



Green Valley Recreation, Inc.

1070 Calle de las Casitas – PO Box 586 – Green Valley, Arizona – 85622-0586
(520) 625-3440 Fax (520) 625-2352 www.gvrec.org

EXHIBIT

GVR Corporate Brand/Logo

**Board of Directors Meeting
July 15, 2015**

Overview

On February 28, 2015 the Board of Directors approved the *2015\2016 GVR Work Plan* that encompasses a marketing & communications component. A principal activity of this component is to refresh the GVR logo and color theme, and incomplete holdover from the 2014\2015 GVR Work Plan. This involves rebranding GVR with a new, refreshed corporate identity that captures the essence of the organization's products and services, and their delivery.

The development of a new brand\corporate ID entails more than creating a nice logo. It required the organization to undergo an intense self-examination of its core values, stakeholder perceptions, personality, culture, and brand promise. It even involves gathering input from staff at all levels of the organization as well as external input from community leaders, partners and members themselves.

The current maroon and white GVR logo has been in use for at least the past quarter century. While GVR has changed dramatically, the logo has remained unchanged and, as a result, is very outdated. The logo's colors are dull and uninviting, and the images pictured no longer accurately represent the wide range of activities offered by GVR, and the vibrant "essence" of the Corporation and its members as an active adult community.

Developed and implemented correctly, the new brand and corporate identity will capture the true essence of what GVR is and hopes to be in the future. It will permeate every aspect of the organization, consistently reinforcing the brand promise with our members, employees, partners, and the community at-large.

Developing GVR's new brand/logo identity was an all-inclusive process. Allowing for internal and external input creates ownership and buy-in to the process, and usually produces a better product that is more readily accepted by an assimilated into the organization. The GVR staff Leadership Team (all department directors and supervisors) recently unanimously endorsed the proposed new GVR brand/logo. Presentation of the new GVR brand/logo received applause at a briefing held for focus group participants on July 9th. GVR Foundation Board members were very pleased with the introduction of the GVR brand/logo at its strategic planning work session on June 30th.

In late January 2015, the Marketing & Communications Manager began the process of developing a new corporate identity and brand family for GVR to modernize the Corporation's image in order to remain competitive among 55+ active adult communities and attract new residents to Green Valley and GVR. The rebranding process resulting in the creation of a new corporate brand family for GVR relied on a proven and disciplined methodology that involved extensive research, competitive analysis, and extensive input from internal and external stakeholders.

Recommendation

Endorse the new GVR corporate identity and brand "family" following the PowerPoint presentation to the Board of Directors at its meeting on Wednesday, July 15, 2015. Further, direct the CEO to accomplish the following objectives:

1. Develop 'Branding Guidelines' for consistency of use corporate-wide as well as by GVR Foundation, Clubs, Volunteer and Performing Arts areas to build brand awareness and recognition;
2. Begin immediate use and implementation of the new corporate identity with a phased-in approach that focuses on immediate low or no cost applications (e.g., eBlast format, website, GVR Now! newsletter, e-signatures on emails, e-stationery, PowerPoint templates, ID cards., etc.) to minimize costs and stay within Board-approved fiscal year authorizations for marketing and communications; and
3. Pursue trademarking and registration of new brand logos to protect corporate identity and guard against infringement.