



Brand Identity Development

City of Davenport

COUNCIL PRESENTATION | DAV1596 | 15 OCTOBER 2019



Brand Objectives

CREATE A BRAND THAT:

- Resonates with people in community and evokes a sense of pride
- Is consistent from department to department and within the city
- Has longevity; can serve as a guiding star for the future
- Supports a unified Davenport
- Supports economic opportunities & urban revitalization



The Process

- Review current brand and marketing materials
- Brand Discovery Workshop with the Steering Committee
- Brand Discovery Workshop with Key Stakeholders
- Brand Discovery Survey with the Public (670 responses)
- Brand Discovery Interviews with Aldermen
- Tour of Davenport
- Brand Strategy: combine and organize data & insights
- Logo and brand look development
- Key Message development
- Brand Implementation Planning

What is a Brand?

Brand is the symbolic embodiment of all the information connected to your community, and serves to create associations and expectations around it.

*“If you don’t care where you’re going,
it doesn’t make a difference which path you take.”*

—CHESHIRE CAT



Distinct Advantages



Diverse Landscape



Midwestern Values



Opportunity Abounds



Urban Advantage



City Gritty

Brand Look

Primary Logo

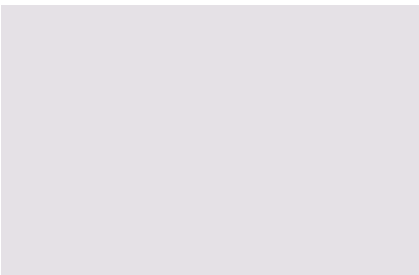


This mark uses type that is upright and bold, conveying the resilience and strength at the root of Davenport’s community culture. This is positioned next to the softer shape and friendliness of the circular icon to create that balance. The logo graphic is an interpretation of the Davenport Skybridge – iconic and unique to Davenport, this also represents the actual physical connection to the Riverfront, as well as a more symbolic representation of connecting the Diverse Landscape for a unified Davenport. The graphic style may also be used to create other community icons that can be utilized with the brand as support graphics, such as Vander Veer Park, the River Bandits Ferris Wheel, Bix, neighborhoods and so on.

KEY WORDS

- Hardworking & Resilient
- Friendly & Fun
- Unpretentious
- Diverse Landscape





Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Acumin Pro Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



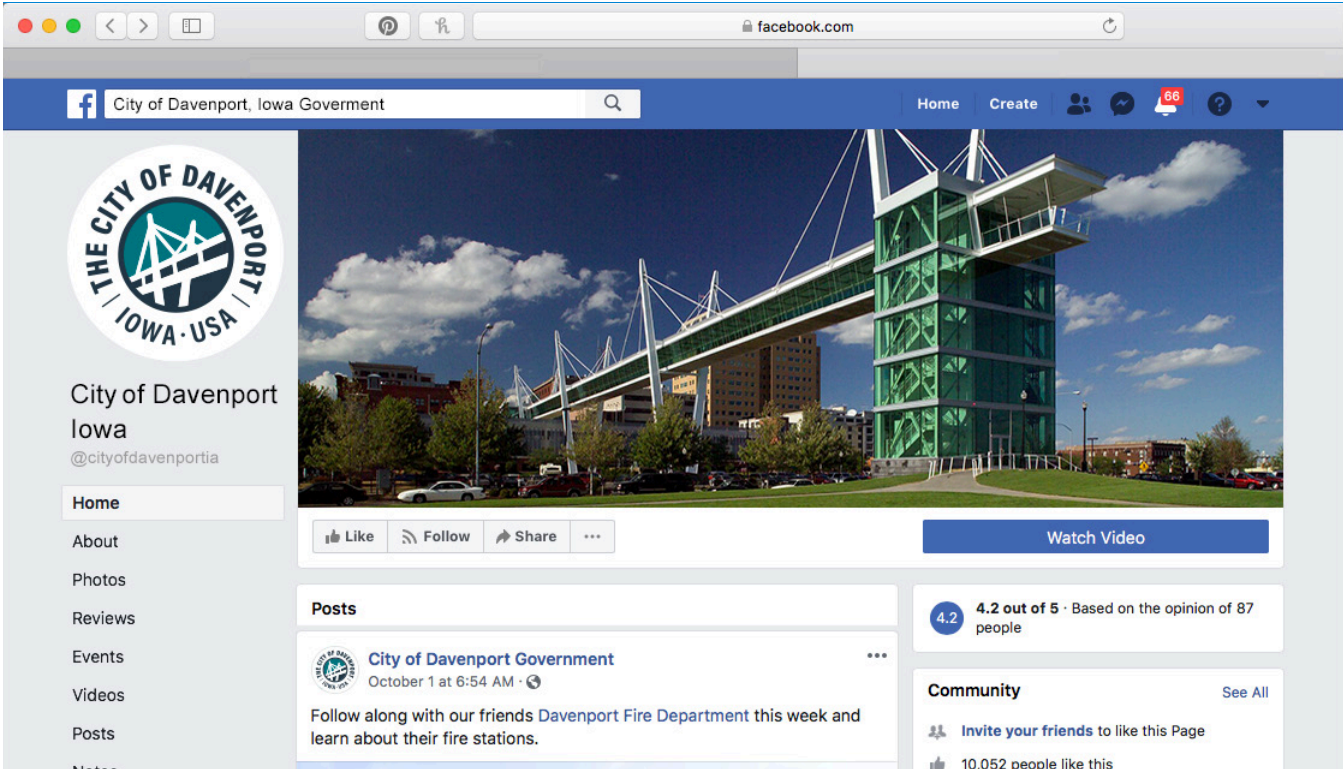
Application Examples



Application Examples



Applications



Application Examples

