

Section 8: Image and Communication

Provo City has identified a well-recognized image and brand through public input. An effective advertising campaign is used to market Provo to the identified target audiences both locally and nationally.

Goal 8.1 - Develop a distinct brand identity for Provo City that personifies our Core Values.

Objective 8.1.1 Maintain a brand and image for Provo City.

Objective 8.1.2 Provide opportunities for additional community engagement.

Goal 8.2 - In partnership with a qualified design agency, develop a strategic plan to communicate Provo City's brand identity and message.

Objective 8.2.1 Determine audiences.

Objective 8.2.2 Identify a plan for on-going community support and engagement.

Objective 8.2.3 Develop a marketing strategy.

Objective 8.2.4 Identify a process for on-going evaluation and review of brand objectives and opportunities.



