Branding

DELIVERABLES

DISTRICT LOGO
This is where it all begins. A logo for the District.

CAMPAIGN
First thoughts are something along the lines of a photographic campaign with headlines like “I work/play/shop in the District” or “I am the Granary District”. The campaign will be replicated through our several websites and in future media.

BANNERS/POSTERS @ PARTY
Our event is really a coming out party for the District. We’ll have branded banners on-site to begin the work of cementing the District in people’s minds.

SIGNAGE CONCEPTS
Conceptual only, we’ll still deliver concepts for street signage and way-finding.

DOOR STICKERS & EPHEMERA
We’ll create static cling stickers for businesses in the District to proudly display their affiliation.

PROCESS

SURVEY STAKE HOLDERS FOR KEYWORDS & CONCEPTS

MEET WITH BRANDING & MARKETING GROUPS TO DISCUSS CAMPAIGN

SHARE INITIAL LOGO SKETCHES WITH STAKE HOLDERS

REVISE, BASED ON FEEDBACK

LAUNCH BRAND & CAMPAIGN INTERNALLY

COMING OUT FOR BRAND & CAMPAIGN @ BLOCK PARTY
SURVEY

Five positive qualities the District has right NOW

1.
2.
3.
4.
5.

Five qualities you want the District to be IN THE FUTURE

1.
2.
3.
4.
5.

Three qualities you want to down-play about the District (NOW or FUTURE)

1.
2.
3.

Who are the District’s biggest competitors, when it comes to attracting people and businesses?