke for our audiences. Remember, we always want to sell from the emotions our residents feel and the benefits they gain.

You'll also notice that there are three pillars on our emotional map. You can only sell one concept at a time, and the pillars are arranged from most to least impactful with the most important pillar on the left. Each of these pillars has also been written into a directional paragraph that can be used as a go-to source when creating marketing and sales materials.

On the right side of the emotional map, you will also notice several other labels. Our values help us determine the mood and tone of our campaigns. The emotions are key to our headlines and photography as they are what we want our audiences to feel—these are our visual leverage points. Our main communication points will come from the benefits section, and the information in the attributes section can be used to supplement and build on those messages.

EMOTIONAL MAP DIRECTIONAL PARAGRAPHS

PILLAR 1

Vibrant, Growing Community. Eagle Mountain is creating a thriving city deeply connected to nature and history while still proactively looking to and planning for the future. Preserving the community's connection to nature while implementing intelligent infrastructure and other elements of a well-run city will improve the lives of our community members, many of whom are young professionals and families. Creativity, art, love of nature, self-expression, an active lifestyle, and community engagement are all shared values here.

PILLAR 2

Preserving Nature, History, & Outdoor Spaces for All To Enjoy. Eagle Mountain is committed to growing responsibly and intentionally so as to balance economic opportunities with the stewardship of the surrounding natural environment. This combination of visionary leadership and responsible preservation of nature will create a city residents are proud to live in.

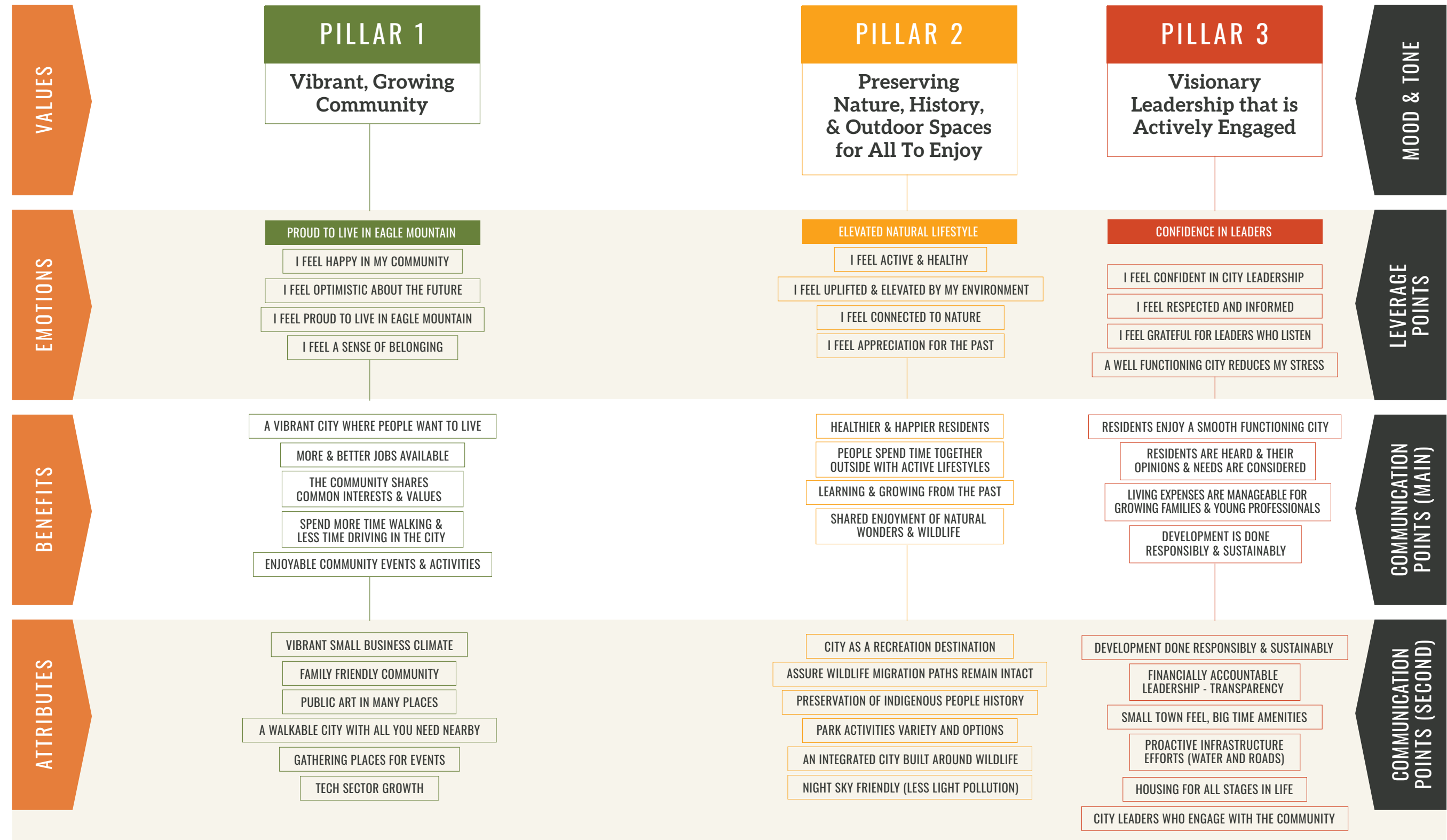
PILLAR 3

Visionary Leadership that is Actively Engaged. Eagle Mountain believes people will be attracted to the growing City because of high-quality jobs and businesses in the surrounding areas, affordable housing, the variety of outdoor recreational and community activities, and a thoughtful city design that facilitates strong community connections.

INSIDERS TIP The emotional map tells us what makes our audience tick. We want to make sure we hit on the different pillars often and consistently. The benefits and emotions sections should be your go-to source if you're creating marketing and sales materials. It's also important to note that these pillars are in order of priority from left to right.

“*Research is to see what everybody else has seen, and to think what nobody else has thought.* **ALBERT SZENT-GYÖRGYI** | NOBEL PRIZE WINNER

2 Emotional Map



SECTION 3

Messaging Strategy

Contents

Brand Themes

Stories & Key Messages

Brand Voice

3 Brand Themes

BY ASKING OUR AUDIENCES open-ended questions, we identified the words, messages, and concepts that come up over and over again. By combining these with the insights gained from internal stakeholders, we've ranked these ideas and created a map of key brand themes.

Our communications and content are centered around these nine key ideas that define what our audience is looking for. The most impactful theme is in the center; it's surrounded by the next most important terms on its top, bottom, and sides; with supporting terms in each of the four corners. On the following pages, you will see these themes combined with definitions, recommendations, and actual quotes from our audience. These concepts should be used over and over again in our marketing and communications.

Words are critical to our brand and its messaging. By identifying these themes we can use them in our communications, brochures, social media posts, billboards, email campaigns, and much more. Whenever you wonder "Where do we start?" turn to these ideas.

Each theme can be used in dozens of different ways, and they will always bring our audiences back to those things that are most important to them. Understanding and using these concepts will bring consistency to our brand, customer service, and communications, evoking the right emotions in our clients.

“Amazing things will happen when you listen to the consumer.” **JONATHAN MIDENHALL**



INSIDERS TIP Use these words and concepts throughout our marketing materials (particularly in headlines!) to help residents more quickly understand who we are and what we stand for. These themes are the key directions you should use to approach our audiences in communications. These are the points we want to create our stories around.

3 Stories and Key Messages

PULLED DIRECTLY FROM THE EMOTIONAL MAP, these stories tie quotes from our audience research directly to the key themes we identified. These are consistent pillars we build our marketing around because they're straight from our audience. When we stick to these messages, our audience will recognize their own words, emotions, and values—whether it's in a single social media post or across an entire campaign.

Customers place a higher value on what they hear from other consumers like themselves. According to UK marketing agency Earnest, only 9% of B2B buyers actually consider vendor content trustworthy. This makes it critical that we center our content around our audiences' voices.

Consider these reasons why audience stories are so important for our key messages:

1. When our prospective or new residents hear an authentic story or quote from a current or past resident it shortens the time they have to spend legitimizing their decision and increases the possibilities of keeping them as a happy resident for life.
2. Our prospective and new residents want to know what others feel about us so they can more easily picture the changes that would occur in their own lives. When they can say, "That's how I feel too!" it's easy to make the decision to come and stay.

3. A story is easier to remember, and it gets handed down. If you tell someone a story they are much more likely to remember it and then share that story, that idea, those emotions as they relate to themselves and others. In this way, positive resident stories and storytellers become our brand advocates.

Our stories and key messages help us capture our audiences' voices so we can build effective sales and marketing messages.

“If people believe they share values with a company, they will stay loyal to the brand. HOWARD SHULTZ | CEO OF STARBUCKS

INSIDERS TIP Marketing is an exercise in memorization—so even though it may seem like we're repeating ourselves over and over, come back to these themes time and again. By being consistent with these key messages, we will be top of mind when our audiences go looking for these things.



Connected to Nature

Eagle Mountain's nearness to nature and separation from the hustle of city life is one of its main draws for the people who choose to come here. Access to the outdoors, the chance to see wildlife, and our dark sky friendly agreement add to Eagle Mountain's uniqueness and pull to prospective and current residents. Be sure to highlight these characteristics throughout messages of all types.

- "I absolutely love the wide open natural spaces, the value placed on dark sky and living as one with creatures! We adore the lizards, numerous bird species, and deer especially."
- "I love the beautiful views, nature, and wildlife here."
- "We love nature and the outdoors, and Eagle Mountain has done a good job prioritizing green space and wild space."

HOW WE LIVE IT

- The City made a dedicated effort to grow and transplant milkweed throughout our natural spaces to support local Monarch butterflies. Local volunteers helped with a milkweed planting service project organized by Mayor Westmoreland.
- [Living with Wildlife: Monarchs](#)
- [Living with Wildlife: Milkweed Planting](#)

Peace, Quiet, and Wide Open Spaces

Eagle Mountain's residents are looking for a way out of the close quarters and busyness of other cities in the area. Communication about the City should highlight our less crowded residential areas and the peace and quiet that come with this extra space to breathe—while emphasizing for businesses that we are, in fact, on track to become one of the largest cities in the state.

- "It's a great place to live. Lots to explore, I like the open space."
- "Still has open spaces with outdoor recreation opportunities and still a safe place for wildlife. I hope that never changes. I love that my kids can leave the house and have outdoor adventures in the hills."
- "I love how remote Eagle Mountain feels from the hubbub of busy intercity life. It can be quiet and so refreshing here."

HOW WE LIVE IT

- Eagle Mountain's wide open spaces offer the opportunity to provide nesting sites for the native Kestrels to be stewards of our natural environment through the [Eagle Mountain Kestrel Project](#).

3 Stories and Key Messages

Active & Healthy Lifestyle

The great outdoors is integrated into our Eagle Mountain community, and with that comes unique opportunities to pursue active hobbies. Emphasize that Eagle Mountain residents can easily pursue an active and healthy lifestyle due to the many opportunities for recreation of all kinds available to them here.

- "I love being by land that we can play on!"
- "I love the open space for hiking, biking, and exploring nature with my kids in our own backyard."
- "The town has good recreational opportunities with the paved trails in neighborhood and unpaved trails outside of time for mountain biking and dirt biking."

HOW WE LIVE IT

- [Eagle Mountain offers a wide variety of outdoor recreation opportunities.](#) There are options no matter your lifestyle.

Belonging Within a Close-Knit Community

Part of Eagle Mountain's charm is how close our community is. We're small enough that residents recognize and get to know each other easily. Even as Eagle Mountain grows, our messaging should reassure our current and prospective residents that this small-town feel isn't going anywhere. When residents join us, they will feel welcomed and a part of our town.

- "We love Eagle Mountain. It has the small close-knit feel but is close to everything."
- "I love the feel of a close-knit community."
- "It has a nice community feel to it and has been a place where my kids can grow up with lots of friends."

HOW WE LIVE IT

- Our community is built around helping and serving one another, as highlighted in the effort behind the local [Wyatt's Comfort Bundles foundation.](#)

So Much So Close to Home

Eagle Mountain possesses small-town charm, but it also provides residents with the amenities they need. The necessities are all here, along with unique access to outdoor trails and wildlife, and the extras a bigger city can provide are just a short drive away. Our messaging should show residents that they can live their full lives right here because Eagle Mountain offers so much.

- "I really like how the community is set up where I live. I have so much, so close to home: Running/walking trails, parks, schools, stores, church, off road trails, etc."
- "Close enough to nature and beauty of the foothills without any loss of local commercial needs."
- "I love the area. I love that it feels like a small town but there are lots of amenities. The dark sky ordinance is a big plus for us. Traffic is way less than where we used to live (Herriman). And our neighborhood is not crammed with houses right next to each other. It just has a good feeling here."

HOW WE LIVE IT

- The Eagle Mountain community is built to support businesses and offer residents so much to look forward to in our destination City. This is exemplified in our [Farmer's Market.](#)

Proactive Planning for a Thriving City

As Eagle Mountain grows, residents want to know that the City will be able to absorb new residents without overcrowding and traffic issues. Rather than ignoring the potential problems that can arise within a growing city, we want our residents to know we see their concerns and are proactively and responsibly planning for the future so Eagle Mountain can continue to thrive for decades to come.

- "It's important to see continued focus on responsible growth."
- "Well run community and a great place to live."
- "Good leadership that integrates all the necessities of city planning and conservative policy that will keep Eagle Mountain great. It's growing fast and I see it as an opportunity for this city to set itself apart in the way it grows and develops. It's a good place."

HOW WE LIVE IT

- [The VIPs program](#) helps our City's emergency responders by offering extra hands as they're serving the community. This is critical as we're growing!



3 Stories and Key Messages



A Place for Your Family to Grow

Eagle Mountain appeals to families--77% of households surveyed had at least one child in the home. We want current and prospective residents to know that as a community we want to create a place for their families to grow and thrive. Messaging should use language that is conscious and inclusive of families, and we should highlight features of Eagle Mountain that will hold a special appeal for families.

- "Great place for people trying to raise a family because there are so many other kids around for them to spend time with."
- "Eagle Mountain has been the best place to raise our children. Provides a great quality of life."
- "Love the family centered environment and being a little away from the busyness of the bigger cities."

HOW WE LIVE IT

- Our community includes amazing individuals who go above and beyond to make others smile and feel loved.
 - [Crossing Guard](#)
 - [I Believe in You](#)
 - [Cheer Rider](#)
- Cedar Valley High School also has a number of initiatives to support youth as they grow up in our community.
 - [CVHS and Cyberbullying](#)
 - [CVHS Walk to Fight Suicide](#)

Affordable American Dream

Many residents come to Eagle Mountain because it is more affordable than other communities in the area. Emphasize that not only does Eagle Mountain have so much to offer--such as wide open spaces and access to nature--but that your money also goes further, making it more accessible to many families. Eagle Mountain is a place where residents can afford their American dream.

- "Eagle Mountain is beautiful and more affordable than the rest of the valley."
- "I love all of the public parks and trails. It's also affordable! It's enough off the beaten path to not feel too crowded, but we have so many amenities nearby."
- "Family friendly. Not too far from food, shopping, freeway, etc. More affordable than other places such as Lehi, Alpine, etc."

HOW WE LIVE IT

- Located in Cedar Valley--which was nearly empty just 30 years ago--Eagle Mountain is now home to tens of thousands of residents, who often cite a lower cost of living as one of the many perks of their hometown. Land and homes are significantly less expensive when compared to many other Utah towns, making the American dream of owning a home accessible to more people.

Connected Community

Community is important to Eagle Mountain, and the City makes a focused effort to keep residents informed and connected. Messaging should make it clear that residents can come to us with their concerns. As a City, we work for them to keep things running smoothly, address their concerns, and provide community-building services and events.

- "I love the small town feel and how the city keeps everyone connected through text and email."
- "I always have loved it here. Good communities and good city employees that help residents a lot."
- "I appreciate council members with an open line of communication--no questions off limits, and no ignoring your public!"

HOW WE LIVE IT

- Eagle Mountain is a special place with special people who reach out and help each other. This extends to the community's [Eagle Mountain Helpers](#) page, designed around supporting one another.

3 Brand Voice

OUR VOICE IS LIKE OUR FINGERPRINT—it’s unique and authentically us. Whether our audience is on our website, talking to a City employee or representative, reading a social media post, watching a video, or scanning a brochure, our voice is the same.

Think how often you can hear emotions when a friend is talking to you. Right away, you know if something is wrong, if they’re happy, or if they just need to talk.

Our brand voice also needs to elevate our audience’s understanding of who we are and what we stand for. Having a consistent, coherent voice builds trust, inspires confidence, and positions us as an advocate and friend.

The voice and tone here are based on research that considers what we’re doing and what our audience is looking for. It’s important that anyone creating content for our brand understands this information.

“If people like you they will listen to you, but if they trust you, they’ll do business with you. **ZIG ZIGLAR** | AUTHOR AND SPEAKER



OUR VOICE

Eagle Mountain’s brand voice should reflect the priorities of our residents. We want to lean in to our small-town charm, proximity to the outdoors, and prioritization of wide open spaces by appealing to the everyman—we are the friendly, down-to-earth neighbor next door.

We want to reflect the independent spirit of our residents while assuring them that we know what we’re doing and they can be confident in finding help when they need it. Communication should be open and transparent, keeping things simple but always assuring our audiences that we’re here to go into more detail if they have questions. We should sound approachable, confident, and warm.

WE’LL SOUND...

- | | |
|---------------|-------------|
| FRIENDLY | HONEST |
| WELCOMING | TRANSPARENT |
| DOWN-TO-EARTH | INDEPENDENT |
| APPROACHABLE | CONFIDENT |
| POSITIVE | NEIGHBORLY |

SECTION 4

Brand Style Guide

Contents

Logos

Improper Use

Color Guide

Typography

Photo Styling

4 Primary City Logos

FOR MANY A LOGO is just a fun or cute mark that looks good. Nothing could be farther from the truth when it comes to the importance of our logo.

Our logo helps us tell the story of our brand. It is the introductory statement that kicks off what we say about our organization. Its shape, colors, and message must come from what we've learned about our audience and what they want from us.

Our logo is designed to be discoverable and make an impression on the grey matter of our audiences' minds. When our audience sees our logo over and over again, always represented in the same exact way, it will become their trusted friend. It won't be just a logo; it will be a symbol of personal loyalty, almost a member of their family, someone they can lean on, believe in, and have a relationship with for a lifetime.

A decorative graphic element is not what a logo is about. Our logo is the fastest way to communicate with our audience. It is something they will remember because it will imprint on their minds. We want our brand to trigger the right perceptions, so we need to always use our logo correctly. As branding expert Alina Wheeler writes, "Sight, more than any other sense, provides information about the world of our brand."

The main city logo in full-color with a drop shadow is preferred, but there are several variations that can be used. See those variations on this page. The logo marks can be used on its own, but should not be overused.

“A logo is not a brand—it's only a symbol for a brand. A brand is much more than a logo. **MARTY NEUMEIER** | AUTHOR, SPEAKER & DIRECTOR OF CEO BRANDING AT LIQUID AGENCY

Please keep the distance of white or quiet space around the logo. No other typographic or graphic elements should be allowed to penetrate the quiet space. This space begins at the top and bottom of the logo mark. The height of the "E" in the word mark should be the smallest distance of buffer around the logos. These guidelines apply to all versions of the logo and throughout all departments. The watermark version of the logo mark should be used sparingly.

MAIN LOGO (PREFERRED)



1-COLOR LOGO



LOGO WITHOUT SHAPE



LOGO MARK (EAGLE E)



LOGO MARK BUTTON



1-COLOR LOGO MARK BUTTON



4 Department Logos & Seals

When extending the brand to departments within the city, certain departments will take on their own color, but the architecture will be unified throughout all departments. These departments include; Parks & Recreation (green), Public Works (yellow), Fire (red), and Police (blue and tan).

The logo mark (Eagle "E") will be locked-up to the departments name in a horizontal and vertical format.

In some cases, the color of the "E" will determine that specific department, such as green representing the Park & Recreation Department. The tagline can also be locked-up with the logo mark in the same way (See page XX).

Additional logos such as the Eagle Mountain City seals, the Mayor's Office seal, and the Recorder's Office seal follow their own rules and should not be altered.

EAGLE MOUNTAIN CITY SEAL



EAGLE MOUNTAIN CORPORATE SEAL



MAYOR'S OFFICE SEAL



RECORDER'S OFFICE SEAL



STACKED VERSION



HORIZONTAL VERSION



LOGO MARK WITH DEPARTMENT COLOR



ADDITIONAL DEPARTMENT LOGOS



4 Logo Color Variations

When visualizing any logo, it is important for it to have the highest contrast, therefore giving the largest impact.

The Eagle Mountain logo is designed with versatility in mind. As often as possible, use the full-color main logo to represent the brand. The logo may be placed on a variety of different backgrounds and colors. For brand consistency, all colors and imagery should match this brand book.

A one-color seals can be placed on light and dark backgrounds. A watermark option is also available.

When extending to departments the "E" logo mark should be on light or dark backgrounds with the type showing the highest contrast possible. The logo mark should remain in the department color. If a one-color version is necessary, such as on a color background or image, a light tan version of the logo can be used. This should be used on rare occasions.

SEAL ON WHITE



WATERMARK SEAL



SEAL ON DARK



2-COLOR DEPARTMENT LOGO ON LIGHT (PREFERRED)



2-COLOR DEPARTMENT LOGO ON DARK



1-COLOR DEPARTMENT LOGO ON COLOR OR IMAGE



4 Improper Logo Use

Stay as close to this brand marketing playbook as possible when using the logo. These are some examples of what NOT to do with the logo and branding.



DO NOT scale the logo disproportionately.



DO NOT rotate in any way.



DO NOT alter the typeface.



DO NOT alter the color of the logo. Only use the approved PMS, CMYK, and RGB colors.



DO NOT alter placement or size of any element of the logo. Only use approved logo files.



DO NOT remove elements from any of the logo variations.



DO NOT use a transparency of any portion of the logo. The one-color "E" logo mark watermark is the only exception.



DO NOT use effects or filters on the logo.

4 Color Guide



Our brand colors are critically important. Colors raise emotions and express our unique personality. In the succession of visual perception, our brain reads color after it recognizes a shape and before it reads content. In fact, 60% of the decision to buy is based on color.

Colors influence how our audience views the personality of our brand. The specific colors we've chosen for our brand build trust and balance, helping to make our audience feel more energetic as they interact with our brand.

Our goal is to have a color palette we can own that helps distinguish our brand from the competition. This color palette will become an easily recognizable element, building our brand equity. Being consistent in our colors ensures our brand is recognizable no matter the media or situation. Vendors need to be held to a high standard when they duplicate our colors in any medium. That consistency builds brand equity, and a consistent brand communicates value and trust.

CITY COLORS

PMS 7500

45% TINT

C5 M6 Y16 K0

R241 G233 B213

HEX# F1E9D5

PMS 7577

C7 M61 Y87 K0

R228 G126 B61

HEX# E47E3D

“Color, rather than shape, is more closely related to emotion. **DAVID KATZ** | PHYSICIAN AND AUTHOR

PMS 447

C69 M60 Y64 K54

R55 G58 B54

HEX# 373A36

DEPARTMENT COLORS

PARKS & RECREATION

PMS 575

C62 M32 Y96 K14

R104 G129 B60

HEX# 68813C

POLICE TAN

PMS 7502

C19 M25 Y53 K0

R208 G183 B135

HEX# D0B787

POLICE BLUE

PMS 541

C100 M75 Y33 K22

R6 G67 B107

HEX# 06436B

PUBLIC WORKS

PMS 137

C0 M42 Y100 K0

R255 G164 B0

HEX# FFA400

FIRE

PMS 173

C12 M87 Y100 K2

R210 G69 B30

HEX# D2451E

Eagle Mountain City brand identity colors consist of orange, tan, and dark gray as primary colors. Specific department takes on their own color as illustrated here. Using PMS colors is the best way to ensure consistency in printing. When PMS colors are unavailable, four-color process (CMYK) may be used. For web or mobile based applications, RGB colors should be used.

4 Brand Typography

Typography is a core building block of an effective brand. Organizations can be immediately recognizable based on the distinctive and consistent typographic style that is used. A unified brand image is not possible without typography that has a unique personality to it.

Our specified type should be used across all applications: letters, brochures, web, banners, billboards, forms, social media, etc. We have a family of fonts that allows us to use different weights for specific applications so users have the flexibility to choose the appropriate font, weight, and size for the message we are trying to convey.

“The beauty of type lies in its utility; prettiness without readability serves neither author nor reader.

JAMES FELICITYS | CASLON 540 - KINSLEY/ATF

Consistent typography is the foundation for a successful identity system. The characteristics of a certain typeface often communicate as much about an organization as the words used to describe it. When used consistently, the typeface becomes synonymous with the City. A typeface family was chosen for consistency and ease of use for all City communications and marketing programs.

The Gotham font family is an excellent choice for the many applications and exhibits of modern, clean feel to any piece of collateral. In some cases, such as on the web or other applications Gotham may not be available. In those cases the Montserrat font family should be used. Montserrat is a free on Google Fonts and is a great alternative to Gotham.

ALEO

Slab Serif
Font Family
Weights

Light, *Light Italic*
Regular, *Italic*
Medium, *Medium Italic*
Semibold, *eSemibold Italic*
Bold, *Bold Italic*
Black, *Black Italic*

Aleo font family, a slab serif font, should primarily be used for headlines and call-outs in the variety of font weights. Title case or all-caps is preferred.

ONEST

San Serif
Font Family
Weights

Light, Regular
Medium, SemiBold
Bold, Black

Onest font family, a sans serif font, is a secondary font to Aleo and is primarily used for subheadlines, and body copy.

OSWALD

Condensed
Font Family
Weights

Extra Light, Light
Regular, Medium
Semibold, Bold

Oswald font family, a condensed san serif font, should be used as a tertiary font when space is limited.

4 Photo Styling

One of the most important ways we communicate the emotions of our brand is through the visuals and photography we use. When our audience sees other people achieving what they perceive as success, it's easier to picture that happening in their own lives as well. The images we choose allow us to create a visual of the emotions and benefits we're focusing on. Our visual style is one of our greatest first impressions because it communicates the emotions we want to be associated with Eagle Mountain City.

Our consistent photo style shares our brand through colors, style, overall tone, props, and elements. When choosing visuals or photographs be sure to consider brand colors, style, and message. It's important that we're just as consistent with our photography as we are with our colors, fonts, messages, and strategy.

When someone suggests that we do something different, ask yourself if it will build brand identity or confuse it.



“ I think that emotional content is an image's most important element, regardless of the photographic technique.

ANNE GEDDES | PHOTOGRAPHY



Consistent typography for Eagle Mountain City, find photos that denote nature, family, community, and beauty. The people in the photographs should be pleasant, happy, and not looking at the camera. These photos should exhibit a feeling a community and “Ascending Together”. Make sure the compositions are interesting and bright. Images should also show a good mix of racial and gender diversity.



SECTION 5

Marketing Strategy

Contents

Brand Positioning

Brand Narrative

Marketing Goals

Marketing Strategy

Strategy Timeline

Taglines & Headlines

5 Brand Positioning

Considering the general trends within the market and competition allows us to determine where our brand needs to be if we are to stand out to consumers.

Our brand positioning statement is our 30-second “elevator pitch” that explains who we are and the

problem we solve for our audience. It is the reason they want to engage with us—and it’s only after considering the external opportunities and threats along with our internal strengths and weaknesses that we can effectively determine where our brand should be positioned within the marketplace.



Taglines & Headlines Ideas

Strong taglines and headlines are critical because they grab our audience’s attention and convince them that we have something worth saying.

These are just a few ideas to get you started. All of them are good options for headlines throughout a

variety of materials. Notice how they repeat themes from our emotional map, key themes, messages, stories, positioning, and brand narrative.

“*In a crowded marketplace, fitting in is a failure. In a busy marketplace, not standing out is the same as being invisible.*”

SETH GODIN

EAGLE MOUNTAIN CITY TAGLINE



Ascend Together

30-Second Elevator Pitch

Growth is a constant these days, but Eagle Mountain holds on to the things that matter—the features that drew you to the City in the first place. Our commitment to preserving our connection with nature and peaceful, quiet, wide open spaces keeps Eagle Mountain feeling like home. You can pursue your passion for a healthy, active, outdoor lifestyle in a close-knit community with space for your family to grow. Our leadership is committed to proactive planning, and we stay connected with what you need so our City can thrive while holding on to everything you love about Eagle Mountain, including affordable living. With so much so close to home, Eagle Mountain has everything you need for a joyful, peaceful life—let’s ascend together.

CAMPAIGNS / HEADLINES

- Live Better
- Space to... (Soar, Spread Your Wings, Live, Grow, Play, Relax, etc.)
- Come Spread Your Wings!
- Living Naturally Begins Here
- Your Journey Starts Here
- Progress Without Compromise
- From Open Skies To Open Hearts
- Preserving Our Roots, Cultivating Our Future

- Vision Beyond Limits
- Life Without Limits
- Enjoy Life, Experience Nature
- Climb Higher
- Envision the Possibilities
- Soar With Us
- Preserve. Progress. Prosper.
- Inspiring Growth, Celebrating Nature
- Where Nature and Community Thrive Together

5 Brand Narrative



Our brand narrative is a central building block of our brand strategy. It's built off the research, key themes, and stories from our clients. It pulls it all together into the key elements of a one-page story (a character who has a problem meets a guide with a plan who calls them to action to help them avoid failure and find success).

a way they can quickly and easily understand and relate to. The brand narrative is the starting point that helps to differentiate us, makes us relatable, and speaks back to the residents and businesses that call Eagle Mountain home (or those considering it) the benefits and attributes they have said are important to them.

The brand narrative contains several key elements. It's focused on the customers' perspective, and it speaks to the promises and emotions our brand delivers. Sharing our message in this way is meant to have an emotional impact on our audience, positioning our brand and offerings in

This is just one example of how we might pull our narrative together. Showing how everything works together as a whole is helpful for anyone creating content around our brand.

You want your home to improve your life—to be a place that helps you ascend to new heights rather than holding you back. You're searching for a place that can help you live a healthy lifestyle, enjoy your family, connect with nature, access the necessities, and most of all, have space to breathe and relax.

In Eagle Mountain City, you truly can have it all—the connection with nature that drew you to the area in the first place, as well as the convenience of a thriving, connected community that elevates your quality of life.

In Eagle Mountain, we ascend together as our city grows. Our values help us embrace the future while holding on to the qualities that drew you to Eagle Mountain in the first place:

“The greatest story commandment: Make me care. Please, emotionally, intellectually, aesthetically, just make me care.

ANDREW STANTON | FILMMAKER

CULTIVATING OUR CONNECTION TO NATURE

Eagle Mountain is a unique place with beautiful views, wildlife, and recreational opportunities. You value peace, quiet, and wide open spaces, and so do we. From our dark sky friendly agreements to our public land, Eagle Mountain will preserve our beautiful, natural spaces for you to enjoy.

GROW WITHIN A CONNECTED COMMUNITY

When you choose your home, you want a close-knit community where you can feel connected with others around you. In Eagle Mountain, you'll feel connected to your neighbors in a nurturing community where your family has plenty of space to grow. Feel like you belong in an affordable place with opportunities to pursue an active, healthy lifestyle.

THRIVE WITH MINDFUL, PROACTIVE LEADERSHIP

Our community is growing quickly, and intentional leadership is essential to preserve what you love in Eagle Mountain. Our city leadership values what you do—the beauty of the natural world, wide open spaces, affordability, and convenient access to the services you need. We stay connected with the community and listen to feedback from residents so we can ascend together, building the best Eagle Mountain City for the future.

Let's ASCEND TOGETHER. Come to Eagle Mountain and experience our natural beauty and the welcoming community. Whatever you're looking for—work, play, or simply space to breathe, you'll find it here.

INSIDERS TIP The call to action at the end of this narrative can be adjusted depending on where it's being used. Bits and pieces of this copy can be leveraged throughout our marketing materials. For example, it could be used in its entirety as an introductory video script, you could use just one of the value statements as the introduction on a flier, or you could pull just a sentence or two to add to a social media post.

SECTION 6

Brand Visualization

Contents

Stationery

Kit Cover & Cover Templates

Email Signatures

Social Media & Mobile App

Newsletter & Website

Vehicle Wraps

Uniforms, Lanyards & Badges

Apparel & Swag

Police & Fire Extensions

Wayfinding & Monument Signs

6 Brand Visualization

The goal of this section is to help you visualize what the Eagle Mountain brand will look and sound like across a variety of mediums. Though these samples can be used directly from this section, our goal is to show how easily

these communications can be put together from the information included in this playbook. By visualizing the brand in use, you can consciously and deliberately begin to create any elements you need.



“If you have different looks, different colors, different fonts and different voices... even if you don't do it intentionally, you are hurting the brand.” **MATHIAS KONNE** | EUROKERA



6 City Stationery

A stationery system is a great way to solidify the brand. The letterhead, envelope, and business card should look good together and separate. With both city and department specific stationery, the fonts, and placement should match on the front of the card.

If the department has its own color, such as Parks & Recreation, Public Works, etc, the title line will match

that color on the business card. On the back of the business card there are two design options; a department specific design and a generic city design.

The letterhead title line (and address if applicable) will updated to match that department in the upper right corner of the page.

BUSINESS CARD FRONT



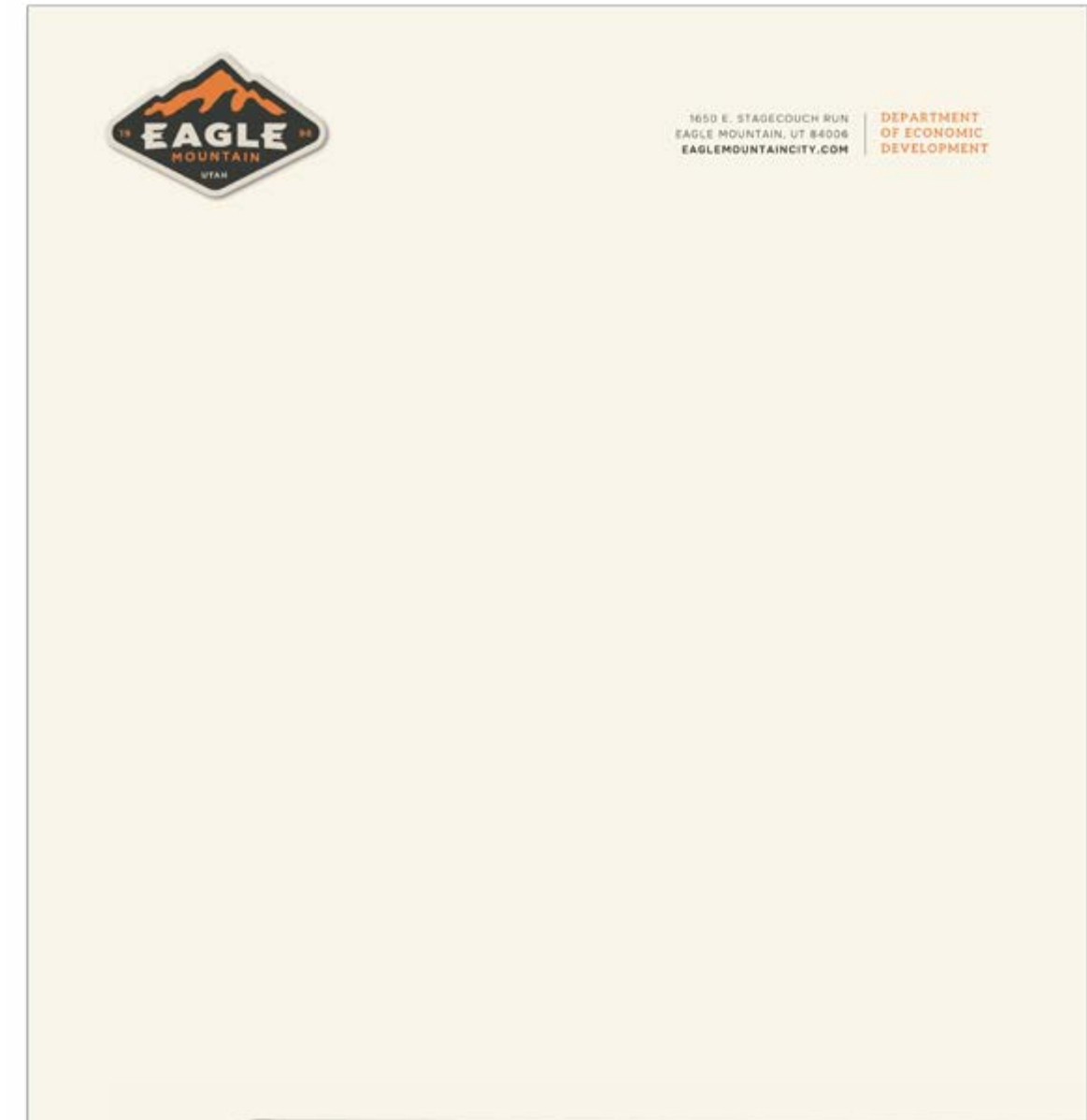
DEPARTMENT SPECIFIC BACK



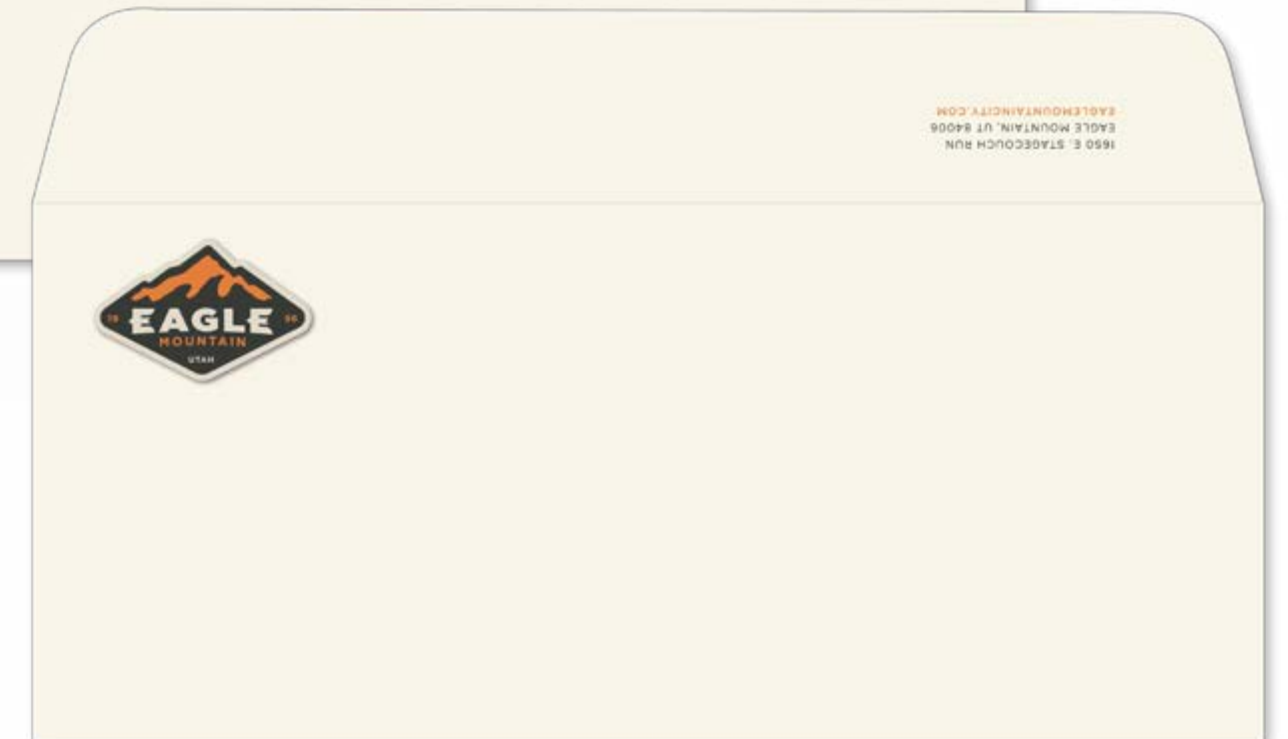
CITY BACK



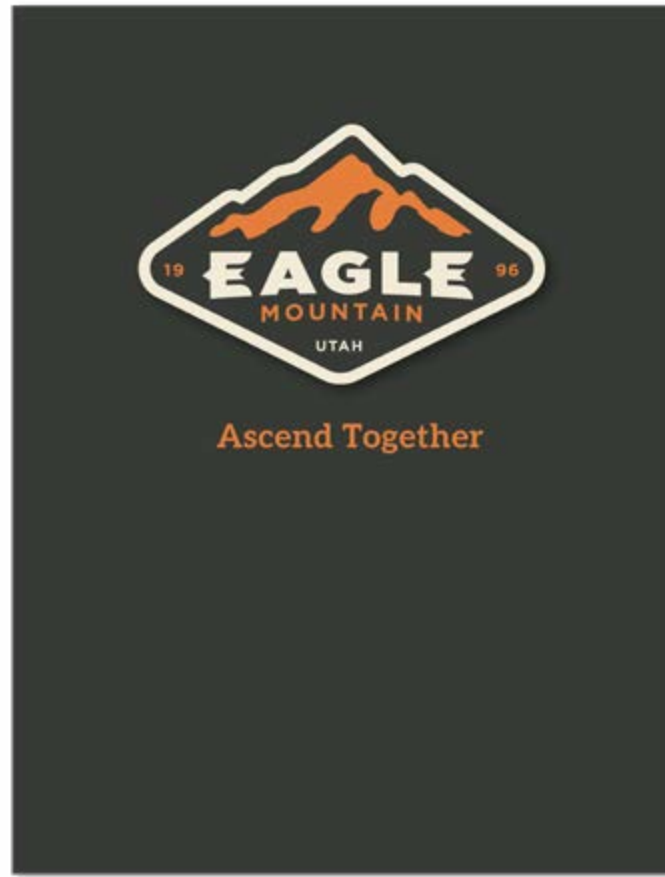
LETTERHEAD



ENVELOPE

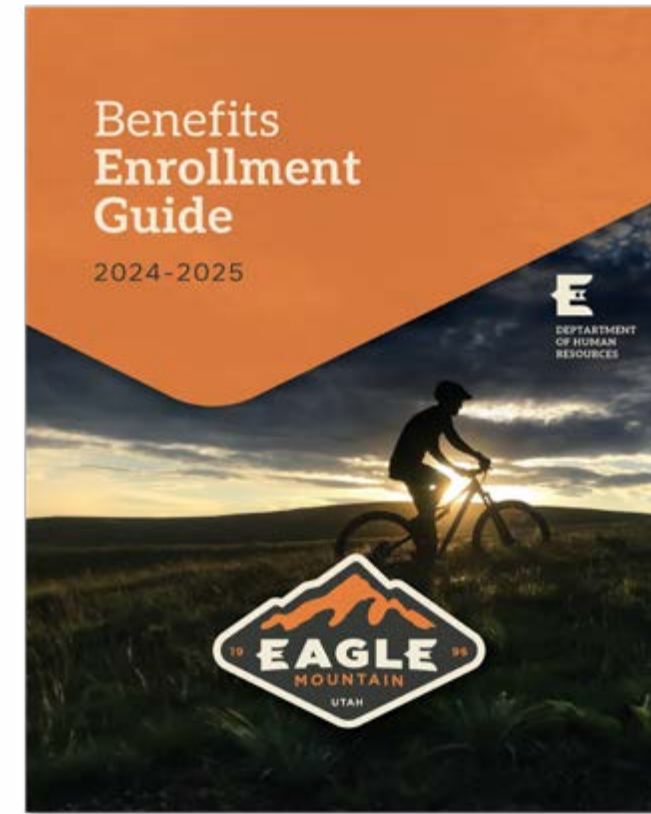


6 Kit Cover & Cover Templates

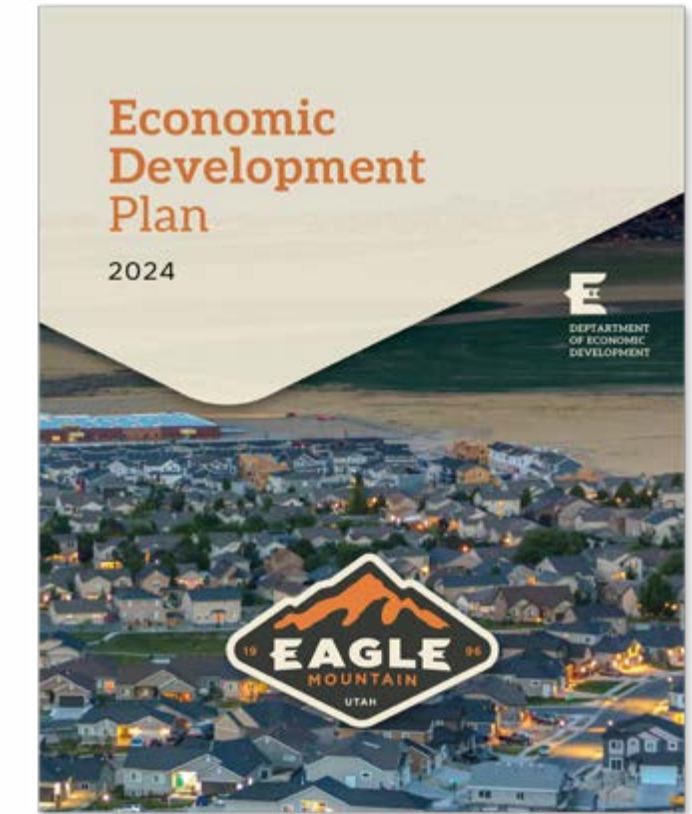


KIT COVER

HUMAN RESOURCES GUIDE COVER



ECONOMIC DEVELOPMENT PLAN COVER



PARKS & RECREATION PLAN COVER



6 Email Signatures



Two email signatures are available. Depending on the city employee's position, there may a preferred option.

OPTION 2 simplifies the title line. Example: Director. The "E" logo mark is replaced with the horizontal department logo.

OPTION 1: The title line has the employee's full title, including the department's name. Example: Economic Development Director. The "E" logo mark is on its own and would change colors depending on the department.

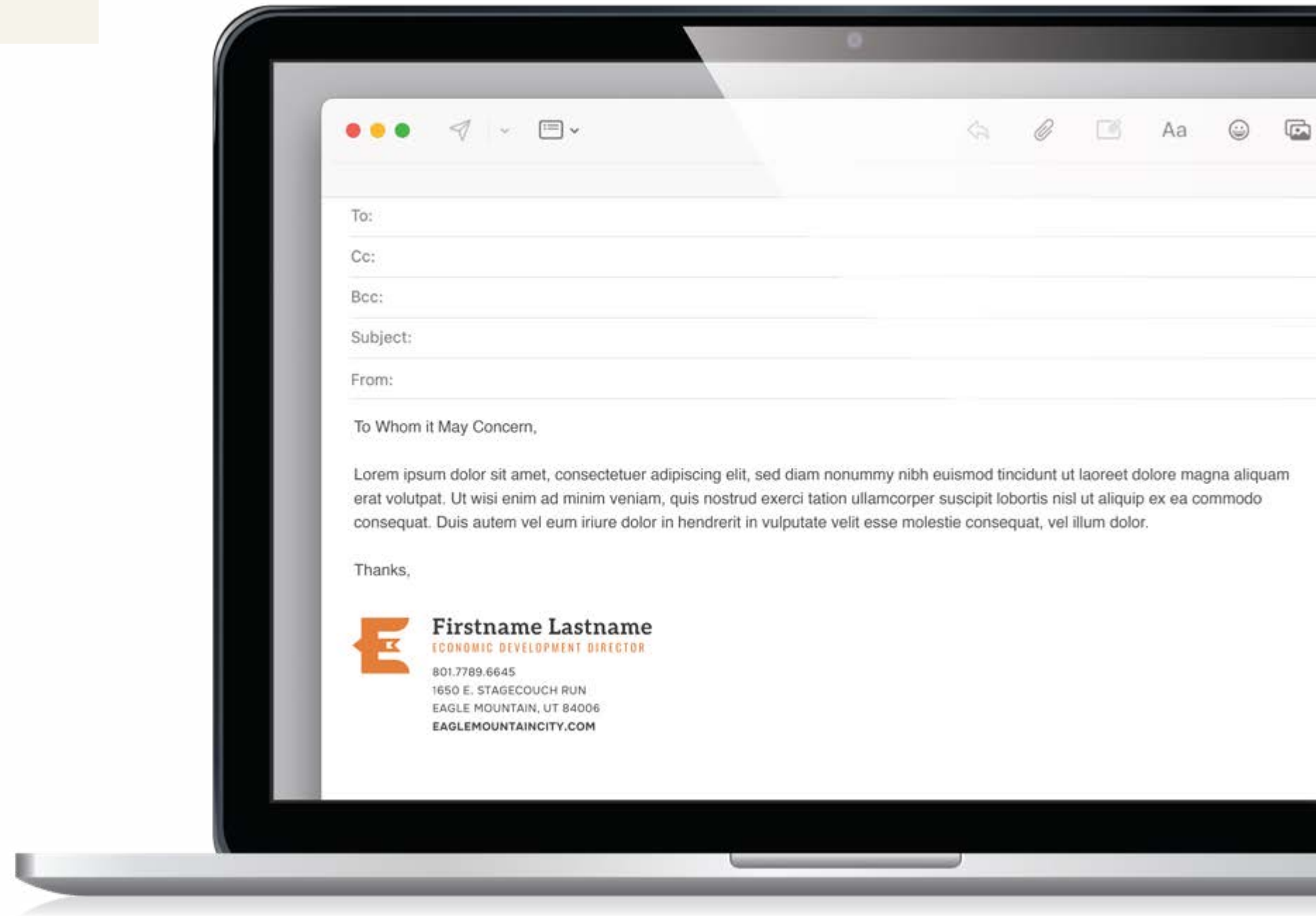
OPTION 1

 **Firstname Lastname**
ECONOMIC DEVELOPMENT DIRECTOR
801.7789.6645
1650 E. STAGECOUCH RUN
EAGLE MOUNTAIN, UT 84006
EAGLEMOUNTAINCITY.COM

OPTION 2

Firstname Lastname
DIRECTOR
801.7789.6645 | EAGLEMOUNTAINCITY.COM
1650 E. STAGECOUCH RUN | EAGLE MOUNTAIN, UT 84006

 DEPARTMENT
OF ECONOMIC
DEVELOPMENT



6 Social Media & Mobile App



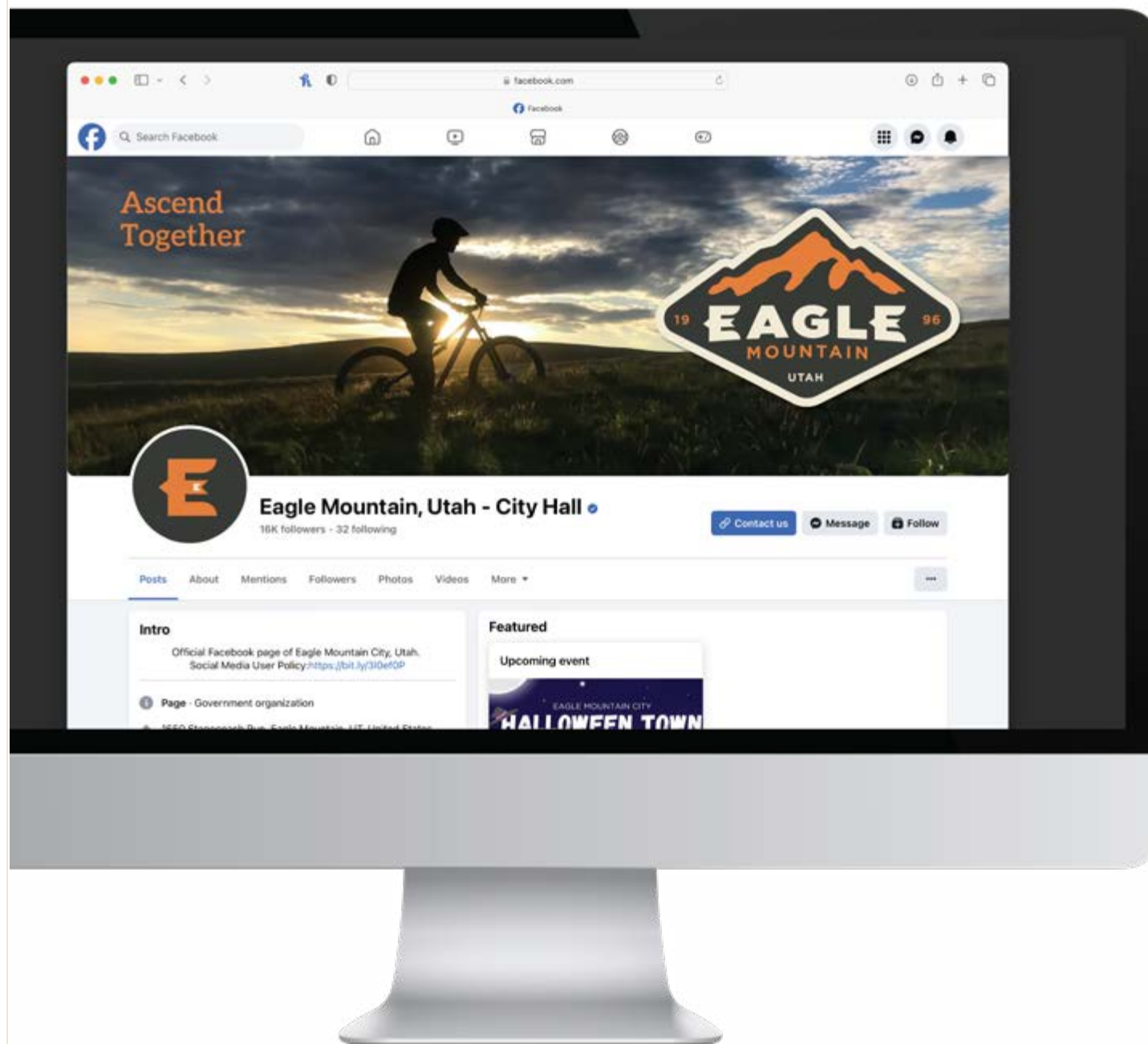
Social media is an important part of building effective resident communication. Bright friendly imagery and consistent brand implementation is helpful for residents to trust the information that is being relayed in each

communication. Within each departments accounts, pages or groups, follow the same rules as displayed in these examples.

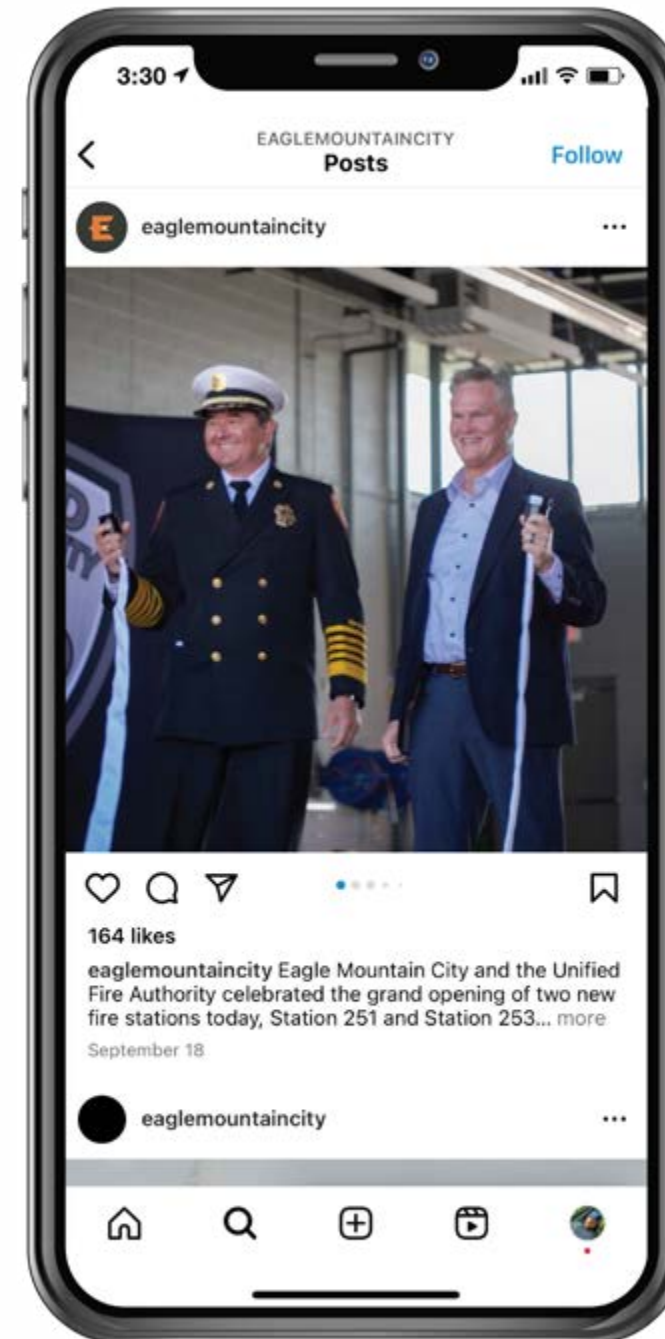
PROFILE OR APP ICONS



FACEBOOK



INSTAGRAM



MOBILE APP



NEWSLETTER TEMPLATE

Pony Express Days Honors Eagle Mountain's history

Pony Express Days, Eagle Mountain's much-anticipated annual festival, kicks off Wednesday, May 31 with Family Fun Night in Nolan Park. The festival, which marks its 24th year in 2023, celebrates the Eagle Mountain community and its ties to the Pony Express Trail.

The most notable homage to the Pony Express trail is the parade pre-show, according to Dawn Hancock, Events manager with the City. At the start of the parade each year, horseback riders will ride along the historic Pony Express Trail before meeting up with the parade route to lead the parade.

"They do a reenactment every year and so they lead our parade with it because of the historical ties to the Pony Express Trail...it's pretty cool," Hancock says. According to Hancock, most of the riders in the parade have generational or family ties to the original Pony Express riders, who delivered mail from St. Joseph, Missouri to Sacramento, California - over 1,800 miles - in just 10 days.

Wednesday's Family Fun Night runs from 4 p.m. to 8 p.m. at Nolan Park and will feature 13 inflatable attractions, balloon animals, informational vendors and monster bubbles. The ever-popular touch-a-truck event will also be at the park from 4-8, where families can get up close and personal with City utility vehicles and equipment.

The Pony Express carnival kicks off at CongWide Park on Thursday with Buddy Night, where residents can get carnival tickets buy one, get one half-off if purchased with a friend from 4 p.m. to 7 p.m. Thursday's carnival will feature rides, boardwalk games and boutique vendors, as well as performances from local groups such as Lakeside Gymnastics (4-4:45 p.m.) and Gotta Dance (7 p.m.).

Friday's carnival will run from 12 p.m. to 11 p.m. and will feature a live performance from Penrose, a modern rock band from Salt Lake City. The band's lead vocalist, Madison Penrose, has been an American Idol National Top 30 finalist and a winner of

THE EAGLE'S VIEW Newsletter

JAN 2024

FACE 2 EAGLE MOUNTAIN CITY NEWS
Pony Express Days Honors Eagle Mountain's History

FACE 3 LIVING WITH WILDLIFE
Monarchs and Milkweed

KNOW THE CODE
Tree Trimming

FACE 4 EMERGENCY PREPAREDNESS
Family Communication Plans

BUSINESS DEVELOPMENT
You Can Help Plan Our Future

MAYOR'S MESSAGE: TOM WESTGROBLAND

Finding Good Advice in Unexpected Places

If you could ask anyone for advice, who would it be? There is a potentially long list.

In 2004, Tim McGraw released a song about the advice given to him by someone with a terminal diagnosis. He titled the song "Like You Were Dying."

"I asked him when it sank in that this might be the real end. How's it hit you when you get that kind of news? Man, what if you do?"

And he said, I went skydiving. I went Rocky Mountain climbing. I went 2.7 seconds on a bull named Fu Man Chu and I loved danger and I spoke sweeter and I gave forgiveness I've been denying. And he said someday I hope you get the chance to live like you were dying. Like tomorrow was a gift and you get eternity to think about what to do with it."

When we view life and treat others like life is short, and that it is either our last day or theirs, I believe that it is hard to go wrong in our relationships.

Contemplating our human mortality might seem counterintuitive to happiness, but it may be the very best way to get a healthy and happy perspective.

For some, this can come naturally. For most of us - especially me - it takes a reminder.

We made it through winter. Spring is here and summer is rolled out before us. Let's let the warmer temperatures, fresh air and green leaves be our reminder to live life like it is short and priceless—enjoying our lives to the fullest, and extending others grace and forgiveness.

One of my goals is for our city to be conducive to a life full of positive memories and a rich, full life for all who live and visit here.

So, please, do what you can this month to live like you were dying. Plant a tree, a flower, or just get out and enjoy our parks, trails and open spaces.

Well, I finally read the Good Book and I took a good long hard look of what I'd do if I could do it all again and then I went skydiving I went Rocky Mountain climbing I went 2.7 seconds on a bull named Fu Man Chu.

ASCEND TOGETHER

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EVENT CALENDAR

- JAN 1 Pony Express Days - Carnival Buddy Night
- JAN 2 Pony Express Days - Carnival
- JAN 3 Pony Express Days - Grand Parade, Carnival, Domination Derby, Fireworks, Youth Dance
- JAN 6 City Council Meeting
- JAN 7 Senior Meal & Craft
- JAN 8 Senior Lunch Busch, PRCA Rodeo
- JAN 9 Senior Activity - Robots, PRCA Rodeo
- JAN 10 PRCA Rodeo
- JAN 13 Planning Commission Meeting
- JAN 14 Senior Meal & Craft
- JAN 15 Senior Meal & Craft
- JAN 19 Senior Bingo & Petluck Supper
- JAN 20 City Council Meeting
- JAN 21 Senior Meal & Craft, Wildlife & Nature Education Class
- JAN 22 Senior Meal & Craft
- JAN 23 Movie in the Park
- JAN 26 Senior Christmas in June
- JAN 27 Planning Commission Meeting

ASCEND TOGETHER

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WEBSITE IMPLEMENTATION

Website implementation on a computer monitor. The page features a navigation bar with links for Documents & Records, City Code, Public Meetings, News, and Calendar. A search bar and menu icon are also present. The main content area has a hero image of a person riding a bicycle at sunset with the text "Ascend Together". A utility panel on the right shows "Pay Utilities", "71°", and a "Report Issue" button. The footer contains five circular icons for Utilities, Library, Sports, Notifications, and Resident Portal.

6 Vehicle Wraps

Below are several examples of how all city branded vehicles should be wrapped. In all cases, the Eagle Mountain logo will reside on the driver and front passenger doors, no matter the make or model of the vehicle. The placement and size should fit comfortably in the space and should be matched to the appropriate colors to the brand.

When extended to a departments, the back 1/3 of the vehicle should have the "E" logo mark, whether by itself, locked-up with the name of the department, or the tagline. The color of the "E" will change depending on the department's color.

FORD F-150



JEEP GLADIATOR



POLICE - FORD EXPLORER



6 Uniforms, Lanyards & Badges



LONG SLEEVE BUTTON DOWN
2-COLOR LOGO ON POCKET



SHORT SLEEVE POLO
2-COLOR LOGO ON POCKET



WORK JACKET
2-COLOR LOGO ON POCKET



1-COLOR LOGO ON POCKET,
FULL-COLOR PATCH ON SLEEVE



EMPLOYEE BADGES
ON A BUTTON LANYARD

LANYARD OPTIONS



6 Apparel & Swag



PVC PATCH ON BLACK



STITCHED PATCH ON ORANGE



LEATHER PATCH ON TAN



ENGRAVED LOGO ON WATER BOTTLE & VINYL STICKERS ON WATER BOTTLE



FULL-COLOR LOGO ON POCKET



"E" LOGO MARK BUTTON ON POCKET



1-COLOR "E" LOGO MARK ON POCKET



FULL-COLOR LOGO ON CHEST, "E" LOGO MARK BUTTON TAG



"E" LOGO MARK ASCEND TOGETHER ON CHEST, 2-COLOR LOGO ON SLEEVE



FULL-COLOR LOGO ON CHEST, 1-COLOR "E" LOGO MARK ON SLEEVE



"E" LOGO MARK BUTTON ON CHEST 1-COLOR LOGO ON SLEEVE



FULL-COLOR LOGO ON CHEST



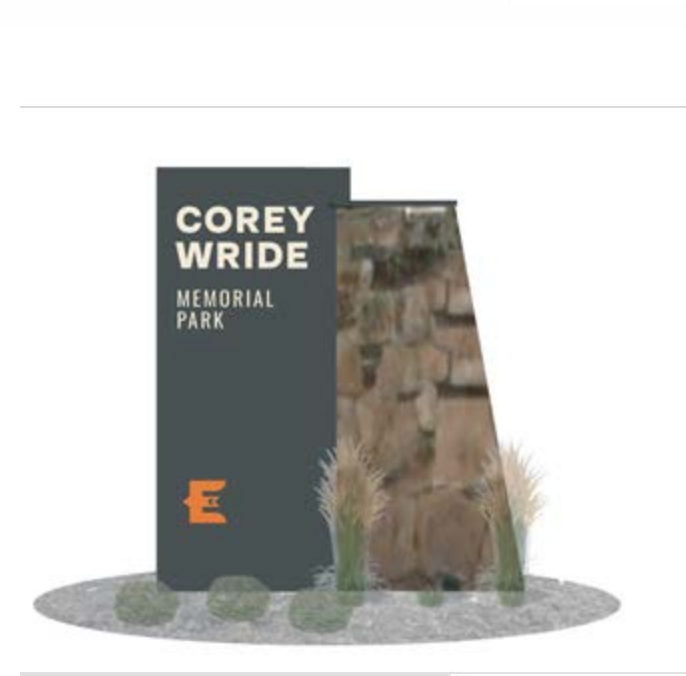
6 Police & Fire Extensions



6 Wayfinding & Monument Signs



ELECTRONIC SIGNAGE



THANK YOU

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BRAND MARKETING

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