

# Neighborhood Group Rebranding Guidance

Seattle Neighborhood Greenways is rebranding to Seattle Streets Alliance! More information about the rebranding can be found [here](#).

SNG decided to rebrand as Seattle Streets Alliance to better represent our mission, which has evolved from supporting the adoption of Greenways throughout Seattle to broader efforts to ensure accessibility for all who use our streets, whether walking, biking, or rolling. Additionally, this rebrand allows us to stand out on our own and not be confused with a city agency like SDOT, which currently runs a greenways program.

The new branding will launch in early 2026. The exact rollout date will be announced this winter.

We are a coalition of neighborhood groups. Your group has the opportunity to rebrand alongside the citywide organization, but you don't have to. If you choose to rebrand, it would be beneficial to time it to coincide with the citywide organization in early 2026 (see timeline below).

**\*\*DRAFT\*\*** Example spectrum of neighborhood group rebranding options:

**1**

Keep existing name/color/logo as is, fully distinct from parent branding



**2**

Keep existing name/color/logo, adopts parent typeface and formatting



**3**

Keep existing name and color scheme and adopt parent logo/typeface



**4**

Keep existing name and adopt parent logo, typeface, and color scheme



**5**

Adopting full parent branding with own color scheme



**6**

Adopting full parent branding



## Does your group want to rebrand or keep your existing name?

1. If yes, decide on your group's new name. If you would like to use "Streets Alliance," we recommend "[Your Neighborhood] Streets Alliance" or "[Your Neighborhood] Seattle Streets Alliance."
2. Materials you might need to update if you change your name:
  - a. Group info@ email address, or leaders' email addresses
  - b. Website domain – most groups are currently using the Seattle Neighborhood Greenways' website, but if not you may need to purchase a new domain
  - c. Social media handles

- i. Where is your group most active on social media? You don't have to be on every social media site to be effective, and this may be an opportunity to cull old pages that are currently unused. Pick the ones that provide you the most reach for your members, and limit the number to what you can keep regularly updated.
  1. Consider what from your old pages would be valuable to archive before you delete them.
- d. Take inventory of your existing materials and what you would like to replace or order new, including signs, banners, stickers, tablecloths, business cards, printed fliers, and more.
  - i. Seattle Streets Alliance will have a budget to support new swag for neighborhood groups that choose to rebrand.

## Does your group want to adopt a new logo?

3. If yes, Do you want to adopt the new Seattle Streets Alliance logo and branding?
4. If yes, Possible variations (see chart above)
  - a. Keep existing name/color scheme and adopt Streets Alliance logo/typeface
  - b. Keep existing name and adopt Streets Alliance logo/typeface/color scheme.
  - c. Adopt the full Streets Alliance name/logo/typeface, with own color scheme.
  - d. Adopt full Streets Alliance branding
5. Brand identity
  - a. Color variations [with examples of sample color palates]
    - i. Include main and secondary color options with codes
  - b. Do not modify the parent glyph (image) i.e. do not add space needles or trolls to the logo image
  - c. Do not use the parent glyph with a different typeface
  - d. Do not use the parent glyph with more than 2 colors
6. Your group logo needs to be scannably distinct from the parent logo, through either name, font size, or color. **\*\*DRAFT\*\*** Example of possible neighborhood group rebranding alongside Seattle Streets Alliance



Color Palette: Primary



Color Palette: World's Fair



Color Palette: Primary



Color Palette: Primary

## Rebranding Resources

If you choose to rebrand alongside Seattle Streets Alliance, we can offer you:

- Seattle Neighborhood Greenways will support your coalition in finalizing your logo design so it aligns with the Seattle Streets Alliance rebrand. If you'd like to explore a broader redesign beyond the shared brand framework, we can connect you with designers to work with independently. Please note that SNG doesn't have a budget to fund design work outside of the Streets Alliance rebrand.
- Support in updating your website and email addresses.
- Bulk orders of swag and marketing materials

If you choose to rebrand, but on a different timeline, these resources may not be available.

## Timeline

- **November - December 2025:** Decide as a group whether you plan to rebrand alongside Seattle Streets Alliance or not.
- **December 15:** Let staff know yes/no so that we can accurately allocate resources. You don't need to know the exact details yet, and we will support you throughout the process.
- **January 15:** Let staff know your final decisions on preferred name, logo, and design specifications so that we can begin work to update the website, database, and other internal structures.
- **January 31:** Deadline for swag orders.
- **February-March, 2026:** Approximate date of Seattle Streets Alliance rebrand launch, more information to come

## Neighborhood Groups Rebranding

1. YES
  - a. Downtown – Will have a name selected after our January meeting.
  - b. Central
  - c. Ballard-Fremont – Likely?
  - d. Queen Anne
2. NO
  - a. First Hill Improvement Association
3. UNKNOWN
  - a. Beacon Hill
  - b. Duwamish Valley
  - c. Green Lake - Wallingford
  - d. Lake City
  - e. NE

- f. NW
- g. Rainier Valley
- h. West Seattle