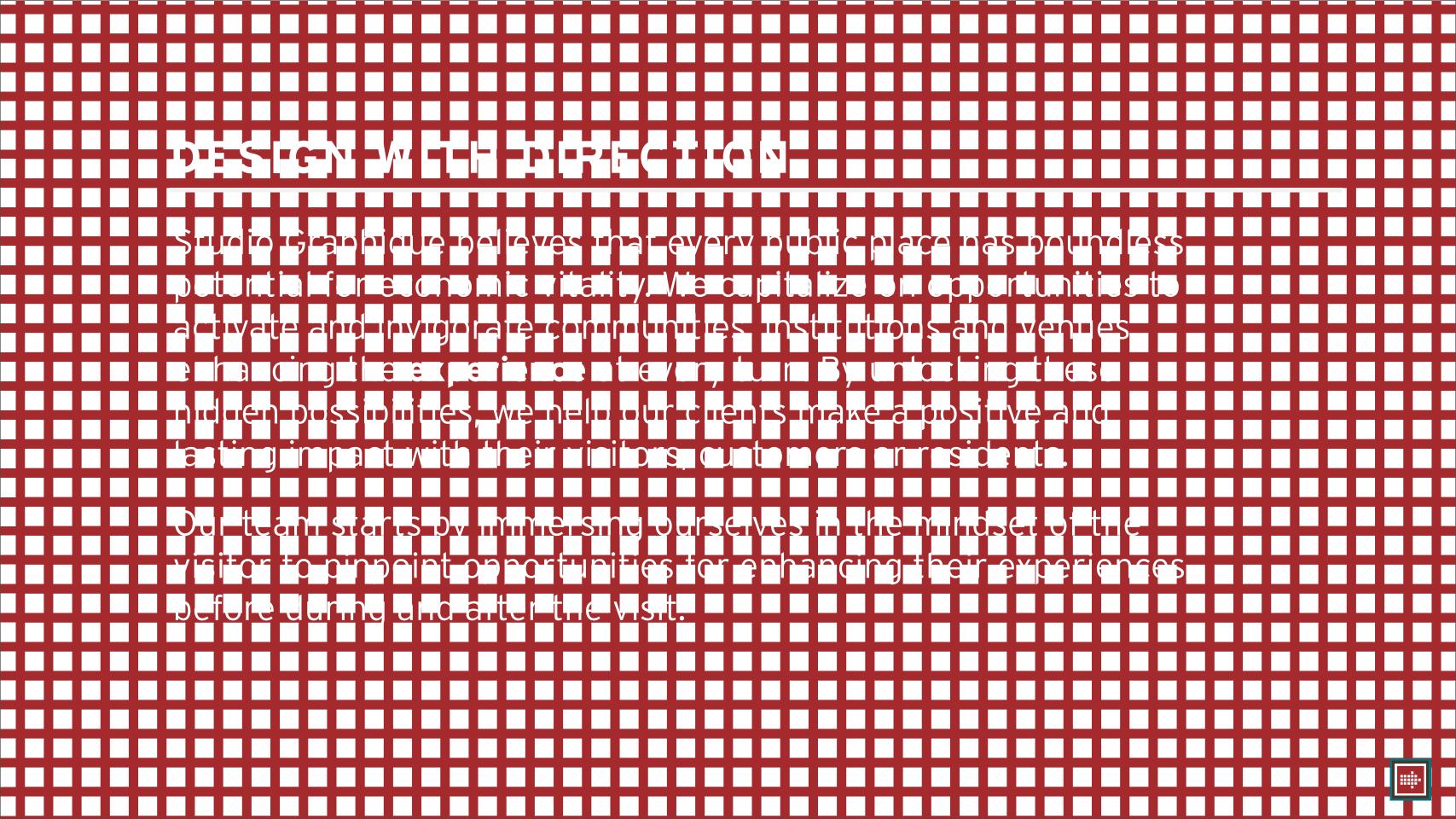
BRANDING FOR COMMUNITY

— beyond the mark —



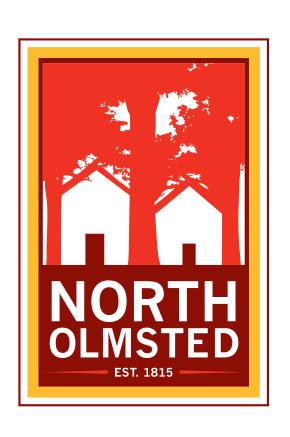
What will You Learn Today?

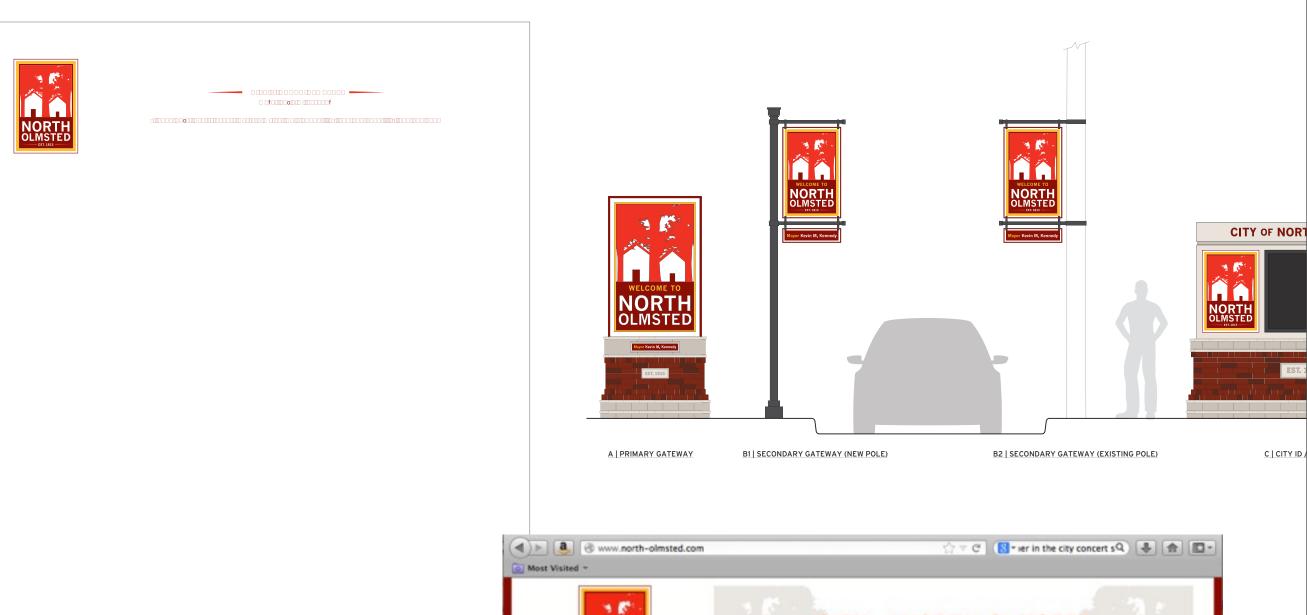
- What is Brand
- The Value of Branding for Places
- Brand Strategy
- What to Expect from a Branding Effort –
 Process & Outcomes

INTRODUCTION

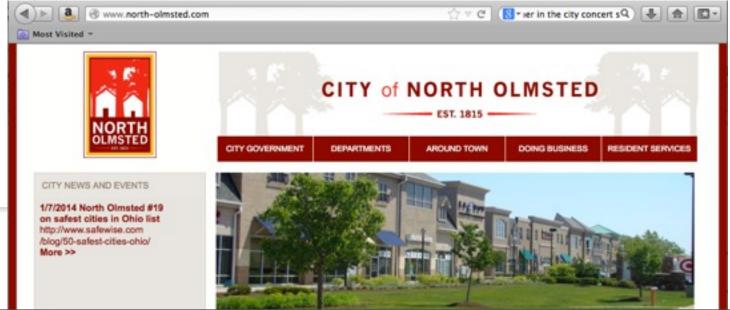
What is Brand?

City of North Olmsted, OH





WAS SERVICE AND PROPERTY AND PARTY OF THE PA



Brand Defined

Brand is much broader – the collective perception, planned or incidental, of your place and is the result of every interaction a user has with that product or company or place.

Brand Defined

Brand is a symbolic embodiment of all the information connected to a product, company or place, and serves to create associations and expectations around it.

Place Brands

Paris is romance



Milan is style



Vegas is sin city



New York is energy



INTRODUCTION

Value of Brand

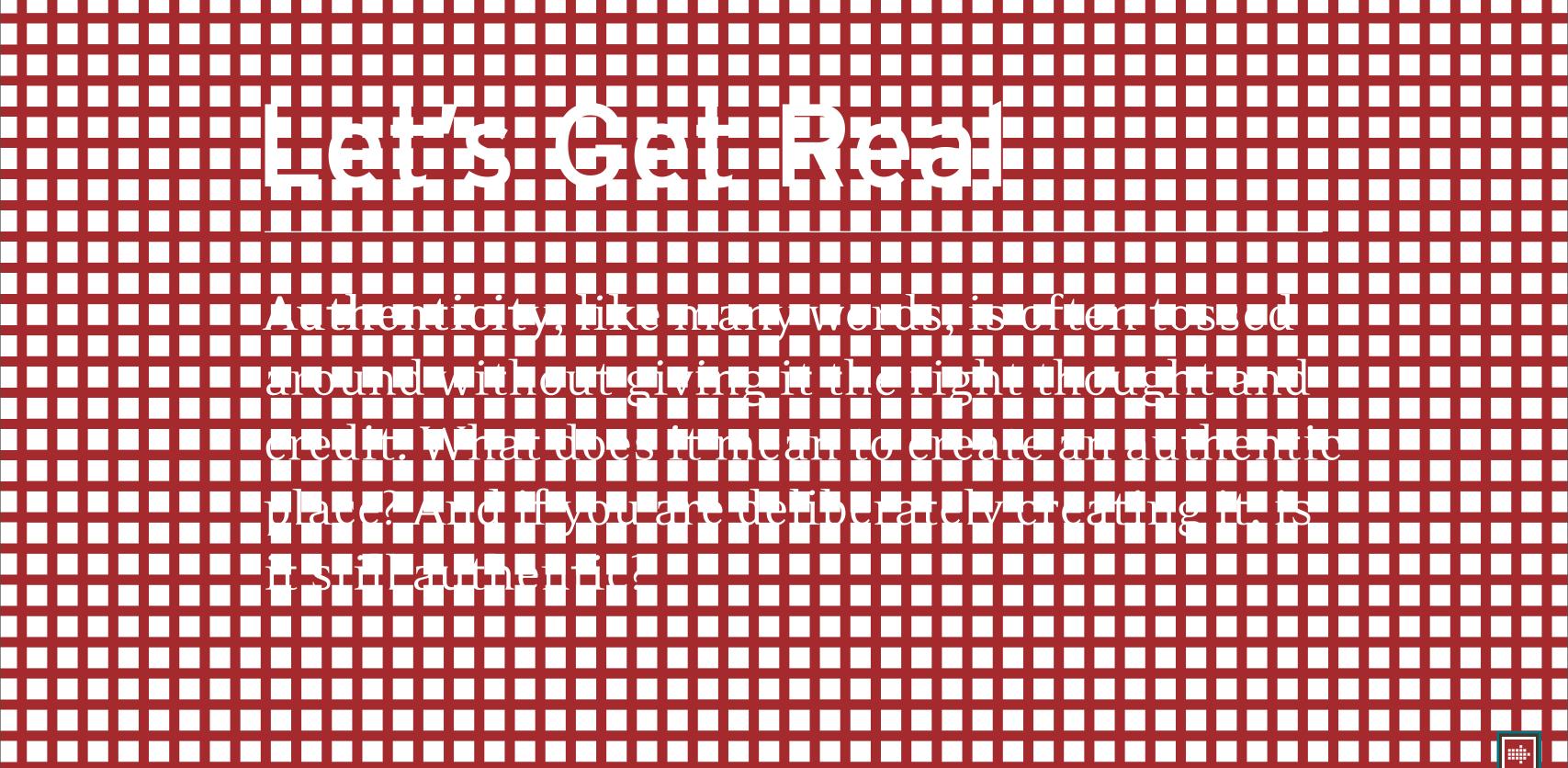
The Importance of Place Branding

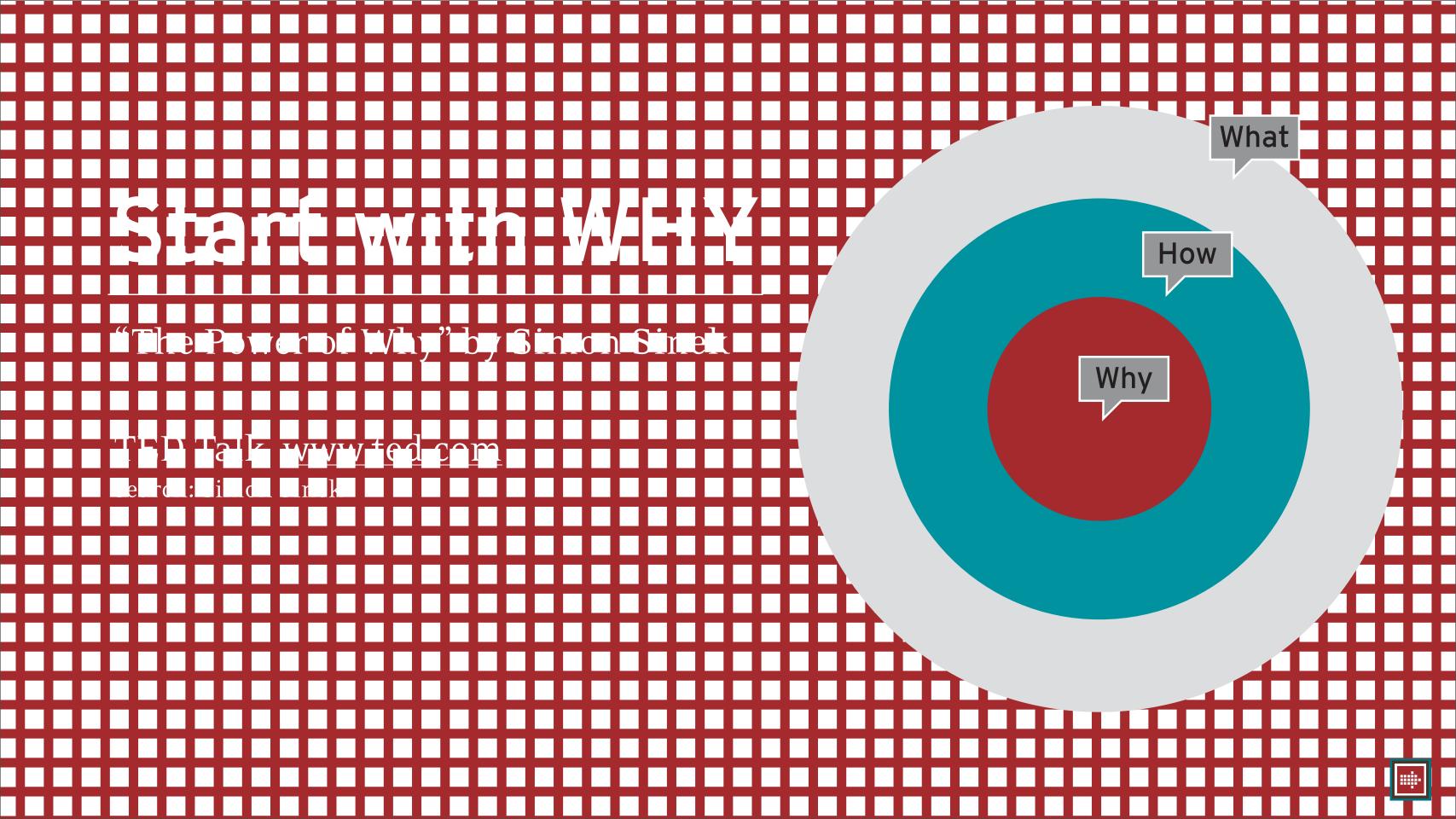
"A brand — clear, compelling and unique — is the foundation that helps make a place desirable as a business location, visitor destination or a place to call home. A brand strategy for a city leverages the features of that place to provide a relevant and compelling promise to a target audience."



INTRODUCTION

Brand Strategy







The challenge of developing a brand for a community is the diverse set of peoples, interests, agendas and visions for the future.

The best part of developing a brand for a community is the diverse set of peoples, interests, agendas and visions for the future.

BRANDING FOR COMMUNITY

The Process

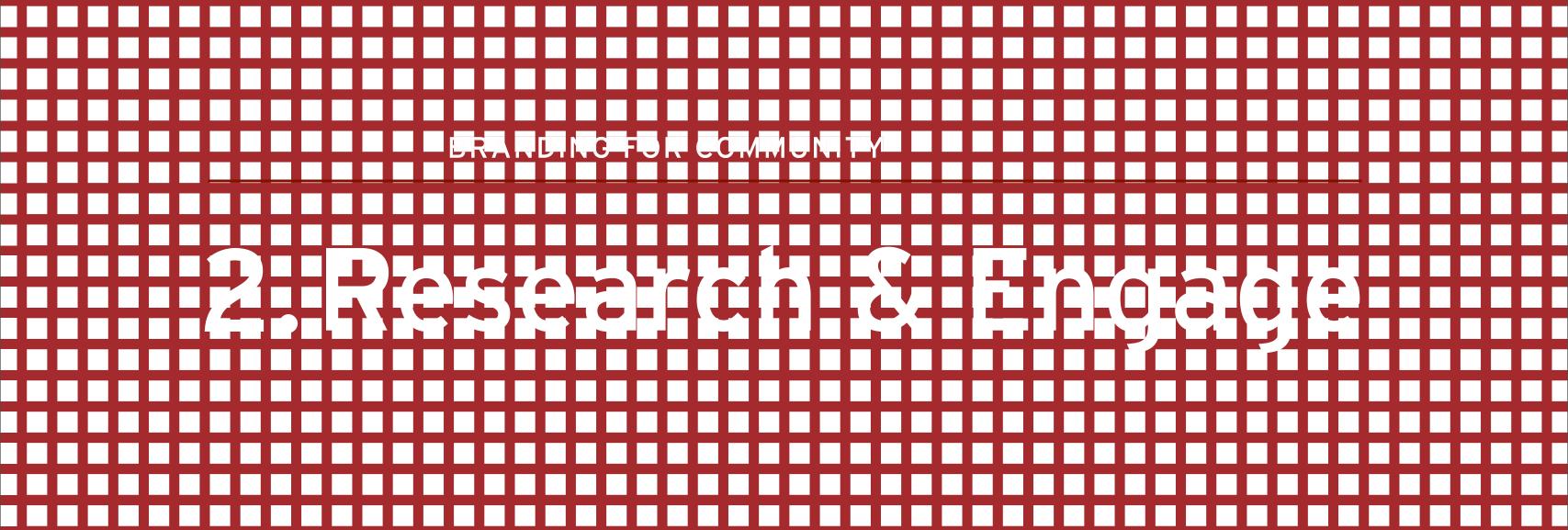
Process Overview

- 1. Define Goals & Processes
- 2. Research & Engage
- 3. Develop the Brand Framework
- 4. Build the Brand
- 5. Implement the Brand Strategy
- 6. Measure Success

1. Define Goals & Processes

Setting Clear Goals & Processes

- What is this project aiming to achieve?
- What specific results are you seeking?
- What does success look like?
- Who will oversee the effort?
- Who will the decision makers be?

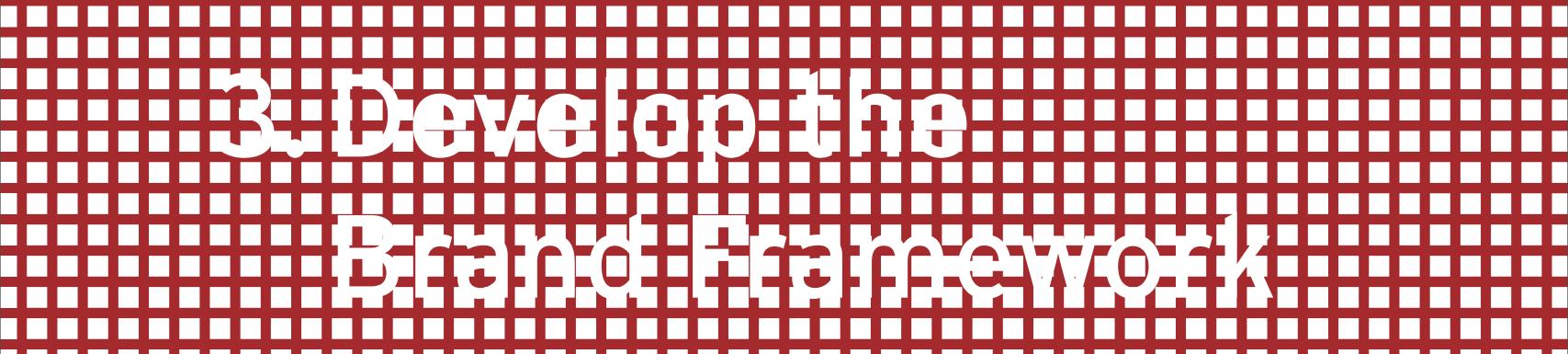




Who to Engage

- Council for Economic Development
- Business/Civic Leaders
- Elected Officials
- Community Representatives/Residents
- Board of Tourism
- Local Universities, Cultural Institutions
- Local Media





Brand Framework Overview

- Summarize Research
- Develop the Brand Positioning
- Define your Why
- Develop Key Messages

Developing the Brand Positioning

- Define and prioritize your audiences
- Identify current brand perceptions
- Establish desired brand perceptions



Positioning Defined

A forward-looking statement that succinctly defines how your place wants to be positioned in the marketplace. It should be an honest reflection of who you are today, but with short-term attainable aspirations.

North Coast Harbor, Cleveland

North Coast Harbor is the one Cleveland destination where the City meets the Lake, and Life intersects with unique venues, events and activities that enlighten, engage and entertain.



Start with Why

What is your core belief? Why do you exist?

Our Core Belief

Because North Coast Harbor is

Downtown Cleveland's connection to
the Lake, we believe it is a place to be
celebrated and enjoyed by all.



A place to be enjoyed by all

3. DEVELOP THE BRAND FRAMEWORK

Consider How

How do we make that core belief a reality?

Enhance safety and accessibility through infrastructure upgrades in and around the district.

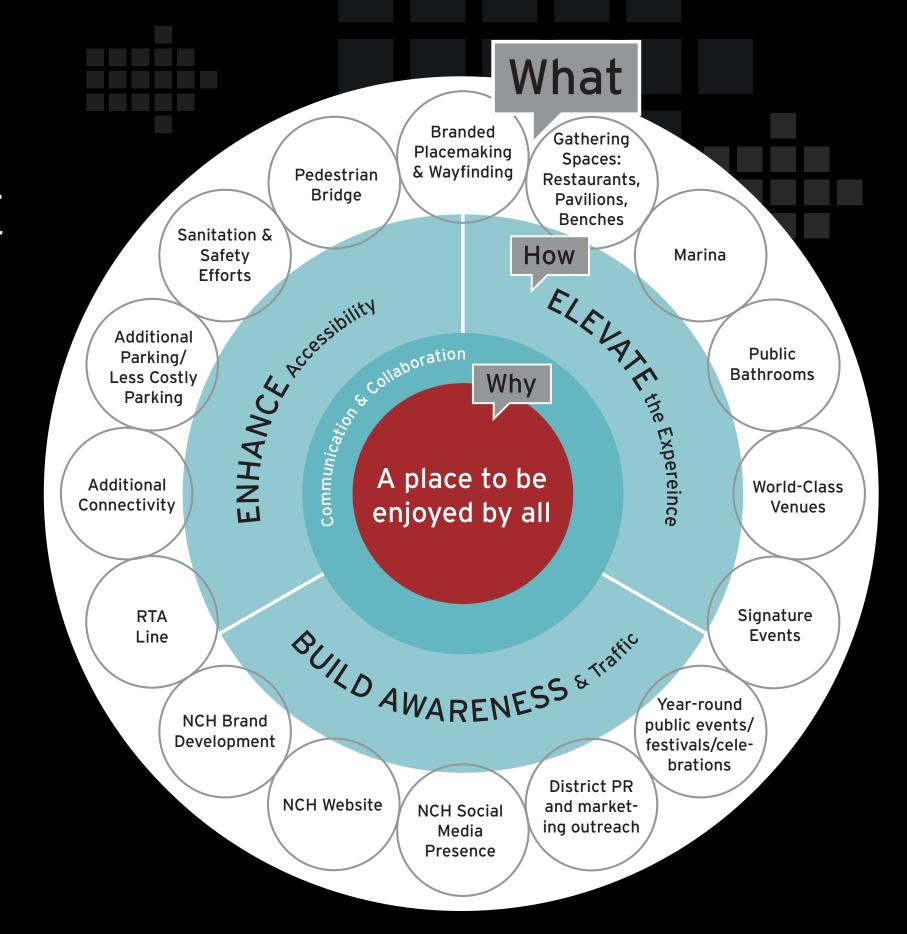
Elevate the visitor How experience through amenity additions. WANTE the Expereince WACCESSIBILITY WACCESSIBILITY Collaboration Collaboration Why A place to be enjoyed by all

Build awareness and traffic among visitors and residents through shared communication and event promotions.

3. DEVELOP THE BRAND FRAMEWORK

End with What

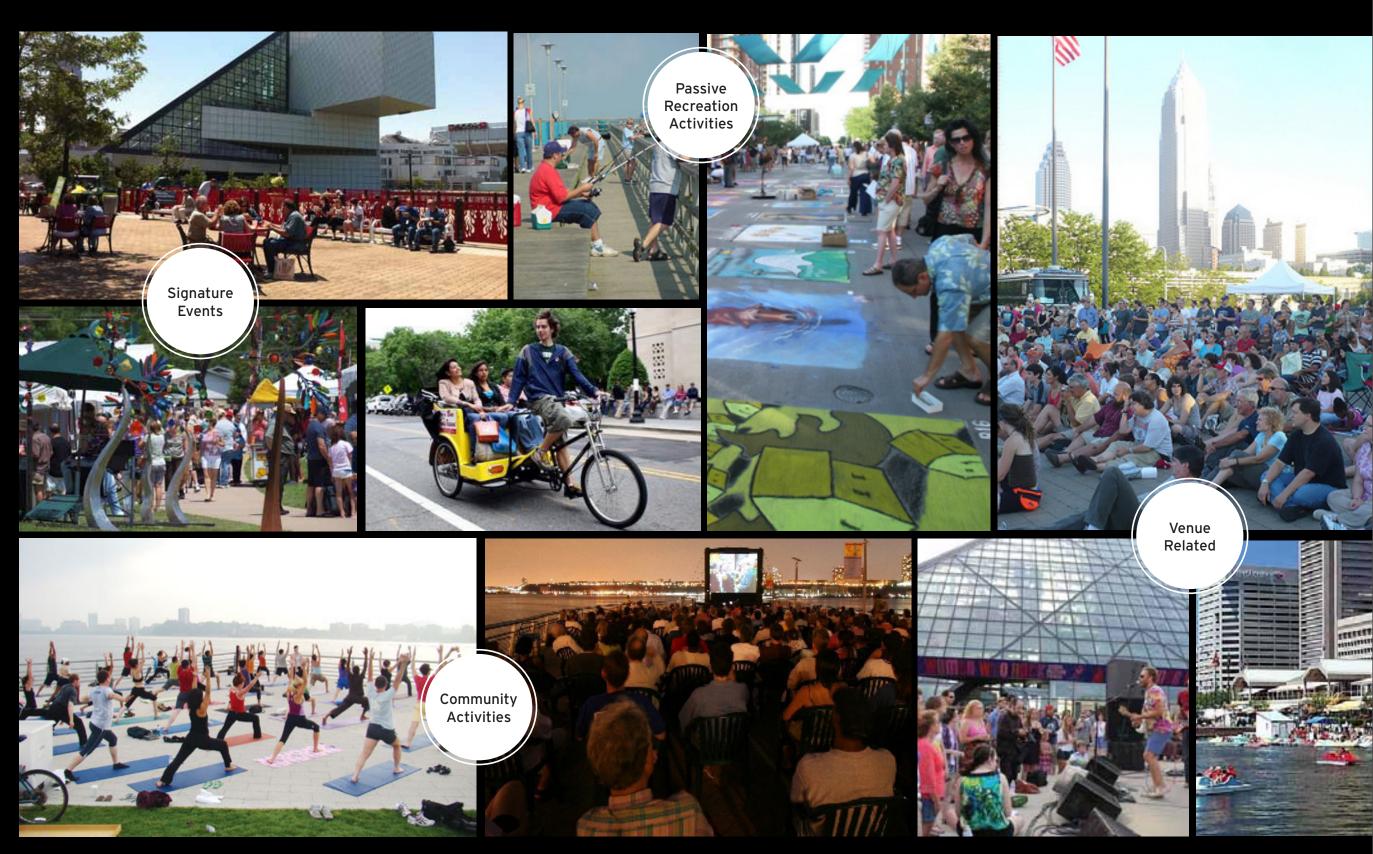
What do we offer to support our beliefs?



North Coast Harbor, Cleveland OH

What

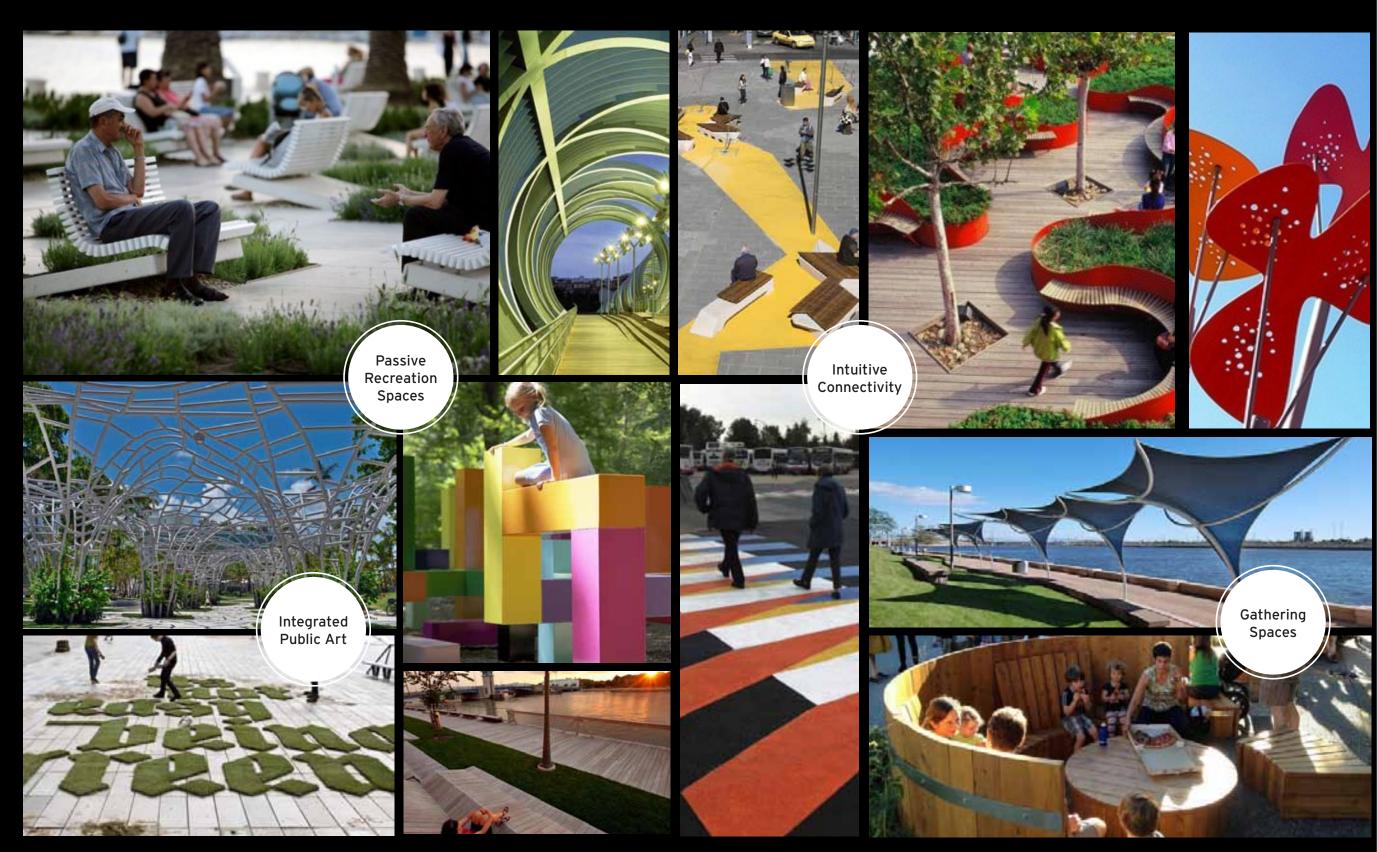
BUILD awareness and traffic



North Coast Harbor, Cleveland OH

What

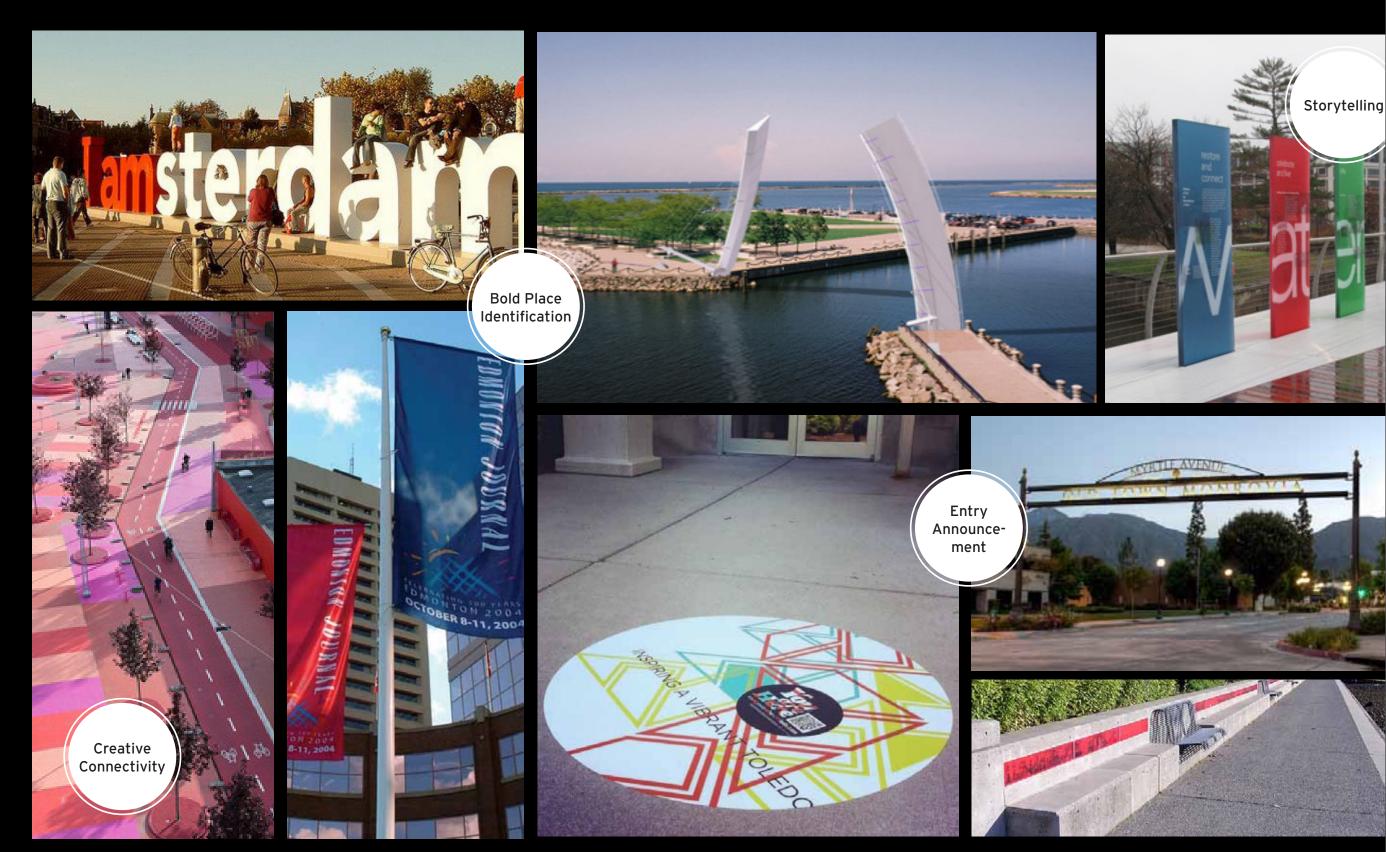
ELEVATE the experience



North Coast Harbor, Cleveland OH

What

ENHANCE accessibility



North Coast Harbor
is the one Cleveland
destination where the
City meets the Lake,
and Life intersects with
unique venues, events
and activities that
enlighten, engage and

entertain.



VENUE-RELATED

- > Public Concert Series (Rock Hall)
- > Cruises (Goodtime)
- > Lakefront Leagues Sports (Browns)
- > Lake n Learn Series:
- Discovery (Science/Nature) Trail (GLSC/Rock Hall)
- Learn the Sky Astrology (GLSC)
- Coastal History (COD/Mather)
- Naturalist Tours
- > Roctober Fest beer garden and music in back of Rock Hall
- Cocktails and Chemistry Fall Happy Hour series at GLSC; learn about chemistry of cocktails while you drink
- Happy Hours/resident special days or discounts
- > Harbor Pass to visit multiple venues

Year-round public events/festivals/celebrations



ACTIVITIES (smaller-scale, ongoing)

- > Lunch by the Lake
- > Waterfront Wellness Series:
- Group Yoga/Paddleboard Yoga
- Ship Shape bootcamp-style series
- > Art installations (could be on-going, community artists)
- > Flea Market at the Pier
- > Painting Classes
- > Bocce courts/horseshoes
- Clubs (photography, running, fishing, kayaking, dog walking)
- > Pier sidewalk art days (for kids)
- > Fishing Contests
- > Rentals & Rides:
- Paddleboat or kayak, jet ski, sailboat rentals
- Bike Rentals (better connections to bike paths, trails, etc.)
- Fishing / Ice fishing
- Boating (marina)
- Water taxi (Whisky Island runner/ferry)



EVENTS (annual or signature)

- > Run or Dye
- > Land Yacht Vintage Car Show
- > Cleveland Triathlon
- > Race for the Place
- > North Coast Boating and Fishing Fest
- > Art Show/Festival
- > Benefit Event (annual to raise \$ for NCH)
- > Tall Ships
- > Air Show
- > Harborfest
- > Senior Games
- > X-Games

Signature Events

Key Messages Defined

These are the primary messages you wish to communicate to your audiences. Generally, 2-5 statements that brand champions can process, internalize, and communicate. These statements also form the backbone of marketing messaging to your audience groups.

3. DEVELOP THE BRAND FRAMEWORK

South Euclid, OH

Prospective Home Buyers

While I may shop dozens of homes throughout the region, The City of South Euclid is the first place I look and the one place I land.

Families

The City of South Euclid rates high in safety and education, and offers plenty of kid-friendly amenities that will keep my family active as we grow.

Divorcees/Empty Nesters/Singletons

The affordability of The City of South Euclid allows me to enjoy more for less, maintaining the same or better quality of life, especially when comparing costs of neighboring communities.







City of South Euclid, OH



Tagline

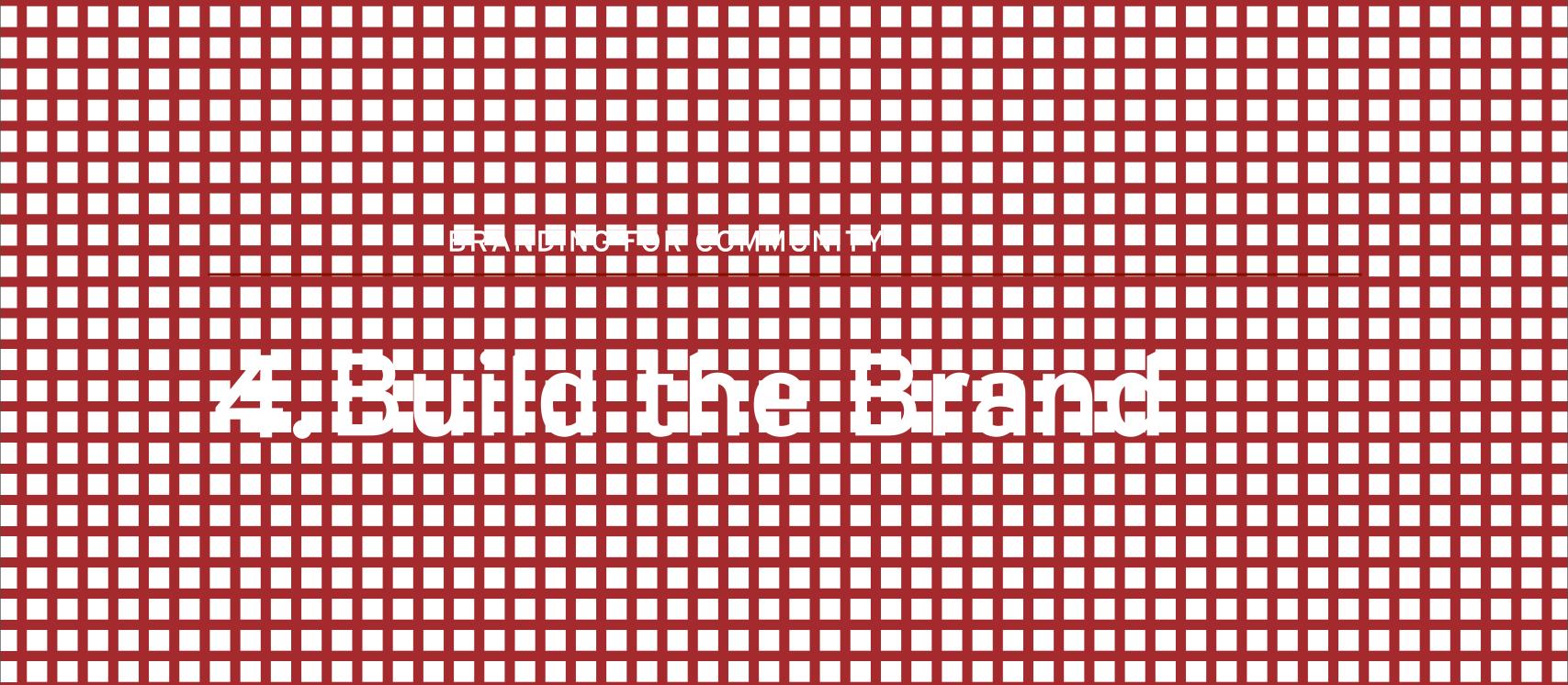
A short phrase summarizing either what you do, who you do it for, or what you stand for. The Tagline is used in tandem with the logo and may be incorporated into the Key Messages.

EXAMPLE - CITY OF SOUTH EUCLID, OH:

Come Together and Thrive

EXAMPLE - NORTH COAST HARBOR, CLEVELAND:

City Meetsthe Lake



Brand Build Up Overview

- Design or Develop Key Brand Elements
- Create Brand Guidelines

Cleveland's North Coast HARBOR

city meets the lake

PANTONE 7462

CMYK 100/48/6/30

RGB 0/85/140

HEX #00558C

PANTONE 7461

CMYK 98/24/1/3

RGB 0/125/186

HEX #007DBA



PANTONE 3135

CMYK 100/0/20/0

RGB 0/142/170

HEX #008EAA

PANTONE 3105

CMYK 44/0/11/0

RGB 104/210/223

HEX #68D2DF



PANTONE 7472

CMYK 54/0/27/0

RGB 92/184/178

HEX #5CB8B2

PANTONE 3245

CMYK 42/0/24/0

RGB 124/224/211

HEX #7CEOD3



North Coast Harbor Brand Standards



Etand Strategy

THE USER CONTINUUM



1 | BEFORE

PERCEPTION EXPERIENCE

build strong brand foundation with:

- Position + Promise
- Key Messages
- Identity + Brand Standards

COMMUNICATIONS EXPERIENCE

tell a compelling story with:

- Traditional Advertising
- Content Marketing
- Maps, Guides + Apps
- Sample Itineraries
- Video Productions
- Public Relations





DEPART

CAPTURE



ARRIVAL EXPERIENCE

welcome + orient with:

- Entry + Parking Signage
- Wayfinding Signage
- Maps, Kiosks, Guides + Apps

ARRIVE AT

DESTINATION

ORIENT

ENGAGE

- Brand Ambassadors

ENGAGEMENT EXPERIENCE

exceed expectations with:

- Environmental Graphics
- Signage that Informs, Identifies, Directs, Tells Stories
- Activities that Align with Brand
- Opportunities to Capture the Moment

EXIT EXPERIENCE

ensure positive transition with:

- Exit Path + Egress Signage
- Merchandise
- Exit Surveys





EXPERIENCE EXTENSION

maintain engagement with:

- Social Media Sharing
- Incentives to Return
- Ratings + Reviews
- Inbound Marketing





Typical Brand Elements

TYPICAL BRAND ELEMENTS - DESIGN:

- Logo/Brand Palette
- Digital Assets
- Ads, Flyers,
 Posters, Press Kit,
 Promotions
- Template/Tools
- Merchandise

TYPICAL BRAND ELEMENTS - ON-SITE:

- Signage/Wayfinding
- Amenity Upgrades
- Brand Ambassadors
- Events/Activities
- Master Plan
- Streetscape Design

TYPICAL BRAND ELEMENTS – CONTENT:

- Social Media
- Photo Library
- Video Library
- Publications
- Press Release
- Brand Standards

5. IMPLEMENT THE BRAND STRATEGY

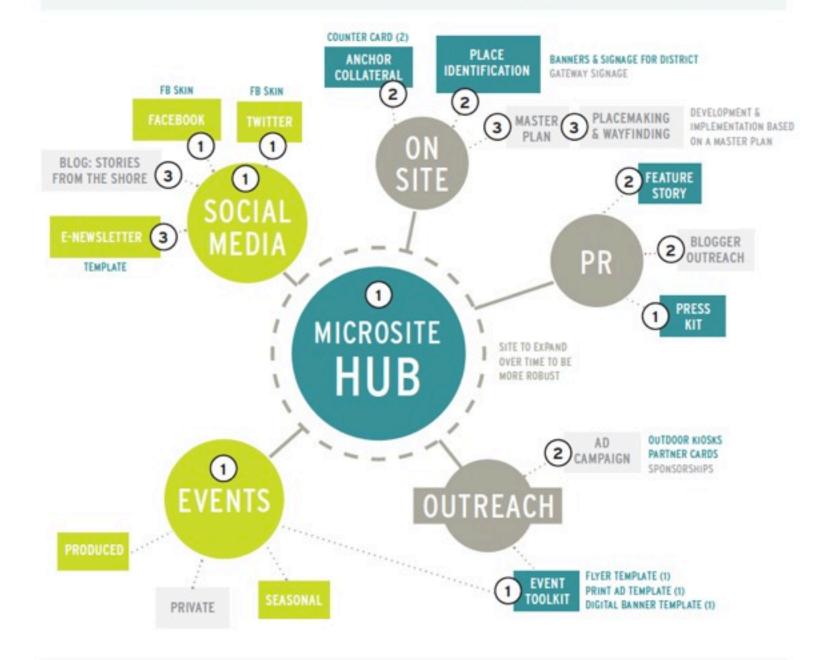
Prioritize

Prioritize touchpoints based on impact, return on investment, alignment with core values, and available resources.

MARKETING MAP

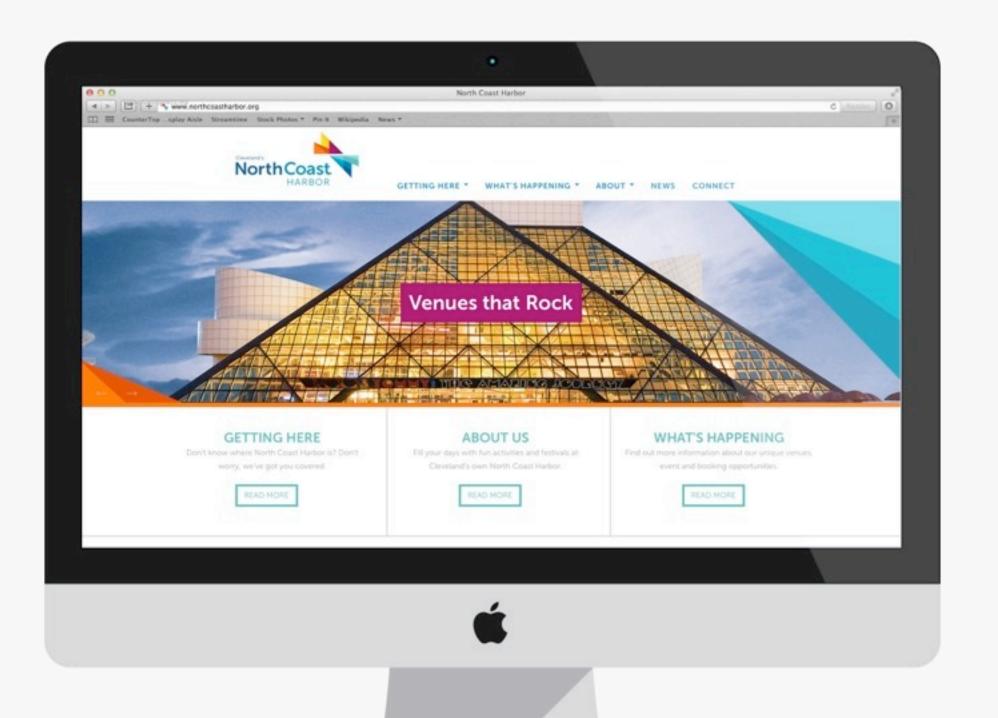
BRAND FUNDAMENTALS & INTERNAL COMMUNICATIONS

BRAND FOUNDATION, KEY MESSAGES, LOGO & COLORS, BRAND STANDARDS, PRESS KIT & REGULAR COMMUNICATION:



MICRO-SITE, SOCIAL-MEDIA SKINS, PHOTO LIBRARY, VIDEO ASSETS

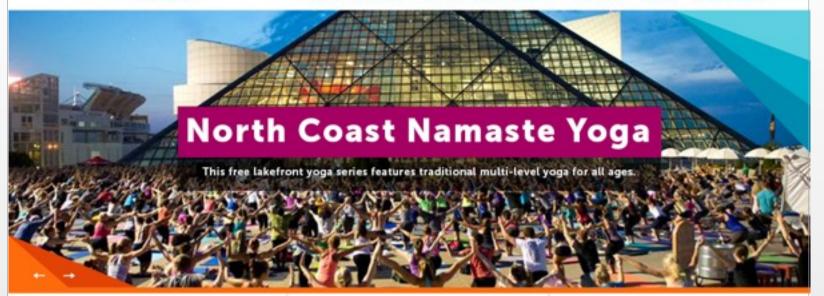
DIGITAL FUNDAMENTALS & CONTENT ASSETS



BUILD awareness



GETTING HERE WHAT'S HAPPENING ABOUT NEWS CONNECT



GETTING HERE

Don't know where North Coast Harbor is? Don't worry, we've got you covered.

READ MORE

WHAT'S HAPPENING

Fill your days with fun activities and festivals at Cleveland's own North Coast Harbor.

READ MORE

ABOUT NCH

Find out more our unique venues and events booking.

READ MORE

REDISCOVER NORTH COAST HARBOR

Cleveland's Lakefront is a busy place - discover your connection to Lake Erie.



Visit Voinovich Bicentennial Park

Read More >



World Class Museums

Read More >



Pedestrian Footbridge Opens

Read More >



Transient Marina Plans Underway

Read More >

City meets the Lake

CALENDAR

Our scheduled events will make you fall in love with Cleveland all over again!

JUNE 2014						
MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

UPCOMING

Special Events Seasonal Activities



North Coast Namaste Yoga

Tuesday, June 3, 2014



Wine & Canvas on the Goodtime

Tuesday, June 3, 2014

ANCHOR ORGANIZATIONS





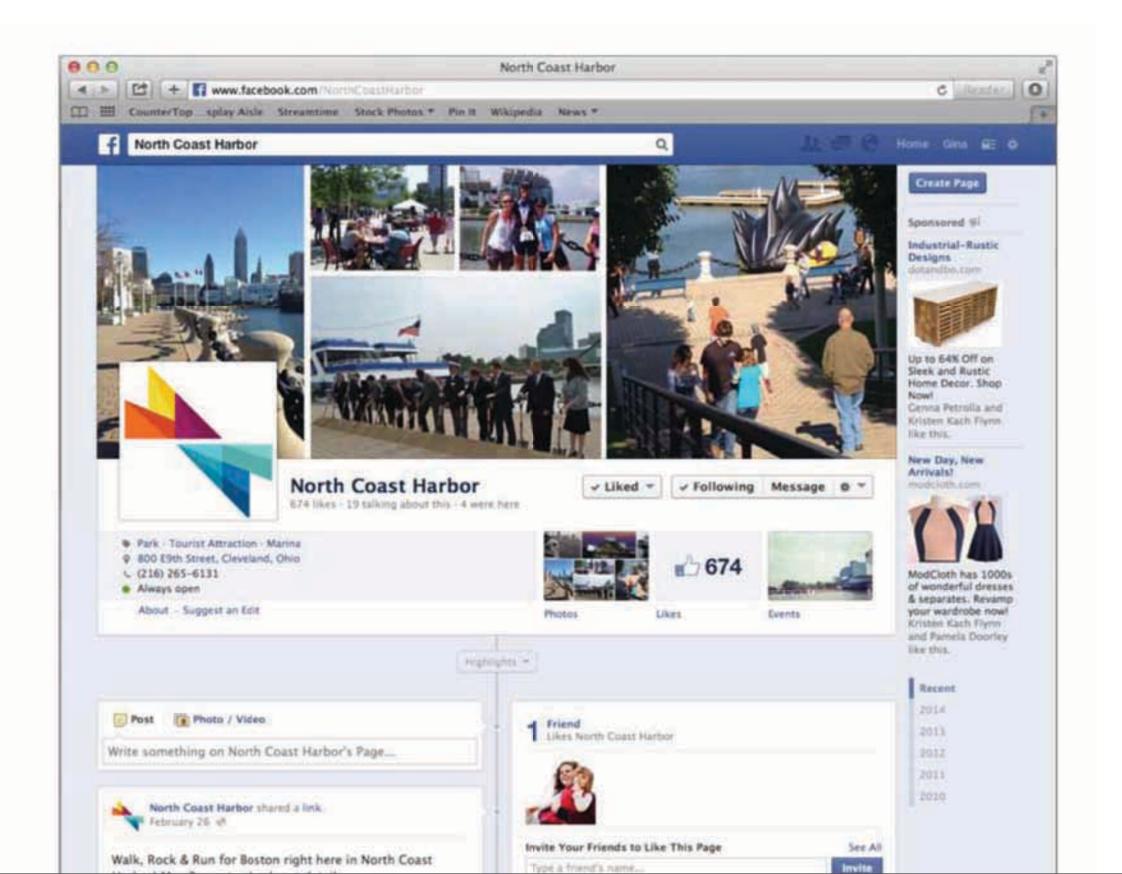








Social Media





Press Kit/Flyers

North Coast Harbor District Map



North Coast Harbor is located along the shore of Lake Erie easily accessed via East 9th street in Downtown Cleveland.

Museums & Venues

- 1. Cleveland-Cuyahoga County Port Authority
- 2. FirstEnergy Stadium
- Goodtime III.
- 4. Great Lakes Science Center
- 5. International Women's Air & Space Museum
- 6. North Coast Harbor Patio
- 7. Parcel B
- 8. The Rock and Roll Hall of Fame and Museum
- 9. Steamship William G. Mather
- 10 Transient Marina (coming soon)
- 11. US Army Corps of Engineers

- 12.US Coast Guard Marine Safety
- 13.USS Cod Submarine Memorial
- 14 Voinovich Bicentennial Park
- 15.9" Street Pier

Transportation

- 16 Amtrak Station €
- 17. North Coast RTA Station 2
- 18. West 3^{to} RTA Station □
- 19.RTA L-Line Trolley Stop (free! ₽
- Parking

Unique Events & Everyday Activities







Memorable Events

North Coast Harbor has beautiful views of the city and Lake Erie, making our lakefront property an unforgettable location for your next event. Located at the end of East 9" Street pier, Voinovich Bicentennial Park is just steps away from public transportation and parking, and a short walk from hotel accommodations and dining. This outdoor space currently hosts seasonal events that include summer and ready for more. concerts, festivals, walks, and runs.

The City of Cleveland and the Downtown Cleveland Alliance are actively seeking engaging community events that share the mission and values of North Coast Harbor.

Please know North Coast Harbor is entering into an exciting ... Enjoy the view (and the people watching!) stage of new development slated to begin in 2015. With the ... Paint a masterpiece changes ahead. North Coast Harbor will be available for permitted events pending construction schedules.

Everyday Fun

When was the last time you took a stroll along the shores of North Coast Harbor? On your next visit, you may notice that more and more residents, professionals, and visitors are taking advantage of the unique offerings of this waterfront green space. We invite you stop by often and stay awhite! We guarantee you'll leave relaxed, refreshed.

FOR RESIDENTS

- A Fish off the pier
- Walk the dog
- Go for a run or a stroll

- Dock your boat for an afternoon visit
- Bring a picnic
- Practice yoga by the Lake
- Take a long lunch

FOR VISITORS

- Spend the day at North Coast Harbor
- Museum hop on the land and floating
- Take a cruise on the Goodtime III
- Check venue-specific calendars for special events
- Enjoy NFL football at a Browns game

For more information on events at North Coast Harbor, contact Jessica Kerr at Downtown Claveland Alliance.

Anchor Institutions & District Highlights





The district is home to world-class venues and local staples punctuated with park space and waterfront vistas.

FIRSTENERGY STADIUM

There is nothing more Cleveland than football at Finitinergy Stadium, home of the Classiand Brown, where the best fam in the NFL tale over the city. with their passion and exclument. It's a fedivity you don't want to miss!

GREAT LAKES SCIENCE CENTER

Get hands on minds on family for at Great Lakes Science Cented See and touch hundreds of hands-on exhibits, visit the NASA Glenn Visitor Center. Interest yourself in our six-story Cleveland Clinic OMN/IPMNP Theater, and market at science demonstrations performed right before your eyes.

GOODTIME III

Experience a cruise on the Capatioga River and Latio Erie aboard Cleveland largest sight-seeing vessel. This quadruple-deck 1,000 passanger luxury ship is the largest on the Great Lakes.

INTERNATIONAL WOMEN'S AIR & SPACE MUSEUM

Located in the larrestal of Burke Laterhoot Algorit, olders to the Museum will discover how Momen's Air & Space History is more than Safy Ride and Ameta Carrort.

NORTH COAST HARBOR PATIO

Located in the backyard of the Rook and Robi Hud of Fame. The red flamed Sence once enclosed a state park, now the patio is the Thursday location for Lanch by the Lake. The patio is steps away from the Transient Marina dock sertrance and has tables & share available for use all surrover long.

PARCEL B

This grassy knot between the Great Lakes Science Cartier and the Rock and Boll Hall of Farm includes a walkersy and state which lead from Driesda Aus. down to the south promerage of North Coast Harbor waters. The space: including a Lake Ene Monster's Pep Raily and a fun family festival called Rock sor World with Steam.

ROCK AND ROLL HALL OF FAME AND MUSEUM

The prealest stones and biggest names in rock and roll shine on at the flock multiple interactive stations and 7 floors of exhibits that tell the story of the

STEAMSHIP WILLIAM G MATHER

Discover what life onboard a working Crear Lakes Reighter was like as you tour this restored 629-foot Natoric Regulap. Explore the 1925-built Mather and marvet at the "engineering firsts" that helped transform No-theast Ohio into a great industrial center (part of the Great Lakes Science Center).

USS COD SUBMARINE MEMORIAL

The USS Cod is a retried World War II SS-204 submarrie, mosted at Classificat's North Court Hariner This National Historic Use is the only early veisel to be kept intact and visitors climb the vertical ladders through its Notches, just as the salions did during active duty.

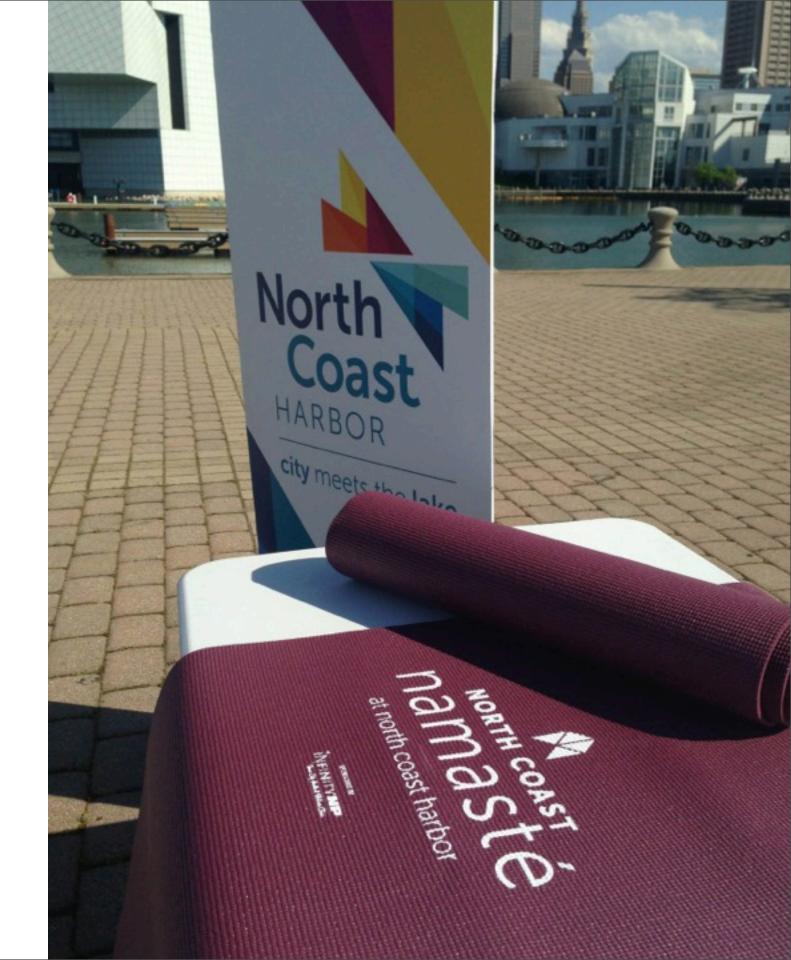
VOINOVICH BICENTENNIAL PARK

Broxy picturesque views of the downtown Cleverand drytine and Lake Brie at this 4.5-acre park, located at the north-end of the 9th Street Fire. The park is centered around a large, artistically-tensord green space, and plays host tosverts and everyday activities ables.

9TH STREET PIER

9th Street Plan is the very North and of E 9th Street, where the City physically meets the Calor. If 9th Street Plants the access point for Volnovich Bicemennial Flat. In the Goodstine III cruse ship. The space horts 90 parling spaces and is open to pedestrians 6AM-SIPM daily. Fahing is welcome in the designated fishing zone at the North-and of the pier.

NORTH COAST Namasté







city meets the lake

North Coast Harbor is the unique place where Downtown Cleveland meets the Lake.

local institutions punctuated with park space and waterfront vistas. Along this dynamic urban landscape, visitors, professionals, and residents enjoy endless activities that set the stage for memorable events and everyday fun.

What memories will you make along the shore?

III DOMESTIC BELLEVILLE IN PROPERTY OF DESCRIPTION OF DESCRIPTION



Downtown Cleveland Alliance northcoastharbor.org





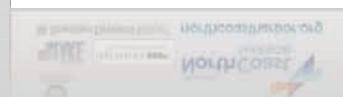








Downtown Cleveland Alliance" northcoastharbor.org





city meets the lake WWW.NORTHCOASTHARBORDRG

Enlighten

at world-class institutions like the Rock Hall & Great Lakes Science Center

Engage

fish off the pier, pack a picnic, or walk the dog along the shore

Entertain

take a yoga class, lunch by the lake, or attend one of our exciting events

> f facebook.com/NorthCoastHarbor Instagram.com/NCoastHarbor **₩**BNCoastHarbor

Signage/Placemaking

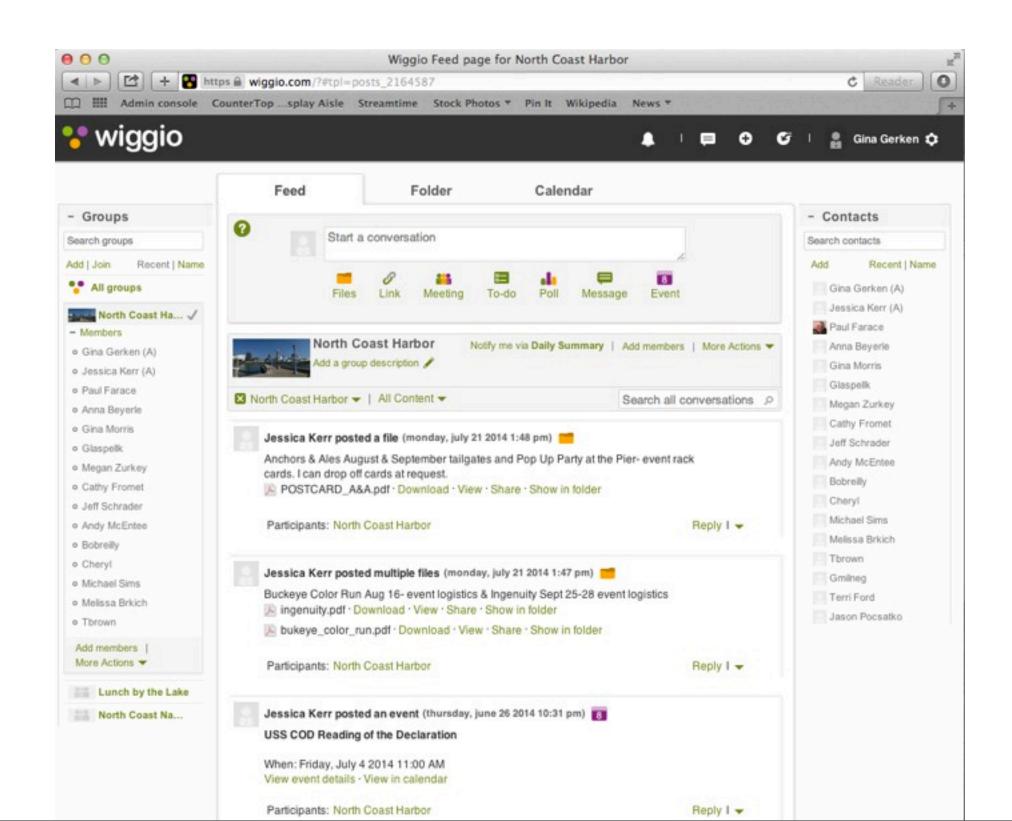


CONTEXT ELEVATIONS - BANNER CONCEPT A1 SCALE: 1/2" = 1'-0"





COMMUNICATION & collaboration



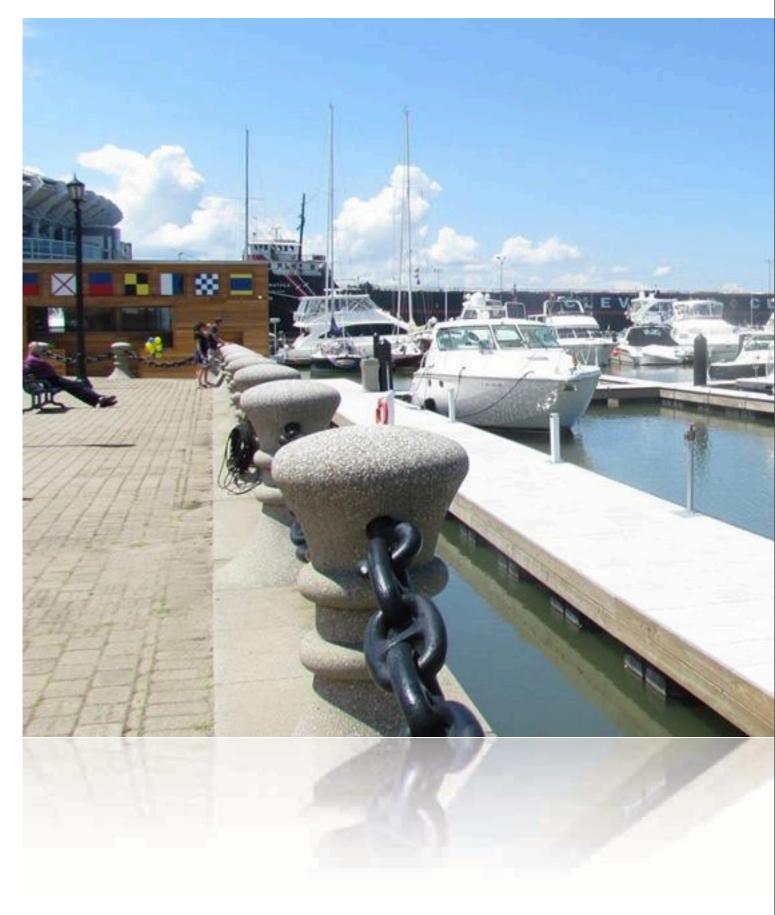


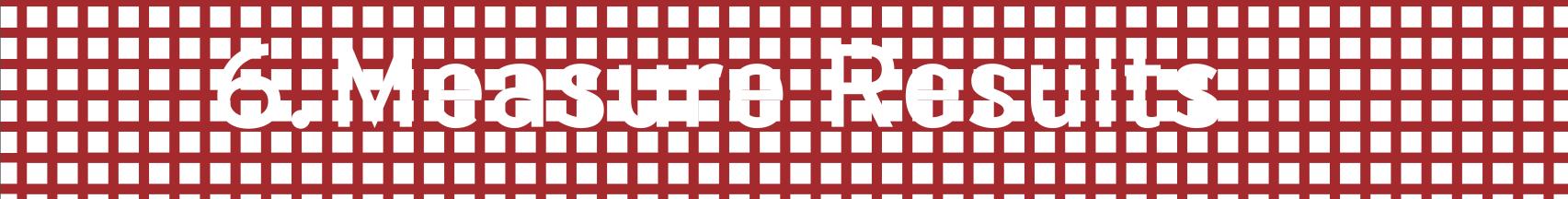




ELEVATE the experience







Principles for Measuring Success

- Monitoring the success of branding efforts with key audiences
- Measuring the effectiveness of branding and marketing activities over time
- Showing the effect brand has on the business by measuring brand metrics in conjunction with economic and community development metrics

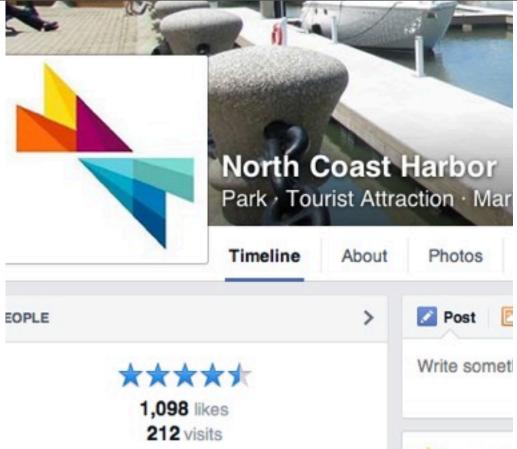
Typical Measurables

- Property Values
- Event Attendance
- Social Media Rankings
- Website Statistics
- Development Interest
- Population Growth

- Revenues & Taxes
- Curb Appeal
- Ratings & Referrals
- Community Engagement
- Special Interest Group/ Neighborhood Group Development

Social Media Rankings





Event Attendance









www.designwithdirection.com

