

**RESOLUTION 21-65**

**A RESOLUTION ACCEPTING AND APPROVING THE MARKETING STRATEGY AND BRAND GUIDE FOR THE VILLAGE OF ANTIOCH AS PREPARED BY THE ALL TOGETHER AND CLUE GROUP**

**WHEREAS**, on March 8, 2021 the Village Board approved a resolution authorizing the Village Administrator to execute an agreement with All Together and the CLUE Group for the purposes of developing a marketing strategy for the Village of Antioch, and

**WHEREAS**, All Together and the CLUE Group conducted research and analysis of the current brand, and conducted stakeholder and focus group interviews as well as multiple surveys to gather community input, and

**WHEREAS**, work also included brand photography, guidelines and applications, all of which were presented to the Village Board at various meetings, and

**WHEREAS**, the culmination of the work mentioned above resulted in a final marketing strategy and brand guide, which is now presented to the Village Board for approval,

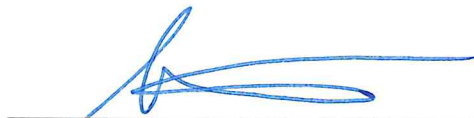
**NOW THEREFORE, BE IT RESOLVED** by the Village of Antioch, Lake County, Illinois, as follows:


**SECTION ONE:** The Marketing Strategy and Brand Guide prepared by the All Together and CLUE Group is hereby accepted and approved.

**SECTION TWO:** This resolution shall take effect immediately upon passage.

PASSED BY THE BOARD OF TRUSTEES OF THE VILLAGE OF ANTIOCH, ILLINOIS, ON THIS 8<sup>th</sup> DAY OF SEPTEMBER, 2021.

ATTEST:

  
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Scott J. Gartner, Mayor

  
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Lori K. Romine, Village Clerk

