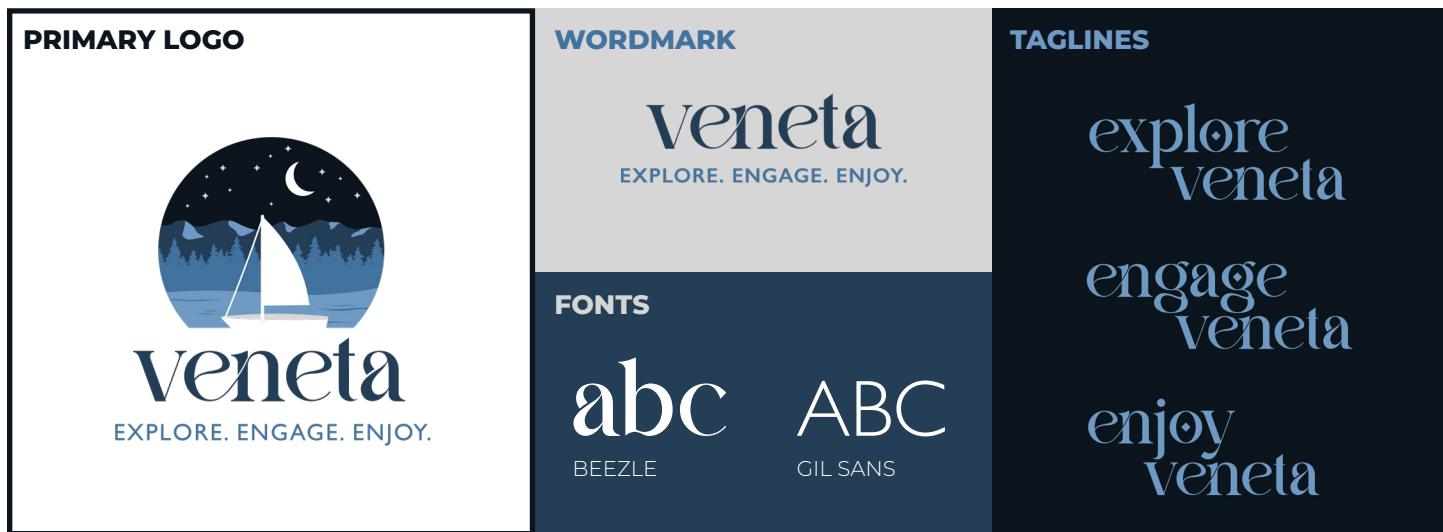


Vote on the Final Version of Veneta's Economic Identity



OUR LOGO

Our logo provides a picture of some of Veneta's unique outdoor activities including the Fern Ridge Reservoir, opportunities for hiking/biking with beautiful mountain views, and a reminder of Veneta's history as a mill city. The starry night is a departure from a typical daytime sky or sunset often found in logos and speaks to the whimsical, quirky and one-of-a-kind events and opportunities offered by Veneta.

OUR TAGLINE

Explore. Engage. Enjoy. This three-pronged tagline provides a way for the City and business community to connect with residents and visitors. Use Explore when you want to highlight the abundance of outdoor recreation opportunities and sense of adventure that is found in Veneta. Use "Engage" to encourage the community to support a local cause, business, or event. Use Enjoy to promote local restaurants, activities, and events.

OUR STORY

Veneta is a small town located just 12 miles west of Eugene. Our population is small but growing. We're proud to be a small town and believe our quaint size is an asset. There are many reasons to visit Veneta and even more to stay. Our proximity to the Fern Ridge Reservoir, wineries, nature areas, metropolitan areas, and the coast makes us a unique place to live or explore. Business owners, families, and adventurers who want the convenience of the city and still enjoy the peacefulness of small-town living will feel right at home in Veneta. We are proud of our history as a timber town, and prouder still of our growth into a progressive, sustainable, and visionary community.



Veneta Seeks Input on Economic Identity

The City of Veneta is excited to update residents on progress of the Strategic Branding and Marketing for Economic Identity project. The City sought proposals from Marketing and Branding Consultants in late 2023 to develop a prospective identity that can be used to promote economic development, placemaking, business retention, and expansion in the City. This decision was a result of findings from a collection of surveys and reports that identified the City's branding efforts and regional awareness as a weakness and noted that the business community wanted a local identity to draw people in and create a sense of unity among citizens.

After reviewing several proposals, the committee, comprised of city officials and community representatives, selected Altar Media, a marketing agency from Independence, to complete the project. Founded in 2021 by Nate and Erin Ryden, Altar Media offers a variety of services to powerfully tell their clients' stories including photo and video, website design, branding & design, and content marketing. Recently, Altar Media has partnered with Monmouth on their rebranding efforts. Altar Media was the recipient of the Dallas Chamber of Commerce New Business of the Year Award in 2023.

"We chose to work with Altar Media because they submitted a well-rounded proposal that responded to the needs of our business community. They are known for working closely with their clients, learning about their needs, and coming up with creative solutions. They bring a unique energy that is appealing for this project and that we believe will ultimately enhance our community's regional economic identity," said Jacob Thode, Veneta Management Analyst

The Strategic Branding and Marketing project should be complete and begin implementation this fall. Much work has already taken place behind the scenes these last several months. Altar Media collected responses from a community survey in June and also facilitated a Brand Sprint session a small group of local business owners. Information collected offered direction on a first round of branding materials for the city.

The community has the opportunity to provide their opinion once again.

"This brand represents our community, so we want to ensure that we hear from them as much as possible throughout this process," remarked Thode.

So how can the community get involved? By providing feedback on the first round of brand assets that have been presented including the tagline, brand story and values, and logo. Community members can submit feedback online at <https://s.surveyplanet.com/wufkso36>. You can also find the link on the City of Veneta's facebook page and website.

Veneta is a small, yet growing, town with progressive values located 12 miles west of Eugene. It's quiet, small-town community feel, nearness to an abundance of natural and scenic amenities, and proximity to the metro make it an ideal location to explore, engage, and enjoy.

Altar Media is a creative agency which strives to provide small businesses and organizations with impactful content that will powerfully tell their story and engage their target audience. Altar Media's team of multi-disciplined creatives has more than 10 years of experience helping small businesses and organizations to leverage their brand identity and create a sense of belonging and pride.

For Additional Questions or Comments Reach out to Jacob Thode, City of Veneta:

ventaoregon.gov | jthode@ci.veneta.or.us | 541-935-2191 Ext. 312

