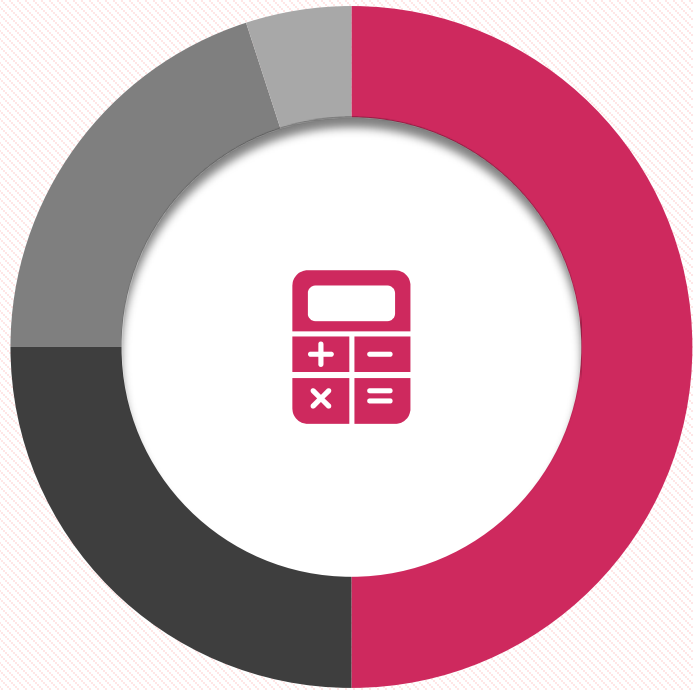




DEPARTMENT OF PUBLIC INFORMATION



Constituent Communications: Residents, Businesses and Academic Institutions



Radnor Township Branding Campaign: Completion April 2021



Website Redesign Campaign: Completion April 2021



Media Relations





PIO PRIORITIES 2021



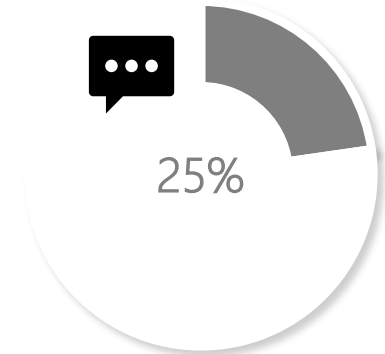
Communications

The daily communication function between PIO and the various Township Departments informs messaging to our key constituents. This includes providing the public with accurate, timely, and consistent information in emergencies and non-emergencies alike.



Branding Campaign: April 2021

A focused effort to remind citizens **"Who We Are"** in addition to our services. We will propose the maroon, black, white and gold logo, employ uniform fonts and use the brand consistently across all mediums. We will highlight our organizational motto **"The Best Place to Live, Work, Visit and Do Business on the Main Line"**.



Website Redesign: April 2021

Our static site will become a mobile-first, accessible platform customized to help citizens complete tasks and find what they need quickly. This will modernize Township online services, web presence, and communication strategies. Our goal is to actively reach, inform, and engage Radnor citizens for a better civic experience.





PIO VISION 2021

VISION STATEMENT: To provide an effective communication system that serves the people of Radnor Township, enhances economic prosperity, and preserves the quality of our community.

With the website redesign project and branding campaign, the Township is capitalizing on an opportunity to deliver consistent communications to our community stakeholders at a time when open dialog is more critical than ever.