



# Recommendation Report

Thank you for partnering with us. Below you will find a comprehensive overview of my brochure recommendation and research.

## Purpose

This brochure was designed with two main audiences in mind: 1) the 17 Strong client, and 2) general Hamiltonians. My goal was to create a ready-to-use print deliverable that met the following criteria:

- Include overall 17 Strong purpose and impact
- Include overview of new micro-grant program
- Raise awareness about initiative programs
- Offer call-to-actions encouraging neighborhood growth
- Create portable, brief, and concise print brochure
- Consideration for overall easy-to-read design and content
- Present approachable and engaging information

With previous 17 Strong material in mind, the main additions within this specific brochure are simply 1) substantial call-to-actions for community members to get involved and 2) more concise content relevant to the initiative's programs and goals. Hopefully this brochure can be distributed into Hamilton neighborhoods to raise awareness for how groups and individuals can better advocate for their social communities within the city.

# Methods

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## Usability Research

Three people were interviewed for brochure draft feedback during this project. The purpose of this research was to evaluate the brochure with the criteria above, testing it in its target demographic to get user feedback and suggestions. As the brochure itself was created with visual rhetoric principles framed within client specifications, further establishment of rhetorical devices (ethos, pathos, logos, and Kairos) tested using actual audience members was needed.

## Objectives

*Client:* to educate the people of Hamilton about their history and foster collaboration between the neighborhoods and the city, to promote Hamilton community, culture, and identity, and to inform people about opportunities and ways to get involved with the city.

*Visual:* to make an appealing, simple, portable, and easy-to-read text that targets a wide general audience.

## Research Questions

- What is the general familiarity of the 17 Strong initiative?
- In what ways are community members currently getting involved?
- What opportunities are available for community engagement?
- What are the considerations for a successful pamphlet?

## Demographics

The three individuals chosen for usability testing fit the brochure's target demographic and the requirement of being a city affiliate.

1. Young Hamilton campus Miami University student: unsure where to go after school, could hear a different perspective and also what someone values when considering leaving the city
2. Long-time Hamilton resident and employee within the city: has interest in local history but isn't very involved with any city initiatives, can provide perspective on younger generation and more effective call-to-actions for engagement
3. Older, small-business owner and long-time resident: invested in community activities and local history. Owns a local business in the German Village: vested interest in local success and may have unique business insights.

The way the timing of the project worked out and the response of those interested narrowed the demographics and numbers of respondents—results can be statistically inaccurate/ineffective. A few other Hamilton contacts never responded. Ideally, this brochure could have been tested with people from more diverse backgrounds and demographics: different ages, neighborhoods, socioeconomic status, race, and sex. More variations of the brochure could also have been used, with comprehensive interviews given more resources for the project.

## Procedure

Individuals were given a brief overview through a consent form, asked some pre- and post-observation questions, then asked for additional comments and feedback. Participants were told to focus on takeaways and call-to-actions of the brochure.

### *Interview Questions:*

1. Have you heard about the 17 Strong initiative?
2. How do you identify yourself as someone from the area?
3. What does the city mean to you?
4. How are you currently involved with your community?
5. What do you think is the purpose of this pamphlet?
6. What did you learn from this pamphlet?
7. Were there any parts that felt confusing?
8. Are you interested in getting involved with 17 Strong
9. What suggestions would you give regarding this pamphlet's:
  - a. Overall design
  - b. Content
  - c. Call to action
10. After reading this what else would you like to learn about Hamilton?

### **Design Criteria**

The principles of visual design were considered in the creation of this pamphlet to create overall harmony and make the content more accessible. The main strategies used were:

1. Contrast: highlighting content where appropriate to create emphasis
2. Alignment: putting similar information together to create flow
3. Repetition: creating patterns between information for easy access and cohesive look
4. Proximity: placing similar elements together for easy viewing
5. Branding: creating a cohesive 17 Strong brand considering its goals
6. Color theory: employing cool, bright colors that signify growth and activity

## **Discussion**

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### **Finding**

In general, participants of the interviews had no previous knowledge or experience with 17 Strong, and all encouraged stronger marketing tactics (which this brochure would accomplish if utilized correctly). Some suggested targeting specific groups of people in the city based on demographics. We already see the beginning of this through the micro-grant program (for example professional development for young people, focus on art and collaboration), which the three participants were excited to hear.

Overall more effort towards branding may lead to a more successful initiative. These community members are currently involved with school, work, and business in Hamilton and stay in touch with those around their institutions and family/friends. Two participants stated that they would be more inclined to participate with groups based on shared interest—while a quick look at the city's website reveals all different types of organizations and activities, the biggest hurdle they believe must be overcome is not being aware of these opportunities. A uniting digital and physical presence (overall branding) of the initiative would help the image. One participant stated that revitalizing interest in Hamilton history may generate energy from a mobile, younger generation to do more things around the community. She suggested engaging in a symbiotic relationship with the Hamilton Chamber of Commerce (she wasn't aware of any ongoing efforts—if there were, she suggested making them more obvious).

The first version of my brochure was modeled after the pamphlet we were given in class, an older version from 17 Strong explaining its purpose and providing a brief overview of the city's 3 types of neighborhoods.

As a previous client visit revealed, there was no call-to-action that general Hamiltonians could turn to--now that they learned about the initiative, what could they do? All three participants pointed this out. Two of them (the younger ones) recommended condensing the information about the neighborhoods and adding more relevant information (they found themselves disengaged while reading this part). They wanted to add a “human” element, which was the entire point behind recognizing Hamilton’s 17 neighborhoods. Additionally, there was overall feedback about the brochure not flowing well in terms of ideas and content - a participant stated that she didn’t see the reason behind introducing 17 Strong, adding a blurb about the micro-grants, and identifying Hamilton’s neighborhoods.

## Recommendations

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Through usability findings and research, a new brochure was created with the following elements.

*17 Strong logo:* a new logo is proposed for 17 Strong, the “7” shaped like a map of Hamilton, Ohio. This seems to fit the initiative’s brand and purpose (uniting Hamilton while celebrating its neighborhoods) better than the previous—the previous star looked militaristic, and the statue/building was just borrowed from the city’s logo. “The 17 neighborhoods of Hamilton, OH” is added to the bottom providing clarity (bigger text than previous for easy reading).

*Color scheme:* a color palette with neutrals and a solid, light green is proposed, much like 17 Strong’s current branding style. The light green signifies growth, and the grey create a strong foundation for the bright accents to pop out, adding overall energy to the piece.

*Font/alignment:* font is Franklin Gothic Book and Demi, recommended fonts taken from the City of Hamilton’s style guide. They give a historic (Franklin Gothic family) yet modern (san-serif) feel. Standard paragraph font size 12 pt and left-aligned for easy reading with a hierarchy based on font size and weight.

*Standalone images:* Images were chosen to signify Hamilton’s social community with bright colors and lively subjects (could be replaced by more activity-based images not currently found).

*Neighborhood map:* map was changed to place more focus on each neighborhood, color-coded based on the neighborhood types, and given actual pictures of neighborhood features based on usability feedback.

*Introduction:* introduction is condensed for easy reading and focuses on overall goals and purpose

*Micro-grant program:* new micro-grant section is added to advertise opportunities for community engagement with examples and instructions for individuals who are interested in making an impact on their community

*Resources:* new section for resources is added for people who are interested in different areas of the city—may prove a handy section for reaching out to organizations and staying involved (needs to be refined based on user feedback)

*Hamilton blurb:* a quick blurb about the city was added to vary content and add uniting information before splitting off to address the distinctions of each neighborhood (needs revision based on user feedback)

*Neighborhood blurb:* neighborhood section was condensed based on user feedback, keeping important elements while leaving more room for brochure call-to-actions.

*Get involved:* new section was added per client request and user feedback detailing different ways general Hamilton residents can get involved with the community.

## **Future Direction**

I highly suggest revisiting 17 Strong as a brand, and focus on different channels (marketing) to reach Hamilton residents. It wouldn't even have to be paid advertisement—17 Strong can leverage powerful, word-of-mouth growth as there are so many people and organizations it is involved with, especially carrying forward the micro-grant program. There are many opportunities for the initiative to reach out to general residents, and it will take creative problem-solving to take full advantage of the circumstances.

Specific to the flyer, I believe more can be done with the call-to-action and neighborhood sections. Gathering pictures can involve the 17 neighborhoods immediately—discussing historic city landmarks and mapping out certain locations, could be a great way to engage those living there. This can also be conducive to figuring out what residents actually want, and what call-to-actions they would personally like to receive.

Overall it's very important for 17 Strong to have a well-designed brochure that fits the initiative's brand, goals, and effectively reached out to general Hamiltonians. The brochure may be one of the few key pieces to introducing the initiative and a deciding factor for whether individuals would like to get involved.

## **References**

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Hagen, Rebecca & Golombisky, Kim. (2016). White Space is Not Your Enemy: A guide to communicating visually through graphic, web, & multimedia design. 3rd edition.

Williams, Robin. The Non-Designer's Design Book. Fourth Edition. Berkeley, CA: Peachpit Press, 2015. Williams, Robin, et al.

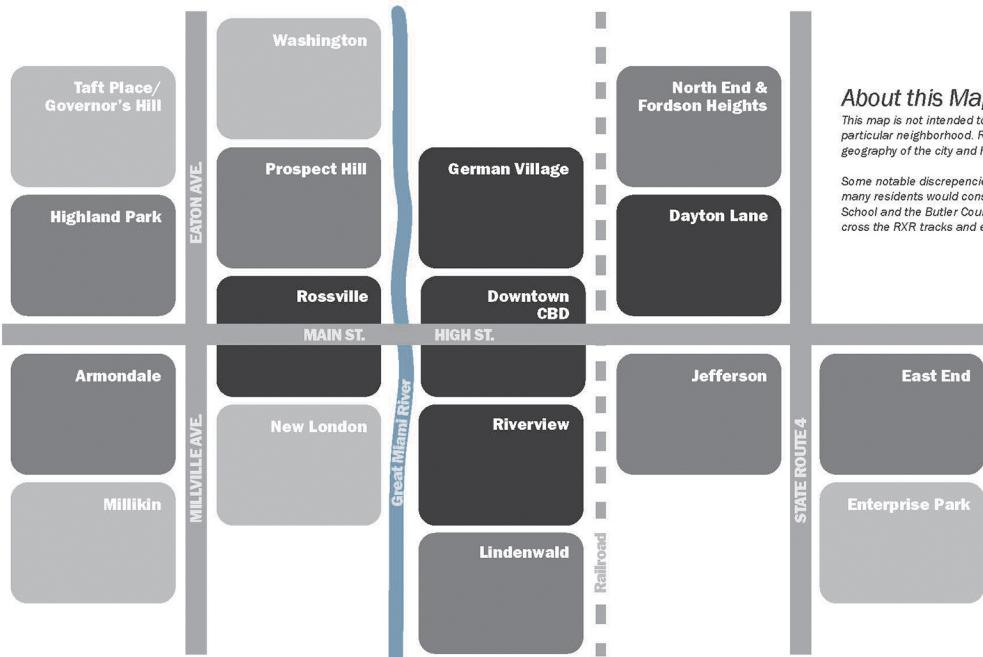
Urban Ohio: <https://www.urbanohio.com/forum2/index.php?topic=10975.0>  
Hamilton Chamber of Commerce: <http://www.hamilton-ohio.com/>  
City of Hamilton Website: <https://www.hamilton-city.org/>

# Old Pamphlet & Branding



## Goals of 17 Strong:

- Facilitate city government's communication with particular parts of the City relating to important services
- Promote communication from the neighborhoods to city government
- Help neighborhood residents organize themselves for the purpose of identifying and completing projects that will address their needs and improve their quality of life
- Strengthen residents' identification with and pride in the history and assets of their own neighborhood
- Increase the number of residents who share this pride in their neighborhood
- Expand residents' knowledge of city neighborhoods other than their own and increase relationships among residents of different neighborhoods
- Improve the City as a whole by mutually celebrating each neighborhood's identity, assets, culture, and history



## The Purpose

To provide a framework for communication and sense of identity to rally individuals, groups, and other organizations to take pride in their particular corner of our city.

In turn, we will create stronger, more identifiable areas throughout Hamilton that will make us better as a whole because neighborhoods are the strategic building blocks of overall community development.

## How did this effort come to be?

17 Strong was a product of the Sense of Place Committee which was composed of resident volunteers, members of City Council, and City Administration coming out of the City's strategic plan in 2012.

Today's 17 Strong Advisory Board is a citizen-led effort that provides structure and direction to the efforts behind a celebration of Hamilton's unique neighborhoods.

## Neighborhood Boundaries & Names

Historic and existing boundaries and names, from a multitude of documents were sourced to come up with these draft boundaries, including historical maps, writings, and development data. It is important to emphasize that this is a draft proposal, and is intended to start the conversation. Public input will be heavily relied upon in order to finalize the neighborhoods map. After all, if the public does not agree with the final neighborhoods structure, the intended benefits cannot be realized.

The neighborhood names and boundaries, particularly in the suburban neighborhoods, are not intended to take the place of any smaller subdivision or district identities contained within them. Many of the existing traditional neighborhoods are composed of a number of subdivisions that were purchased and built over the years, such as Lindenwald and Highland Park. Rather, the intention is to give each corner of our city an identity. If each subdivision in the city were considered a neighborhood, we would end up with an unmanageable number of neighborhoods, triple digits.



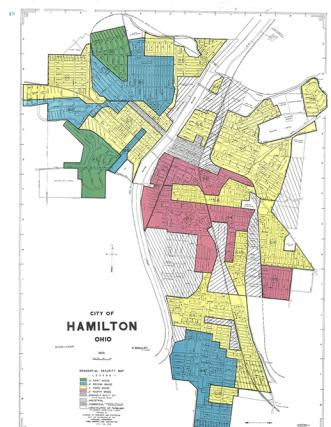
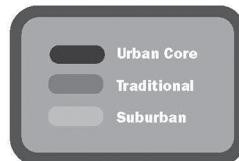
## 3 Kinds of Neighborhoods

Hamilton's seventeen (17) neighborhoods can be described in three general categories: urban core, traditional, and suburban.

### About this Map

This map is not intended to be an accurate depiction of the size, placement, or boundaries of a particular neighborhood. Rather, its intent is to provide a simple illustration of the general geography of the city and how neighborhoods relate to one another as they are defined by category.

Some notable discrepancies are that the North End is shown as terminating at Route 4, where many residents would consider it to extend east to encompass the area around Garfield Middle School and the Butler County Fairgrounds. Similarly, many Lindenwald residents consider it to cross the RXR tracks and extend to Route 4 to include the Dixiedale subdivision.



## Hamilton City Map (Inspiration)

# New Pamphlet Redesign



## Neighborhoods

Hamilton's 17 neighborhoods can be split into 3 categories: traditional, urban, and suburban.

- Traditional** neighborhoods are walkable, densely built units on square grids. Built prior to the 1950s, these neighborhoods include public, commercial spaces and institutions.
- Urban** neighborhoods contain traditional characteristics but also include the City Center. These areas are dense with a variety of land uses and structures, and are critical to the historic and cultural identity of the City.
- Suburban** neighborhoods are separated, single-use zones comprised of large residential lots, industrial and business parks, and retail stores. These neighborhoods are mostly built after 1950 on street grids with winding roads, cul-de-sacs and dead end.

Located on the Great Miami River in the heart of the Cincinnati-Dayton metroplex, Hamilton is an historically-significant city known for its unparalleled art, cultural and recreational activities.

The City of Hamilton, the County Seat of Butler County, is an important regional center of business, industry, culture, and government.

With big city amenities and small town charm, Hamilton continues to retain the character of the city's past while sharpening its focus on a bright, happy future.



## Get Involved

No matter what neighborhood you live in, it's easy to get involved. There are a number of organizations within the city and your specific neighborhood.

Become a neighborhood champion. Join [Nextdoor.com](#) to hear from your neighbors about issues and events in your neighborhood.

Invite others to join, organize meetings, and volunteer with the 17 Strong community.

More resources are available in respective directories within [Hamilton-city.org](#).

For business prospects, please visit the Greater Hamilton Chamber of Commerce at [Hamilton-ohio.com](#).

Members of the business community work together to create an environment for success and attract new business to the community while retaining and expanding existing business and industry.

We can't wait to hear what you get involved with in the community!

# 1 Strong

The 17 neighborhoods of Hamilton OH

## Our Goal

- Facilitate communication with important city services
- Promote engagement between neighborhoods and city government
- Help residents organize and improve their quality of life
- Strengthen city pride and identity through increased knowledge and relationships
- Improve the city as a whole by celebrating Hamilton's culture, identity, and history

The 17 Strong initiative cultivates identity and community within the neighborhoods of Hamilton, celebrating the city's unique heritage through personal engagement.

We are a citizen-led effort that provides structure and direction to social projects within the city.



## Micro-grant Program

We are excited to share our newest project, the 17 Strong Micro-grant Program. The program offers grants to individuals and groups who have community project ideas and would like to contribute to their neighborhood growth.

Last year, the program awarded over \$37,000 to 15 community organizations for various project including:

- City beautification
- Community rehabilitation
- Job fairs & professional development
- Social community events

We fund a variety of grassroots projects created by and for Hamilton. We hope to expand our community involvement; if you have ideas, please submit them via the application and for more ways to get involved.

## Resources

Get involved with 17 Strong!

Please submit comments or suggestions to [17strong@hamilton-oh.org](mailto:17strong@hamilton-oh.org)

# 17 Strong Style Guide

By Ying Liang

## Franklin Gothic Demi

Franklin Gothic Book

### Franklin Gothic Demi

Franklin Gothic Book

TEXT

30/36 pt

H1 24/28.8 pt

H2 20/24 pt

H3 20/19.2 pt

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.”

CAPITALIZED

**Bolded**

*Italicized*

- Unordered List Item
  - Unordered List Item
  - Unordered List Item
1. Ordered List Item
  2. Ordered List Item
  3. Ordered List Item

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi lum dolore”



.25 inch

MARGINS

Bleed design: running colors and images to the edge to give modern feel, otherwise .25 (1/4th) inch margins for text and print in case bleed specifications not available.

# 17 Strong Style Guide



Dark Green  
R73/G117/B69  
C73/M33/Y86/K20

Blue  
R107/G169/B213  
C57/M21/Y3/K0

Yellow  
R255/G215/B46  
C1/M13/Y91/K0

Green  
R112/G169/B70  
C62/M13/Y96/K1

Light Gray  
R192/G191/B189  
C25/M20/Y22/K0

Dark Gray  
R66/G66/B66  
C67/M60/Y59/K46

## COLOR

**Primary and secondary color palettes:** primary colors fairly monochromatic with emphasis on central, bright green based off of City of Hamilton's style guide. Conveys bright, inviting growth and sustainability. Secondary colors are accents that add a pop wherever emphasis and variety is needed.



## LOGO

**Proposed logo change:** confusion between city branding, small text, and star/number 17 on original logo. New logo uses bold greens, is more concise, and uses the map of Hamilton neighborhoods.

Black on white and white on black options available.





## Resources

Get involved with 17Strong!

Please submit comments or suggestions to  
[17strong@hamilton-oh.gov](mailto:17strong@hamilton-oh.gov)

17 Strong also has bi-weekly committee meetings and yearly neighborhood gatherings - be on the lookout for news and events.

Please visit  
[Hamilton-city.org/837/17Strong-Neighborhoods](http://Hamilton-city.org/837/17Strong-Neighborhoods)  
to learn more!

## City Contacts

### Hamilton Parks

jonesro@hamiltonparks.net  
513-785-7055

### Municipal Court

hamiltonmunicipalcourt.org  
513-785-7300

### CORE

mark@corehamilton.org  
513-334-4565

### StreetSpark Project

streetsparkart@gmail.com  
513-502-0678

## Micro-grant Program

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- Social community events
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- Community re habilitation
- City beautification
- Neighborhood growth.



- Promote engagement with neighborhoods and city
- Important city services
- Facilitate communication with neighborhood residents and city government
- Help residents organize and improve their quality of life
- Strengthen city pride and neighborhood relationships
- Improve the whole by celebrating the city's culture, identity, and history

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