

City of Delaware Branding & Wayfinding

Delaware, Ohio

Stakeholder Engagement

Brand strategy

Communications Templates

Brand Guidelines

Wayfinding

The City of Delaware is located in the center of Ohio approximately 30 miles north of Columbus and is considered part of the Columbus Metropolitan area. The city contains a population of around 35,000 residents, a robust light industrial/manufacturing base and features a traditional downtown shopping district that is home to Ohio Wesleyan University.

Objective

Create a brand strategy that tells the City of Delaware’s story and makes it a unique destination to dine and shop.



Before

After



“We have an effective Main Street organization that is envied around the state. However, we are also competing with Dublin and Westerville for visitors, both of which had more attractive and sophisticated downtown landscaping and wayfinding.”

Roger Koch, Delaware Historic Preservation Commission

CASE STUDY

City of Delaware Branding & Wayfinding

The City of Delaware has enjoyed both stability and growth even in the past five years. Their downtown continues to grow with an eclectic mix of unique local shops and restaurants that draw urbanites from Columbus seeking a traditional, yet hip downtown experience.

Challenge

The City of Delaware has enjoyed both stability and growth even in the past five years. Their downtown continues to grow with an eclectic mix of unique local shops and restaurants that draw urbanites from Columbus seeking a traditional, yet hip downtown experience.

With the knowledge that it contains so many strong assets and opportunities, the City looked to a new brand strategy to tell their story so they can maintain their population, and attract new businesses and visitors to their downtown.

Solution

Strategy: While Guide Studio was originally selected to conduct a wayfinding study and develop a new program for the city, through early discussions and discovery it was revealed that a rebrand would help support city-wide communications across the board.

Our team spent two full days immersed with the city and its stakeholders. Driving and walking tours were conducted along with two intensive Discovery Workshops – one focused on Brand and one focused on Wayfinding and Experience. An online survey was also conducted to gain additional information from a broader range of participants.

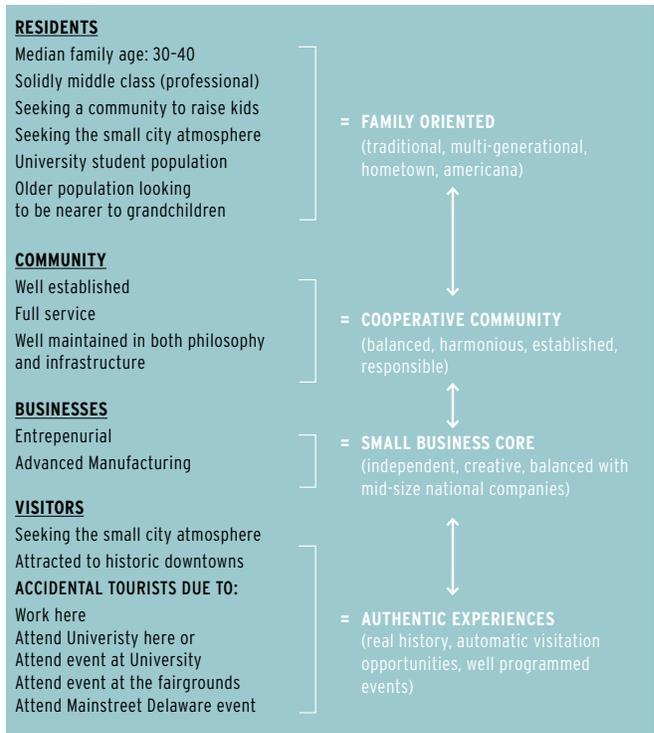
As with all brand strategy work, we focused on identifying their goals, audience, and their position in their marketplace.

Delaware has three very distinct audiences and each deserved a clear positioning. These were developed to help the city understand how their message may shift with each audience.

This foundational work was presented prior to any visual work to make certain that as their consultants we were translating their personality and voice appropriately.

CURRENT BRAND REVIEW

Consistency of image and use is critical for support of a brand. Delaware was often using many different logos to represent their brand.



CASE STUDY

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CHARACTER & MOOD

An authentic community brand should evoke the personality and character of your place. We often utilize an exercise that asks you to think about your place as a person and how you would describe your personality. This provides context to begin visualizing how that personality may be presented within your brand palette.



DELAWARE PERSONALITY CHARACTERISTICS

- Modern Americana
- Balanced
- Cooperative
- Traditional
- Charming
- Layered
- Entrepreneurial
- Authentic



One of Delaware's existing logo's affectionately referred to as the "wheely-D."



Four concepts were presented.

This brand foundation is what is carried through and referenced through every phase of development so that their city's authenticity was maintained.

Design: During the course of our discovery, many visual assets were described and revered as being a part of the Delaware identity. However, there wasn't any singular icon that represented the city as a whole.

We approached the development of a traditional logotype as a way to embody the essence of the brand and stand the test of time.

At the conclusion of the initial concept presentation, new tactics were discussed to allow the city to showcase some of their most cherished brand assets.

Results

Design Development: To support the brand messaging and showcase the vibrant assets and amenities featured in the City of Delaware, Guide Studio created "Traditions Badges" along with the Foundational Logotype. The logotype is used on traditional city communications, while the badges are used strictly for marketing communications.

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Implementation: Once the brand identity was finalized, Guide Studio worked with the city to develop communication templates and a Brand Guidelines to protect how and where the visual assets are used.

With the new brand in place, the design helped to inform the development of the city-wide signage and wayfinding program.

