

# BRANDING PROCESS FOR COMMUNITIES

## Brand Positioning

- Mission “What”

- Intent “Why

## Brand Messaging

- Values

- Voice

- Phrases & Taglines

## Brand Identity

- Logo

- Design Elements

## Brand Communication

### Marketing

- Signage

- Promotional Items

- Printed Collateral

- Presentation Materials

### Advertising

- Digital & Print

- Radio & Television

- Newspaper & Magazine

### Promotions

- Events

- Campaigns

- Conferences

- Fundraisers



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BRAND STRATEGIES

[authenticitybrandstrategies.com](http://authenticitybrandstrategies.com) 864-247-9240

## A GUIDE TO BRANDING STRATEGIES

Your city's brand is more than just a logo and tagline. Branding, simply put, is your reputation and a promise to your community. It communicates a town's values, offerings, and identity. When looking to re-brand your community or organization, a comprehensive branding strategy covering brand positioning and messaging, brand identity, and brand communication will give you the tools you need to implement it successfully.

**Brand Positioning & Messaging:** is the process that identifies your town or downtown organization's assets, values, and defining characteristics. Community stakeholders will give input to determine WHY your city is a destination for residents, visitors, and businesses and what a successful downtown would look like. A framework for communicating the value of downtown, including key phrases and taglines, mission, vision, and values statements will serve as the foundation for logo design and marketing strategies.

**Brand Identity:** is the visual identity that includes logos, fonts, colors, imagery, graphics, and brand extensions that meet the messaging goals determined through the brand strategy process.

**Brand Communication:** creates awareness of the brand through marketing, advertising, and promotions. This part of the branding process focuses on telling the story of downtown and creating awareness of its potential. A marketing plan will determine goals, schedule, and budget for the outward touchpoints of your brand, including signage, banners, promotional materials, printed collateral, presentation templates, and window and sidewalk graphics. An advertising plan based on branding strategies will focus on the media and market that best suits your town's goals. Promotion strategies include events that tie directly to the assets of your brand, such as shop local campaigns, storytelling to build community engagement, and events and promotions that support downtown businesses.

## ABOUT US

AuthentiCiTY Brand Strategies is a full-service branding and design firm centered around communities. Libby Imbody, Principal and Lead Designer, combines her experience in branding and design with her work in downtown revitalization and economic development to provide a unique scope of services to towns and downtown organizations. The AuthentiCiTY team pulls together designers, economic developers, downtown strategists, planners, and developers when needed to provide a wide range of consulting services to help downtowns prepare for and manage growth and tell their unique stories.



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