

**DEARBORN**

# **Brand Story + Guide**

## **Community Presentation**

**02.13.20**

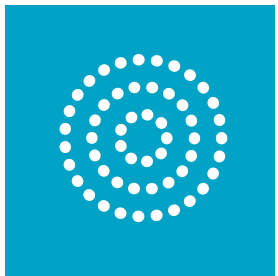
# Transformational Strategies



**Image**



**Mobility**



**Cohesive  
Community**

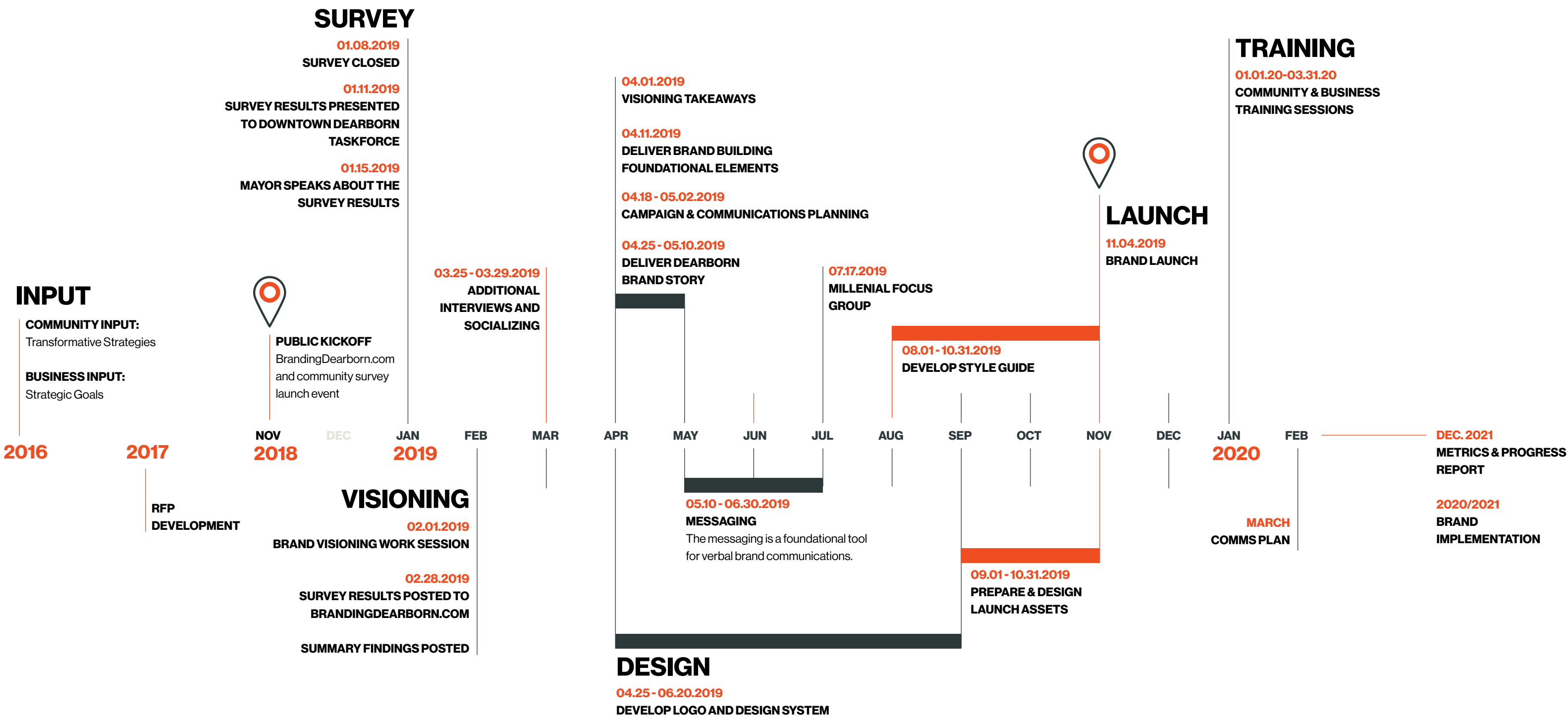


**Innovative  
Retail**



**Next-Gen  
Appeal**

# Timeline



## Goals

**Community stakeholders have set out to create a unified brand that encompasses all assets of Dearborn to help:**

- **Attract** and retain top talent
- **Encourage** workforce to live, play and stay in Dearborn
- **Encourage** students to live, stay and play
- **Drive** complimentary businesses to locate and operate in the districts
- **Grow** the brand through stakeholder participation and investment
- **Increase** commercial and residential property value
- **Drive** tourism to the districts
- **Increase** community pride and investment

## **Why a Cohesive Brand?**

**When a brand tells a cohesive story and has a consistent, distinctive look and feel, it helps to achieve:**

- **Recognizability**
- **Differentiation**
- **Strategic perception**
- **A deeper sense of pride**
- **Measurable progress**
- **Messaging impact**
- **Time and cost savings**

# Discovery Process

## Sources of insight

- Site visits (3-day intensive + ongoing)
- Group info sessions (9 groups)
- Visioning session (33 participants)
- Creative roundtable (15 participants)

## Surveys

- 1909 Individual responses
- 26 Print survey locations citywide + online and at city offices
- Bilingual English & Arabic



**Dearborn Brand Essentials: An Overview**

# The keys to telling Dearborn's story



MISSION  
& VISION

## Dearborn Brand Essentials: **An Overview**

# The keys to telling Dearborn's story





**Dearborn Brand Essentials: An Overview**

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**Dearborn Brand Essentials: An Overview**

# The keys to telling Dearborn's story



## **Dearborn Brand Essentials: Vision**

**What do we want Dearborn to become?**

**One of the most desirable  
cities in the United States  
in which to live.**

## **Dearborn Brand Essentials: Mission**

**How will we enable Dearborn to achieve its potential?**

**By creating an unforgettable image of Dearborn as a cohesive community with next-gen appeal, enriched by walkable public spaces, cultural vitality and innovative retail diversity.**

\*"Downtown Dearborn: Strategic Plan Overview (Draft Highlights 3-10-16)", available from the East & West Downtown Dearborn Development Authorities.

**Dearborn Brand Platform: Brand Drivers**

# What makes Dearborn unique?

**Diversity**



**Dearborn Brand Platform: Brand Drivers**

# What makes Dearborn unique?

**Diversity**



**Innovation**





**Dearborn Brand Platform: Brand Drivers**

# What makes Dearborn unique?

**Diversity**



**Innovation**



**Connectedness**





## Dearborn Brand Platform: Positioning

# The perfect balance

The positioning clearly summarizes what sets Dearborn apart from neighboring towns and cities.

Keep in mind that this is an idea, not a slogan.





**Dearborn Brand Platform: Promise**

**Cosmopolitan meets  
community: Access all the  
amenities of big city life –  
without sacrificing a sense  
of belonging**

**Our promise is the greatest value we can  
offer to our overall audience.**

## Dearborn Brand Platform: **Personality**

# What's the vibe?



**Smart:** forward-looking, energizing, resourceful

**Down-to-earth:** neighborly, welcoming, accessible

**Diverse:** vibrant, varied, inclusive

**Creative:** expressive, inventive, handy

**Real:** honest, authentic, genuine

## **Dearborn Brand Messaging: Backstory**

**Bringing  
the messages  
together:  
The Dearborn  
backstory brings  
together all of  
the elements  
of the Dearborn  
communications  
platform into a  
single, cohesive  
whole.**

# **Make Your Mark**

**For some, city life is the ultimate draw.  
For others, small towns are the setting  
of choice. And then there are those who  
won't settle for either – the ones who  
literally want it all.**

**Across the two thousand square miles  
that make up metro Detroit, is there a  
place that can deliver?**

## Backstory

**Turns out there is—a scaled down-yet-still-urban destination defined by talent, drive and diversity. Dearborn's hundred thousand people enjoy an array of amenities you'd expect of a much larger city together with a sense of belonging that hearkens to somewhere smaller.**

## Backstory

**With its two-plus centuries of history, contributions from many cultures, and fine outdoor settings beginning with the scenic, restored Rouge River, Dearborn's character is anything but cookie-cutter.**

## Backstory

**From automobiles to fashion, healthcare to education and culture, Dearborn is also a place where new ideas go from the drawing board to the real world and catch on from there. Just ask Henry Ford.**

## Backstory

**Today, enterprising individuals in Dearborn are creating everything from beer to bread, glassware to fishing lures, sculpture to dance. From kindergarten through college, the city's schools help to insure that Dearborn will continue to nurture not just ideas but also the brightest talent.**



## Backstory

**In Dearborn, the feeling of being connected thrives at every level. Want to keep up with what's new in the D? In Dearborn, Detroit's right at your fingertips. Want to keep the rest of the world within easy reach? With the region's best air, rail and highway connections, that's easy, too. Want to be friends with the neighbors, get connected through community networks, and feel like you fit right in? In Dearborn, that might just be easiest of all.**

## Backstory

**Keep your cosmopolitan outlook. And cherish your community traditions. If that's the balance you're after as you set out to make your mark in the world, then Dearborn is where you'll find it.**

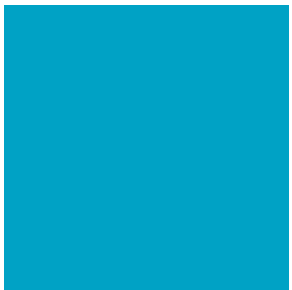
# Visual Language: Color Palette

## Painting the brand

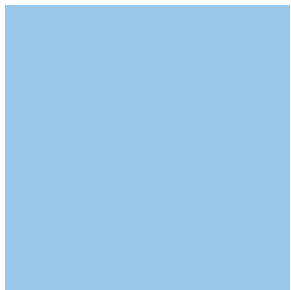
The color palette is rich and vibrant, reinforcing the persona of a welcoming, creative city.



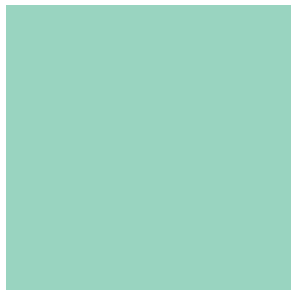
**DEARBORN BLUE**  
PMS 5473  
CMYK 86/20/32/51  
RGB 17/94/103  
HEX #115E67



**ROUGE RIVER BLUE**  
PMS 632  
CMYK 93/2/15/7  
RGB 0/147/178  
HEX #0093B2



**SKY BLUE**  
PMS 543  
CMYK 37/9/0/1  
RGB 164/200/225  
HEX #A4C8E1



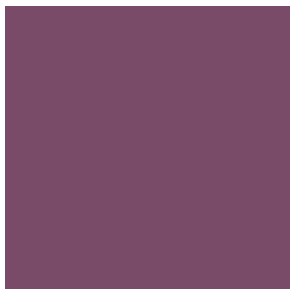
**PARKS GREEN**  
PMS 352  
CMYK 40/0/30/0  
RGB 143/226/176  
HEX #8FE2B0



**SUNFLOWER GOLD**  
PMS 7406  
CMYK 0/20/100/2  
RGB 241/196/0  
HEX #F1C400



**SUNSET ORANGE**  
PMS ORANGE 21  
CMYK 0/65/100/0  
RGB 254/80/0  
HEX #FE5000



**HEARTH RED**  
PMS 2056  
CMYK 47/74/34/23  
RGB 126/73/102  
HEX #7E4966



**MAKER GRAY**  
PMS 423  
CMYK 22/14/18/45  
RGB 137/141/141  
HEX #898D8D

## Visual Language: Iconography

# Connecting the brand

**The icon set enhances  
the Dearborn personality:  
smart, real, creative,  
down-to-earth and diverse.**

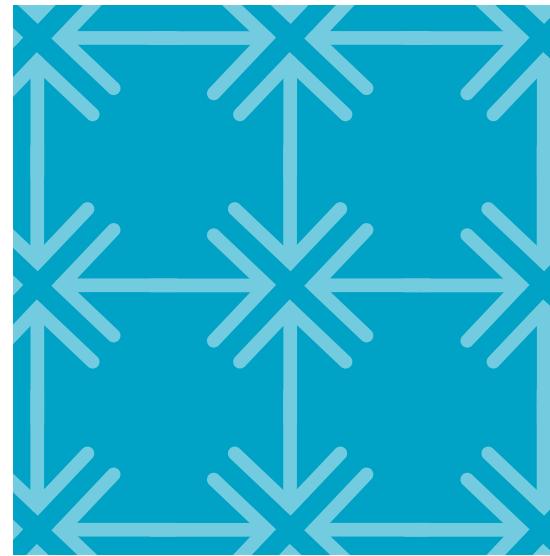
**It is inspired by the  
city's culture, environment  
and values.**



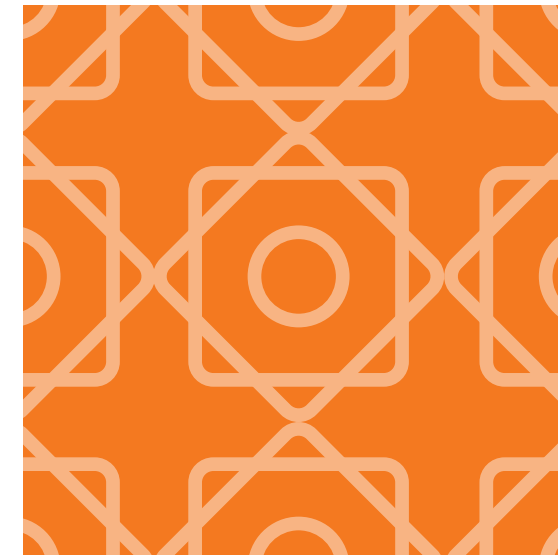
## Visual Language: Iconography with Patterns

# Adding another dimension

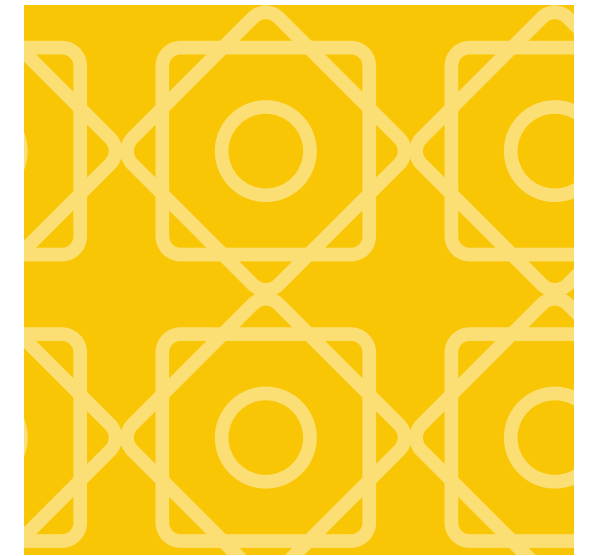
**Various patterns  
inspired by the creative  
and diverse culture  
throughout Dearborn  
have been created to  
enhance the brand.**



INCLUSIVITY



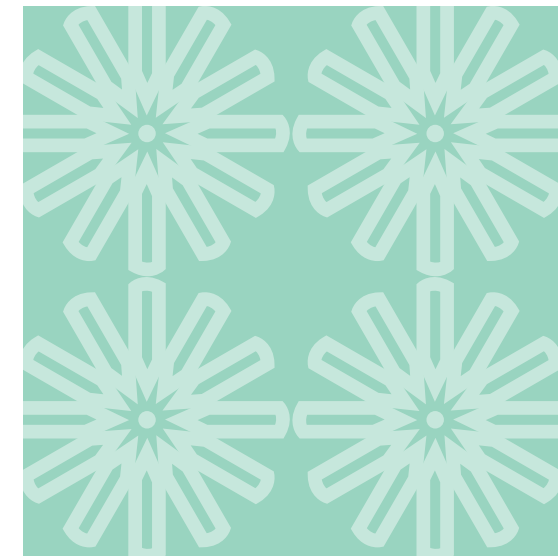
DIVERSITY



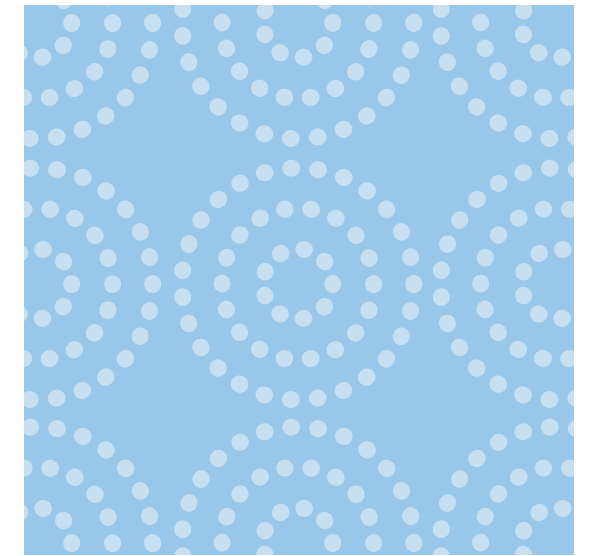
CREATIVITY



INNOVATION

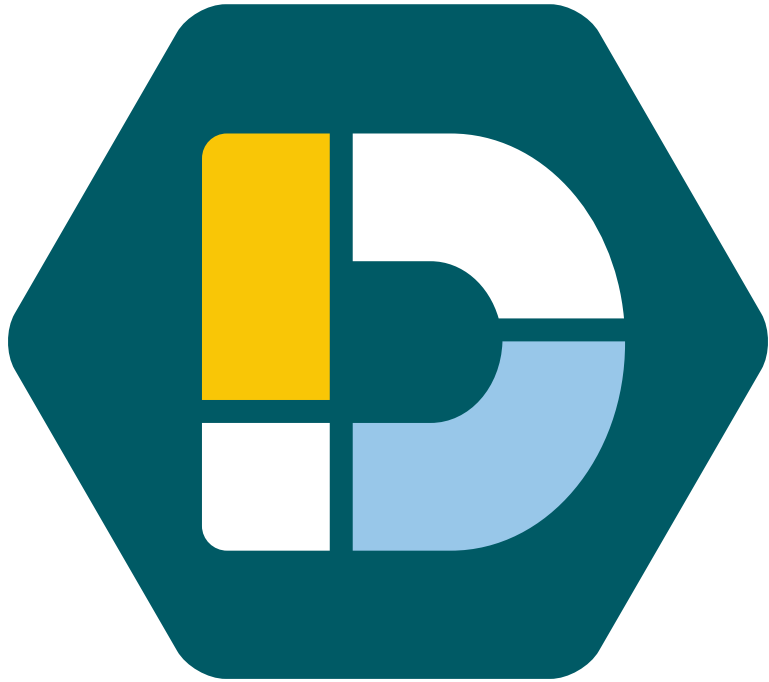


MAKER



CONNECTEDNESS

**Visual Language: Dearborn Logo**



**DEARBORN**



**DEARBORN**

## Visual Language: Brand Lockups

# Bringing the elements together

**When these elements are  
used together, they begin  
to convey the feeling of  
a rich, layered quilt.**





# Visual Language: Before and After Comparison

## PRE BRANDING



## POST BRANDING





# Visual Language: Before and After Comparison

## PRE BRANDING

SPRING HAS SPRUNG!



DOWNTOWN DEARBORN – Minutes from The Henry Ford









DOWNTOWN DEARBORN

Only Minutes from The Henry Ford

Savor the Flavors of Summer

ONE GREAT CITY  
TWO DOWNTOWNS

FREE Parking & Bike Share Available





downtowndearborn.org



DIGITAL AND PRINT ADS

## POST BRANDING







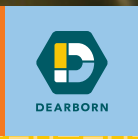





Make Your Mark.

In Dearborn, good things are born.

Beer to bread. Glassware to activewear. Paintings to podcasts. Fishing lures to F-150s. Dearborn's makers, big and small, are in on the insight: This is a place where ideas go from the drawing board to the real world. And then take off from there.

downtowndearborn.org f t i



Put More Urb in Your Burb.

In Dearborn, delightful meets diverse.

From world-class museums to green, scenic spaces where you can bike, hike and kayak. From charming neighborhoods to not one but two diverting downtowns. From the juiciest burgers to the flakiest sabayas. And we're just getting started.

downtowndearborn.org f t i



# Visual Language: Before and After Comparison

PRE BRANDING



STREET POLE BANNERS

POST BRANDING





# Visual Language: Application of Elements



STREET POLE BANNERS



# Visual Language: Application of Elements



**Cosmopolitan Meets Community.**

In Dearborn, delightful meets diverse.

From world-class museums to green, scenic spaces where you can bike, hike and kayak. From charming neighborhoods to not one – but two downtowns. From the juiciest burgers to the flakiest baklava. And we're just getting started.

[downtowndearborn.org](http://downtowndearborn.org) f t @



DEARBORN



**Make Your Mark.**

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[downtowndearborn.org](http://downtowndearborn.org) f t @



DEARBORN



**Build What You Have in Mind.**

Ready to roll up your sleeves? Welcome to Dearborn.

Resources to get started. Room to grow. Talent to tap into. Experiences to inspire. Conversations to cultivate. Diversity to stimulate. Looking for the right ingredients to make your dream happen? Dearborn delivers. In abundance.

[downtowndearborn.org](http://downtowndearborn.org) f t @



DEARBORN



## Visual Language: Application of Elements



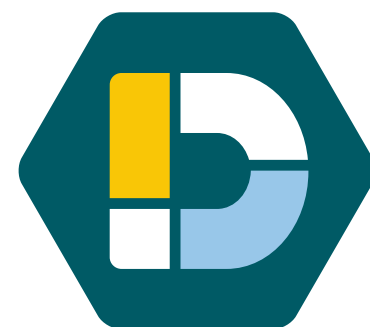
# Visual Language: District Logos



**DEARBORN**  
East Downtown



**DEARBORN**  
West Downtown



**DEARBORN**  
Civic District



**DEARBORN**  
Innovation District



**DEARBORN**  
MoCa



**DEARBORN**  
Souk

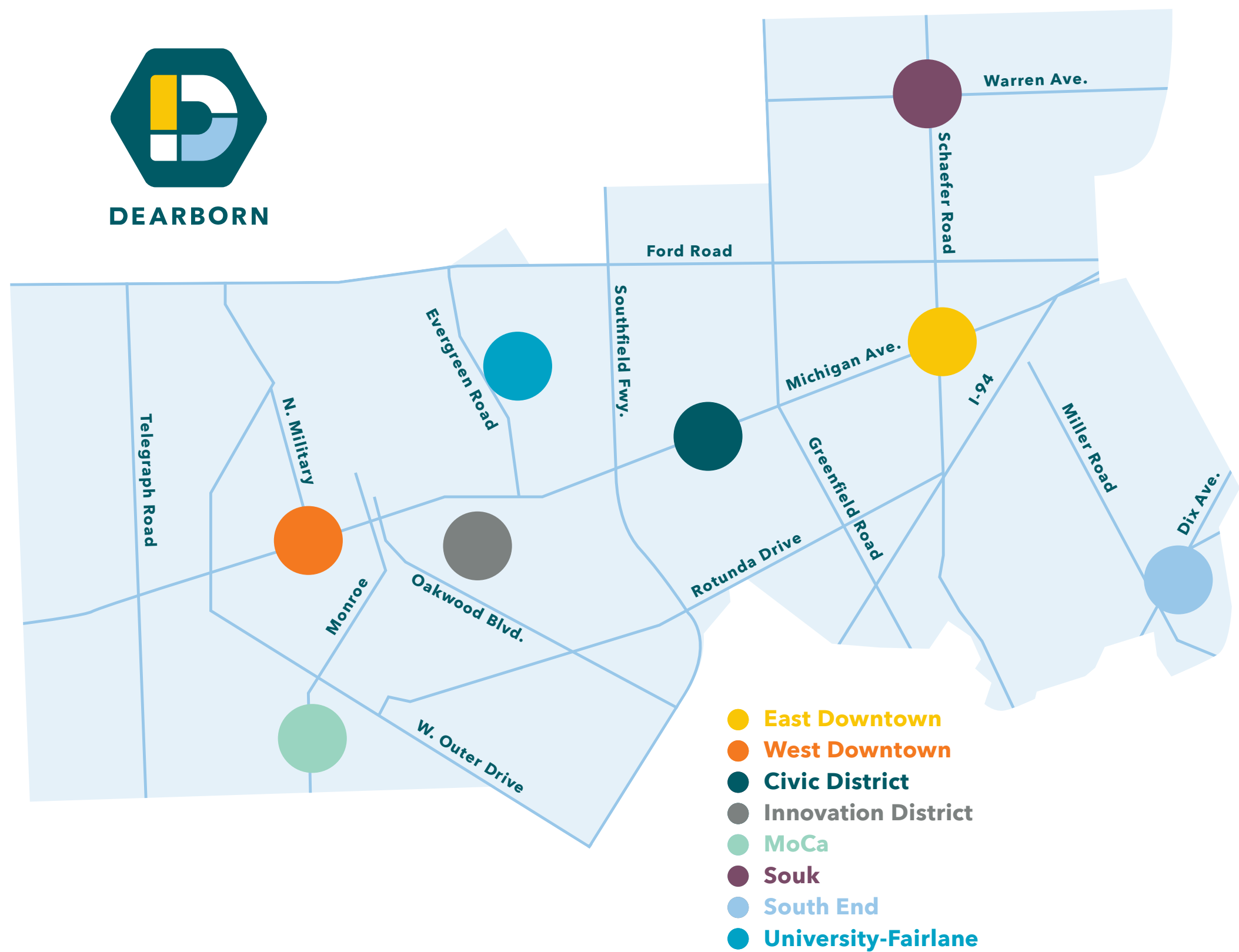


**DEARBORN**  
South End



**DEARBORN**  
University-Fairlane

# Visual Language: Districts + Map





## Initial Web Development Strategy

# Immediate Web Updates

### Recommendation for DDDA site:

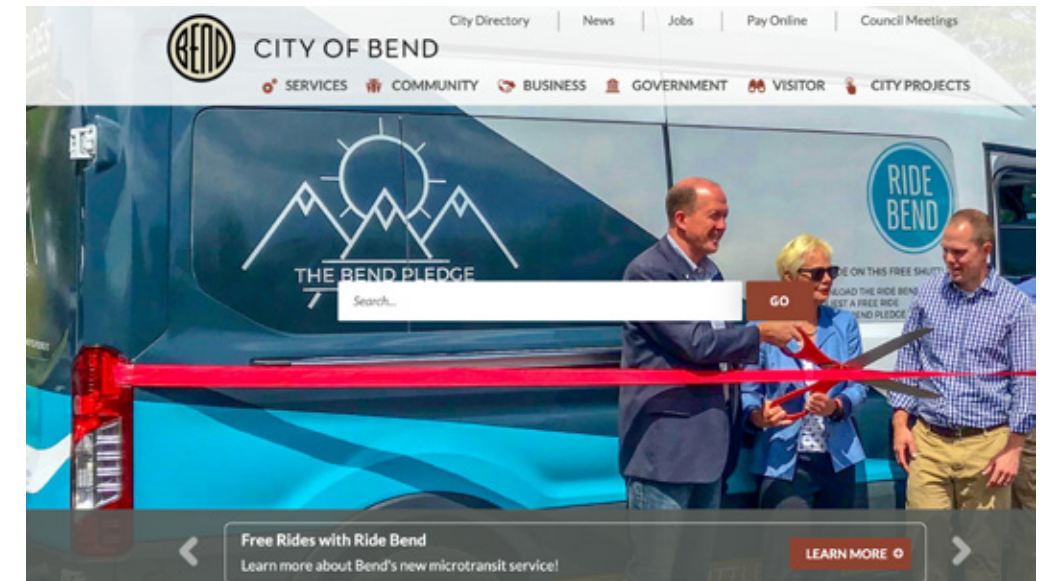
- Refresh with new logo, color palette, fonts, images and voice.
- Update Brandingdearborn.com

### Recommendation for city site:

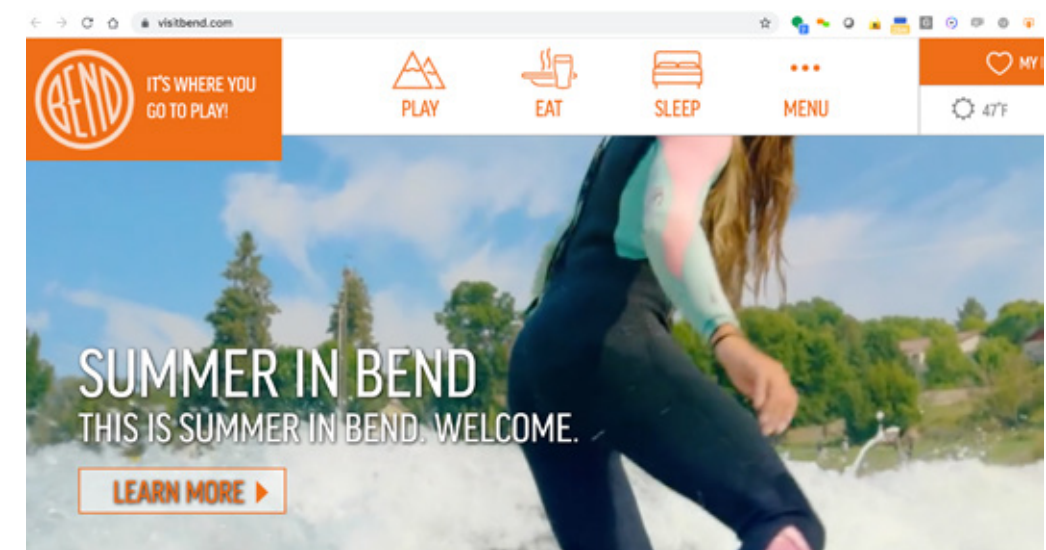
- Add new Dearborn logo and incorporate brand color palette.
- Retain city seal.

## Next Steps in Web Development

- Other Organizations/Company Incorporating in Sites
- Visitor Portal



City of Bend



Visit Bend



# Brand Launch

## Strategic Goals

## Key Strategies & Activities

Create Momentum & Measure Progress	Develop KPIs and establish baseline metrics
Increase Digital & Physical Brand Presence	New web site + updated Downtown Dearborn access app
Develop Core Tools & Launch Channel Strategies	Comprehensive digital & print communications updates Integrated content, PR & social media strategies
Drive Adoption	Early adopter 1:1 Brand support
Connect with Key Audiences	Next gen talent attraction strategy & campaign
Funding Support	To implement various elements such as wayfinding, advertising and recruitment marketing tools

## Community Engagement

# How You Can Engage

**Community members and engaged citizens will lead Downtown Dearborn's transformation.**

**Donate**

**Volunteer**

**Serve on a  
Committee**

**Be a  
Downtown  
Dearborn  
Localist**





# Community Engagement

## Projects/Programs/Sponsor Opportunities

**Build  
the  
Dearborn  
Brand**

**Main  
Street  
College or  
Kids Team**

**Volunteer**



**60 Public  
events and  
festivities**

**Networking**

**Marketing  
and  
advertising**



## Community Engagement

# Projects/Programs/Sponsor Opportunities



## Design & Economic Vitality

- Mobility
- Beautification
- Placemaking
- Business Development
- Smart City

## Leverage the Brand

# 5 simple ways to use the Dearborn brand

**Fit your  
story into  
Dearborn's  
brand  
backstory**

**Align  
your  
"About"  
story**

**Adopt  
the brand  
Photography  
style**

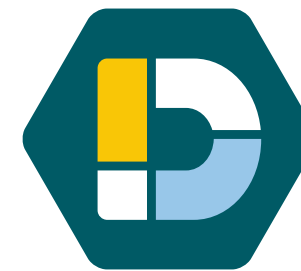
**Use the  
brand maps**

**Incorporate  
the lockup  
and the link**





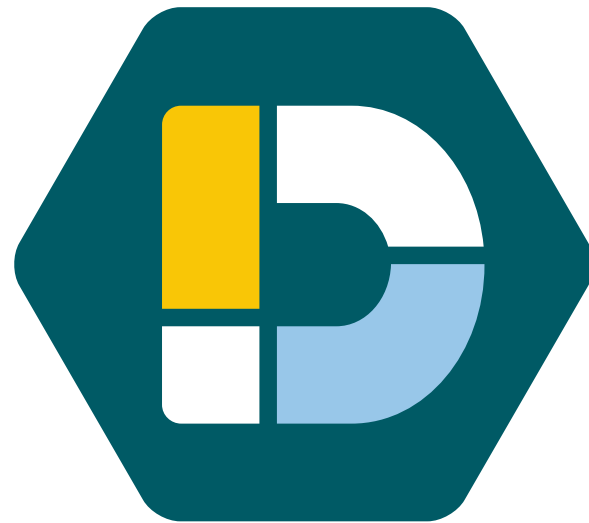
**Make  
Your  
Mark.**



**DEARBORN**







**DEARBORN**

# Questions?

**Contact: Dearborn Downtown Development Authorities Office**

313-943-3141

[info@downtowndearborn.org](mailto:info@downtowndearborn.org)

[www.downtowndearborn.org](http://www.downtowndearborn.org)

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