

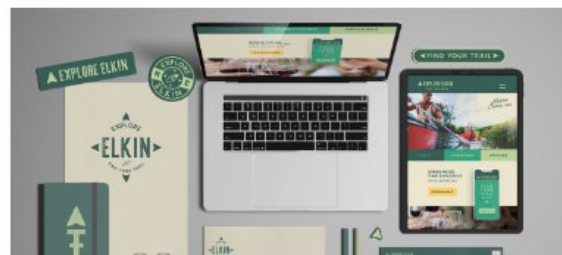
7th Avenue Visioning/Branding

Desired Outcomes Upon Completion

- District and Community Input:** Department staff can assist with development of digital (survey) and facilitating focus groups or public input to gain buy in for the district's brand. This input may also be used as a primer for additional community discussions and master planning processes.
- District visioning:** Narrowing in on a vision for the district that promotes the authentic assets as a unique district while also a part of the overall downtown experience
- Brand Position and Naming/Syntax:** The district currently is referred to as a few combinations of names (Historic 7th Avenue District, 7th Avenue Historic District, 7th Avenue Depot District, Historic 7th Avenue Depot District, and a combination of using the numerical 7 and spelled "seventh"). The final project should result in a determined syntax for the district.
- District Logo:** A district logo that is complementary to the Downtown "H" and which can be used for a variety of functions, including signage and marketing collateral.

All three finalists have experience and expertise in place-based consulting which includes:

- Public participation & outreach
- Community & Downtown Planning
- Visioning & Strategic planning
- Place branding and marketing



Destination by Design

Motley's Town Brands:

HAW RIVER, NC

- **Project Name:** Community Branding | "Our River, Our Town"
- **Project Description:** Motley Local facilitated the creation and rollout of Haw River's community brand and tagline in 2020. This community-informed brand was created for small businesses, organizations, and residents to build place attachment and showcase pride to elevate Haw River, as the neighboring Mebane and East Burlington continue to develop and grow at exponential rates. Motley conducted community workshops remotely during the beginning of the COVID pandemic to create the tagline "Our River, Our Town." T-shirts, stickers, hats, and lawn signs can be purchased at their Town Hall. Motley launched a Haw River town Instagram in tandem with the brand to highlight growth and ensure accurate, inclusive storytelling of all community members.

GIBSONVILLE, NC

- **Project Name:** Community Branding | "Classic, Creative, Connected"
- **Project Description:** Motley facilitated the creation and the rollout of Gibsonville's community brand and tagline in 2019. This community informed brand was created for small businesses, organizations, and community members to build place attachment and showcase pride in order to elevate Gibsonville among its county neighbors and increase economic investment. Since the creation of this brand, seven businesses have moved into its downtown. Motley Local conducted community workshops and distributed community surveys to the residents to create the town's tagline "Classic, Creative, Connected." Motley Local worked with local businesses to conduct the brand rollout. Motley Local created a website for the brand to live, easily accessible, and downloadable for community use. This allowed stakeholders to download and tweak the logo for their own needs. The logos received thousands of downloads and were seen visually throughout the community on t-shirts, stickers, merchant window clings, bumper stickers. Motley Local also launched a Gibsonville specific Instagram through the direction of the Town of Gibsonville in tandem with the brand to highlight growth and ensure accurate and inclusive storytelling of all community members.

GRAHAM, NC

- **Project Name:** Community Branding | "Love Graham"
- **Project Description:** Motley Local facilitated the creation and the rollout of Love Graham, a community informed brand that was created for small businesses, organizations and community members to build place attachment and showcase pride of place during a pivotal time of growth for Graham, North Carolina. Motley Local conducted a strategic plan with a community organization to produce the best results for brand rollout and worked with a local graphic designer to produce the visual. Motley Local created a website for the brand to live, easily accessible and downloadable for community use. This allowed stakeholders to download and tweak the logo for their own needs. The logos received thousands of downloads and were seen visually throughout the community on t-shirts, stickers, merchant window clings, bumper stickers, a community mural, and a city-wide "Love Graham" festival. Motley Local also facilitated a Graham specific Instagram in tandem with the brand to highlight growth in the area and ensure accurate and inclusive storytelling of all community members. The project was funded in November of 2017 and made accessible to the

Motley Local

Travelers Rest, South Carolina

COMMUNITY BRANDING **ARNETT MULDROW**

Client Contact: **Arnett Muldrow**
 Arnett Muldrow
 Arnett Muldrow
 Arnett Muldrow

trek
 Le Saint Michel
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Travelers Rest
 Amphitheater
 Farmers Market

Travelers Rest
 south carolina

Travelers Rest gained notoriety as a stopover for weary travelers and livestock drovers, but today the area offers much more, including a unique variety of antique and specialty shops, restaurants, national and regional chain stores, churches, and inns as well as historic homes. Travelers Rest is located in the heart of South Carolina's northern Greenville County at the intersection of Highways 25 and 276. Travelers Rest sits at the foot of the Blue Ridge Mountains, yet is only a few hours from the Atlantic Ocean. Following the completion of the community branding strategy with Arnett Muldrow in 2012, Travelers Rest has been able to capitalize on its unique assets and location with three blocks of historic square improvements and investments from over twenty new businesses on Main Street. Additionally, they are implementing unique wayfinding signage, which resulted from an ongoing partnership with Arnett Muldrow after the branding strategy.

Tr
 Travelers Rest

Get in Your Element

Arnett Muldrow



Selection Committee – Participants who reviewed and interviewed top 3 consultants

- Downtown Community Character Team members -
 - Matthew Hickman, Underground Bakery (Downtown Advisory Board Vice Chair)
 - Caroline Gunther, Wag! A Unique Pet Boutique (Downtown Advisory Board Chair)
 - Linda DiPaola, Property Owner in 7th Avenue
 - Patsy DuPre, Downtown Volunteer (Downtown Advisory Board)
- Additional stakeholders:
 - Julie & Phil Wilmot – Art on 7th
 - Michelle Owens, executive director of Henderson County Tourism Development Authority
 - Lyle Chariff – 7th Avenue Property Owner
 - Myrtle O'Neal – Resident – Green Meadows



With support & staff feedback by Community Development Department – Downtown division staff, planning manager

Selection Criteria & Evaluation Metrics

- **Skills/Creativity:** Portfolio of work that demonstrates technical and creative execution, particularly for similar projects.
- **Resources/capability:** Business experience, staff, skills and expertise, projects of note, project management, methodology, ability to meet milestones.
- **Approach to Public Input and Engagement**
- **Additional consideration may be given for future projects to firms that offer downtown master planning services.**

Process for Evaluation

- Virtual interviews with each consultant. Interviews were recorded so anyone who could not attend were able to watch.
- Surveys based on the selection criteria were distributed and submitted to score consultants
- Unanimous recommendation was for Arnett Muldrow (Greenville, SC) Contract for \$10,500
- Downtown Advisory Board voted to recommend Arnett Muldrow as 7th Avenue Branding/Visioning consultant

Next Steps

- March - Present to City Council, Interview finalists of RFP selection process.
- April-May - Select consulting firm
- June – Public Hearing
- Summer - Launch project, including timeline for public meetings and public participation using guidance from firm; Community input during Farmers Market and other events; Public meetings and information gathering
- Late Summer/Fall - Complete visioning & begin implementation of new style/logo

Presentation by Arnett Muldrow



7th AVENUE VISIONING

JUNE 2, 2022



ABOUT ARNETT MULDROW

- Celebrating 20 years of downtown planning, community development, and place branding.
- Based in Greenville, SC
- Worked with over 500 communities in 40 states and 5 countries.
- Worked with Hendersonville on downtown brand in 2007 – still used today.
- Extensive understanding of regional market and North Carolina communities.

OUR PROCESS

- Intensive stakeholder involvement.
- “Charrette” style process for rapid immersion, delivery of concepts in a compact, efficient process.
- Array of tools provided: a brand is more than a logo.
- Time frame: conduct work session upon project award, turn-around within six weeks of initial concepts.
- Implementation workshop.

Travelers Rest, SC



 ARNETT MULDROW

Arnett Muldrow & Associates
Greenville, SC

It Starts With



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Rest**
south carolina

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south carolina



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tradition

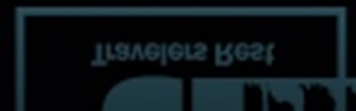
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For More info on Travelers Rest, go to www.goitr.com

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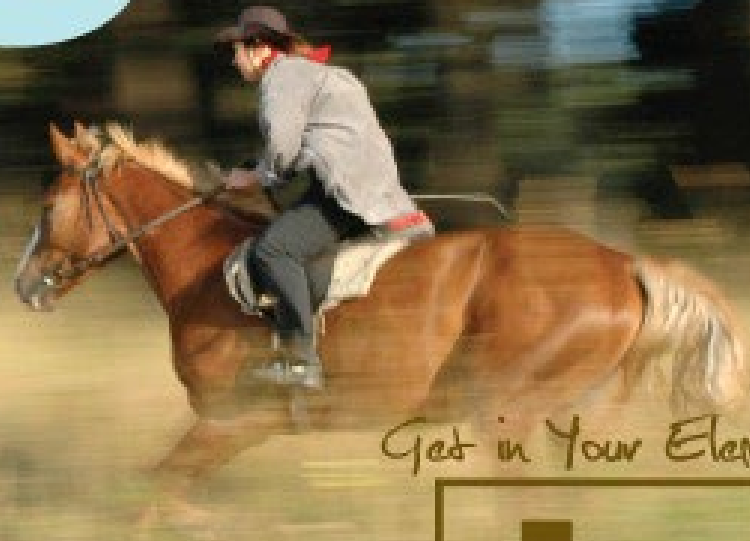
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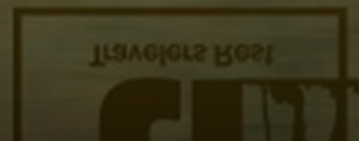


Get in Your Element

For More info on Travelers Rest, go to www.gotr.com



For More info on Travelers Rest, go to www.gotr.com



trip

It Starts with **tr**

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Travelers Rest

Stop in **tr** before you get
trapped.

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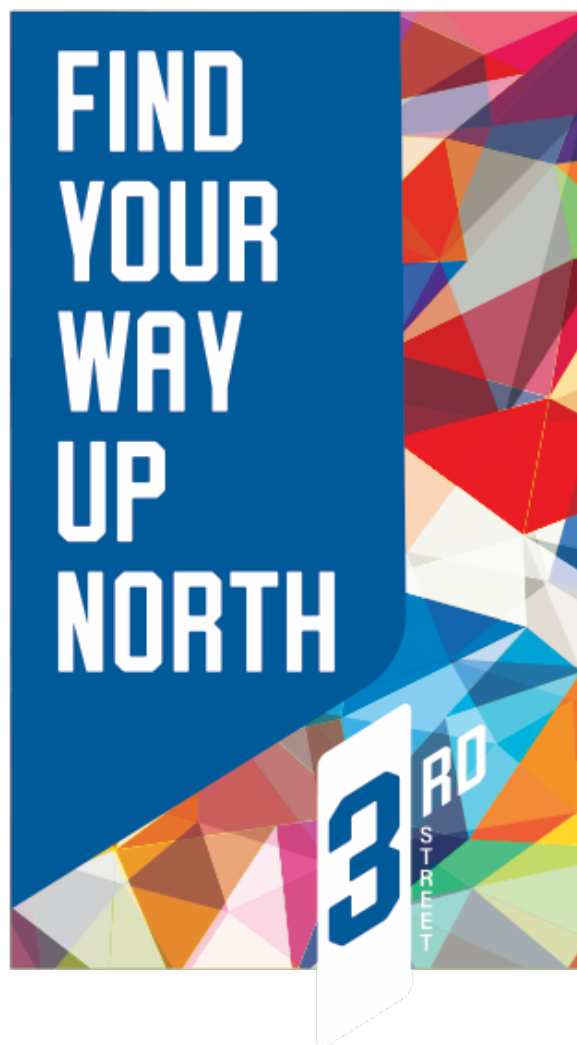
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MARQUETTE
Unexpectedly Warm

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Unexpectedly Warm



Find Your Way Up North







DELIVERABLES

- Logo and tagline designs for the Seventh Avenue District plus brand extensions as desired by the client.
- Refinement of the “H” logo as the client sees fit.
- Brand narrative for the district.
- Gateway designs and potential wayfinding extension as desired by the client.
- Custom banner designs applicable to the Client and other initiative partners if desired.
- Print and digital formats.
- Ad templates and marketing concepts.
- Other collateral pieces as desired by the Client
- All related photography.
- Resource package with all deliverables.
- Style guide for brand implementation.
- Brand presentation on PowerPoint.
- Release granting ownership of all intellectual property to the Client.

	Point Value	Your Score	Opportunity
Do You Have A Defined Typeface?	5 pts		
Do You Have A Color Palette?	5 pts		
Do You Have An Organization Logo?	5 pts		
Do You Have An Destination Logo?	5 pts		
Do Your Committes Have Logos?	2 pts		
Do You Have A Styleguide?	5 pts		
Do You Have An Org Branded Presentation Template?	2 pts		
Do You Have An Org Branded Business Card, Letterhead & Envelope?	2 pts/ 6 max		
Is Your Org Logo On Your Website?	5 pts		
Do You Have An Org Brochure?	5 pts		
Is Your Org Logo Your Facebook Profile?	3 pts		
Is Your Logo Your Instagram Profile?	3 pts		
Do You Know What Twitter Is For?	3 pts		
Do You Have A Traditional Or Electronic Newsletter?	2 pts		
Do You Have A Uniform Hashtag?	2 pts		
Do Our Events Amplify Our Brand?	5 pts/20 max		
Does Your Gateway Include Your Logo?	5 pts		
Your Street Banners Feature Your Destination Brand.	3 pts		
Do You Make Your Volunteers Feel Part Of The Brand?	5 pts		
Do You Address Parking With Your Brand?	5 pts		
Is There Logo Apparel?	2 pts		
Member Or Investor Benefits	2 pts		

BRANDACTION

Adopt Brand

- ☐ Board Adoption

Technical Integration

- ☐ Install Fonts
- ☐ Copy Brand Folder to Local Drive
- ☐ Share Brand Link with Design Partners

Social Media

- ☐ Update Facebook Profile
- ☐ Update Instagram Profile
- ☐ Update Twitter Profile
- ☐ Update Pinterest Profile
- ☐ Load Photos as gallery in Facebook
- ☐ Create Pinterest Board with Brand Elements

Communication

- ☐ Update Email Signature
- ☐ Adopt Powerpoint Template
- ☐ Adopt Digital Letterhead
- ☐ Upload Brand Materials to Email Newsletter
- ☐ Adopt Envelope Template
- ☐ Printer Updated Business Cards

Online

- ☐ Update Colors on Webpage
- ☐ Add New Graphics
- ☐ Update Favicon
- ☐ Add Brand Statement to Website
- ☐ Add Styleguide Request
- ☐ Add Brand Resources Page

Collateral

- ☐ Share Brand Resources
- ☐ Share Merchandising Examples
- ☐ Share Brand Partner Idea List

Wayfinding

- ☐ Plan Strategic Banner Strategy
- ☐ Plan Event Banner Strategy
- ☐ Explore Partnering for Comprehensive Wayfinding System

Printing

- ☐ Shopping & Dining Guide
- ☐ Organization Brochure
- ☐ Parking Cards
- ☐ Partner Banners
- ☐ Visit Cards
- ☐ Hours Signs

Event Extension

- ☐ Logo Adoption
- ☐ Social Integration
- ☐ Marketing Integration
- ☐ Merchandise Expansion
- ☐ Signage
- ☐ Volunteer Swag

BrandLaunch Strategy Guide

This list is a pretty comprehensive list of implementation ideas. Their is no proper order, but instead carving the path that is right based off your budget, resources, and current collection of communication tools.



BRANDTOUCH

Other

How to be a Brand Partner

From here, it's completely up to you, your community, your event, or your organization. There's no proper order, only the things that make sense for you!

Brand Merchandise

- Hats
- T-Shirts
- Coffee Cups
- Decals
- Bumper Stickers
- Bags
- Shopping Bags
- Cycling Jerseys
- Pint Glasses
- Guitar Picks
- Water Bottles
- Outdoor Gear
- Polo Shirts
- Climbing Chalk Bags
- Hiking Stick Medallions
- Rain Jackets
- Guitar Straps
- Koozies
- Socks
- Invent Something!

Brand your Digital Presence

- Add Logo to Website
- Add Logos to Facebook as a Gallery
- Link from Web to Community Website
- Use Hashtag
- Share Photos of Branded Items
- Tweet the Web Address
- Link Google Photo Galleries to Share
- Profile Pics
- Send Other Businesses and Organizations to the Web Address
- Instagram People Having Fun

Brand Your Place

- Request Interest Icons
- Look for Brand Extension Opportunities
- Organizational Logos
- Street Banners
- Wayfinding Signage
- Open Signs
- Store Hours Signs
- Shopping & Dining Guides
- Advertising
- Pocket Folders
- Visitor Guides
- Business Cards
- Brochures
- Annual Reports
- Maps
- Trail Guides
- Shopping Bags
- Loyalty Cards

Share with Us

We would love to hear from you about all the amazing things you come up with to do with the brand. Please share images and stories of the brand at work with us.

Share with You

On a quarterly basis, we'll share important information with you, like added resources, usage stats, exciting implementations, and a report of the growing brand equity!

Check off one of the suggestions, and you are a **Brand Partner!**

ABOUT ARNETT MULDROW

THANK YOU!

Questions?

Public Hearing:

7th Avenue Visioning And Branding Contract

The City Council will hold a public hearing to consider a proposed contract for branding strategy with the apparent successful bidder Arnett Muldrow. The scope of work includes information gathering and background review, community resource visit and public information, draft strategy, implementation workshop and BrandPrint Report which includes a logo and tagline for the 7th Avenue district, refinement of the current downtown "H" logo and recommended uses for the final design. The contract is proposed to be \$10,500. The apparent successful bidder was selected through a competitive bid process pursuant to N.C.G.S. § 160A-536.

