

City of South Euclid Branding

South Euclid, Ohio

Stakeholder Engagement

Brand Strategy

Website Landing Page

Brand Launch Plan

Placemaking Initiatives

South Euclid is a family-friendly inner-ring Cleveland suburb with a strong community base, steeped in cultural diversity and history. Their commitment to sustainable action is seen in their beautiful parks and state-of-the-art community facilities.

Objective

Develop a new brand and brand strategy that elevated the city to speak to its progressive forward-thinking initiatives and lift it out of the economic downturn from the housing crisis.



“The City of South Euclid is a community that leads and doesn’t follow, and the result is a new vibrancy in our neighborhoods.”

Jim and Pam O’Toole, founders, Pla-Win Neighborhood Group

CASE STUDY

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From the City
of South Euclid
positioning

For residents and businesses, South Euclid offers a community of connectivity – one that is rich in gathering spaces, steeped in sustainable action, and central to regional amenities. This is a city on the move, leveraging its best assets to strike the perfect chord between past and future, tradition and innovation, city and suburbia, stability and change...

Challenge

Like many cities throughout the United States, South Euclid struggled with the realities of the economic downturn and housing crash that began in 2008. Many families were forced to leave their homes and the City faced the burden of vacant properties and lost confidence.

However, the City and its citizens are hardy and enterprising. Through grants and grass roots efforts, vacant homes were renovated with sustainable features and resold. Those that could not be renovated were turned into open lots that soon bloomed into community gardens. Hope was still alive but that message wasn't getting to the majority of their citizens.

Solution

Strategy: The city chose to conduct an invite-only Discovery Workshop to engage a small group of residents, business owners and other stakeholders in the brand development process.

Through that event, we uncovered the city's personality traits, brand audience, current perceptions, the distinct advantages of their community and set the goals and aspirations for the new brand.

This information was critical to developing an authentic Brand Strategy that set the foundation for which their Brand was built.

A Positioning Statement was crafted to help the city define how they wanted to be positioned in its marketplace and with its Stakeholders.

Key Audience(s) were identified as prospective home-buyers – targeting young families, divorcees and singletons as well as current residents and business owners. Understanding the specific audiences allowed us to craft powerful key messages that spoke to each group's needs and desires.

Within the positioning, Distinct Advantages are identified and then carefully defined to

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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.



PERSONALITY CHARACTERISTICS

- Connected
- Green
- Proactive
- Visionary
- Collaborative
- Lively
- Approachable
- Friendly
- Welcoming

communicate what is best and most unique about your specific community. Both the audience and distinct advantages make up the back bone of your Brand Strategy and communication.

Design: With the brand foundation established through the Strategy, personality and character

insights, visual design development begins.

Five concepts were presented. Each represented the personality and character of the City in their own way. Tagline concepts were also tested both for meaning and purpose as well as aesthetic integration with the mark.

When reviewing and selecting the your logomark, it is important to match up how the mark “feels” with the positioning and messaging that have been established through the Strategy. While an important visual element, your logo is a support tool for your brand. The unique purpose, mission and position of your brand should hold steady over time.



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BRAND LAUNCH

In October, 2012, the new brand was launched at the Open House of South Euclid's first Idea House a sustainably built home on a previously vacant lot. This event was selected to highlight South Euclid's innovation in stabilizing their neighborhoods and housing stock – part of their brand essence. Their efforts have been recognized and replicated across the country.



Results

Implementation: Once South Euclid selected their logo, it was time to launch and implement the brand.

Specific communication tools were selected for initial integration of the brand. This included the website landing page, social media integration and vehicle decals.

A year after the brand launch, the City came back to Guide Studio to begin placemaking efforts to bring the brand into the city environment.

Banners, neighborhood identifiers and gateway signs have been developed and help continue bringing their brand to life.

LANDING PAGE

Financially, the City was not yet ready to invest in the redevelopment of their website, so we created a landing page that featured the new look as well as key messaging to introduce the new brand.

