

Our work

Align
2Market

Columbus Region Collaborative Branding

Situation: Columbus forever lacked a distinct, recognizable image, which hindered the ability of organizations like Experience Columbus, The Columbus Chamber, Columbus 2020 and others, from effectively marketing and selling the city. Further, this lack of brand identity had become a significant competitive liability and limited the city's ability to compete for business.

Goal: Develop a distinct brand essence, brand narrative and identity for the Columbus Region that provides a horizontal brand framework and allows marketing partners their own vertical autonomy while still adhering to the horizontal master brand.

Solution: Through adhering to a process of collaborative inclusivity, we built shared ownership around the brand platform that Columbus is a "Smart and Open" city. This led to the execution of a brand identity program that included logos, advertising, collateral materials, direct mail, digital assets and other marketing materials for any and all organizations who have a stake in marketing the region.



Expanding the growth opportunities and business of the Midwest is a 100% commitment to One of Us.
COLUMBUS
 2014



When you're part of a team, you're part of a plan. And that's how we grow.
COLUMBUS
 2014

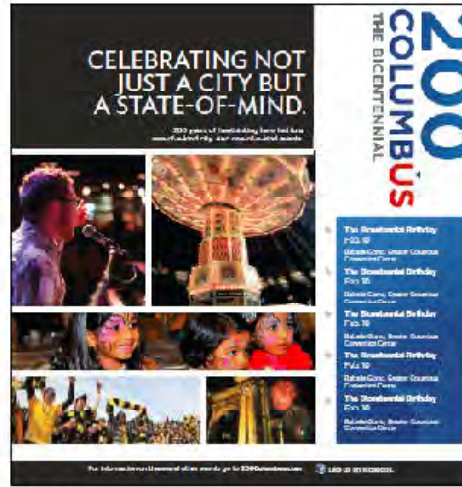
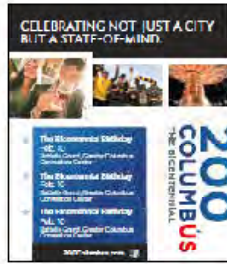


ECONOMIC DEVELOPMENT



MEETINGS AND TOURISM





BICENTENNIAL

THE CITY OF COLUMBUS
MICHAEL B. COLEMAN, MAYOR



CITY OF COLUMBUS



THE CITY OF COLUMBUS
MICHAEL B. COLEMAN MAYOR
COLUMBUS TELEVISION

THE CITY OF COLUMBUS
MICHAEL B. COLEMAN MAYOR
NEIGHBORHOOD pride!

THE CITY OF COLUMBUS
OFFICE OF THE TREASURER

THE CITY OF COLUMBUS
RECREATION AND PARKS DEPARTMENT



COLUMBUS
JAZZ ORCHESTRA

ART COLUMBUS
MAKES COLUMBUS ART

EXTENDING THE
BRAND



FLYCOLUMBUS.COM



SMRT[★]US

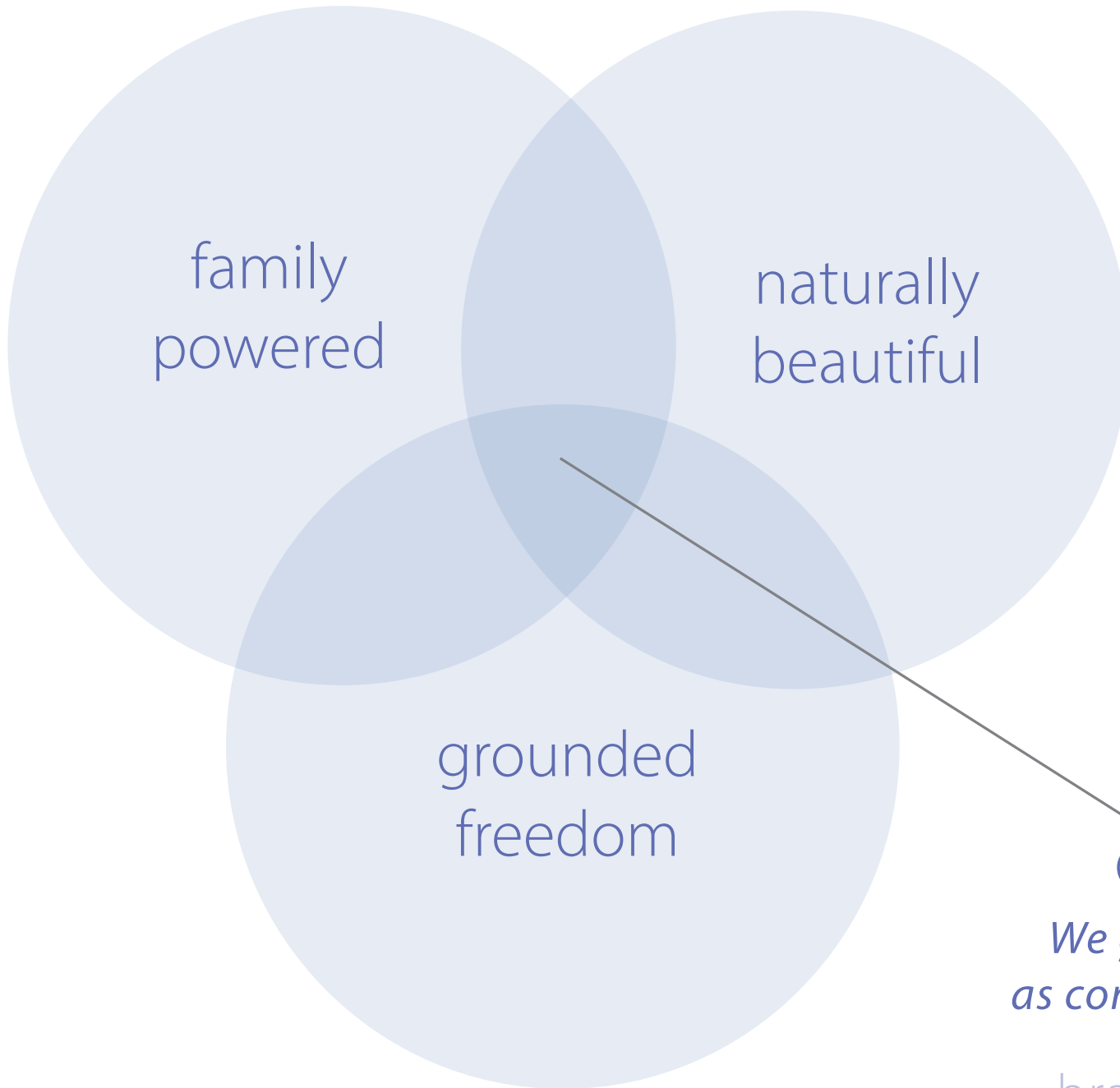
Branding the City of Gahanna

Situation: The City of Gahanna, Ohio lacked a distinct, competitive and recognizable brand identity, which hindered economic development, tourism and resident attraction efforts.

Goal: Gahanna sought to develop a comprehensive community brand to result increased economic prosperity for the city. The goal was to develop an umbrella brand position, messaging and execution that would encompass the efforts of economic development, tourism and the city as a whole, and distinctly position the community compared to other peer municipalities.

Solution: Beginning with developing engagement and shared ownership among key stakeholders and the community-at-large, Align2Market facilitated a discovery process that resulted in identifying the community Brand Truths, Brand Essence and Brand Narrative. This work laid the brand foundation for the execution of messaging frameworks (economic development, tourism and residents), logo and tagline development, and campaign executions.

BRAND TRUTHS



Gahanna
*We grow together,
as connected streams.*

brand essence



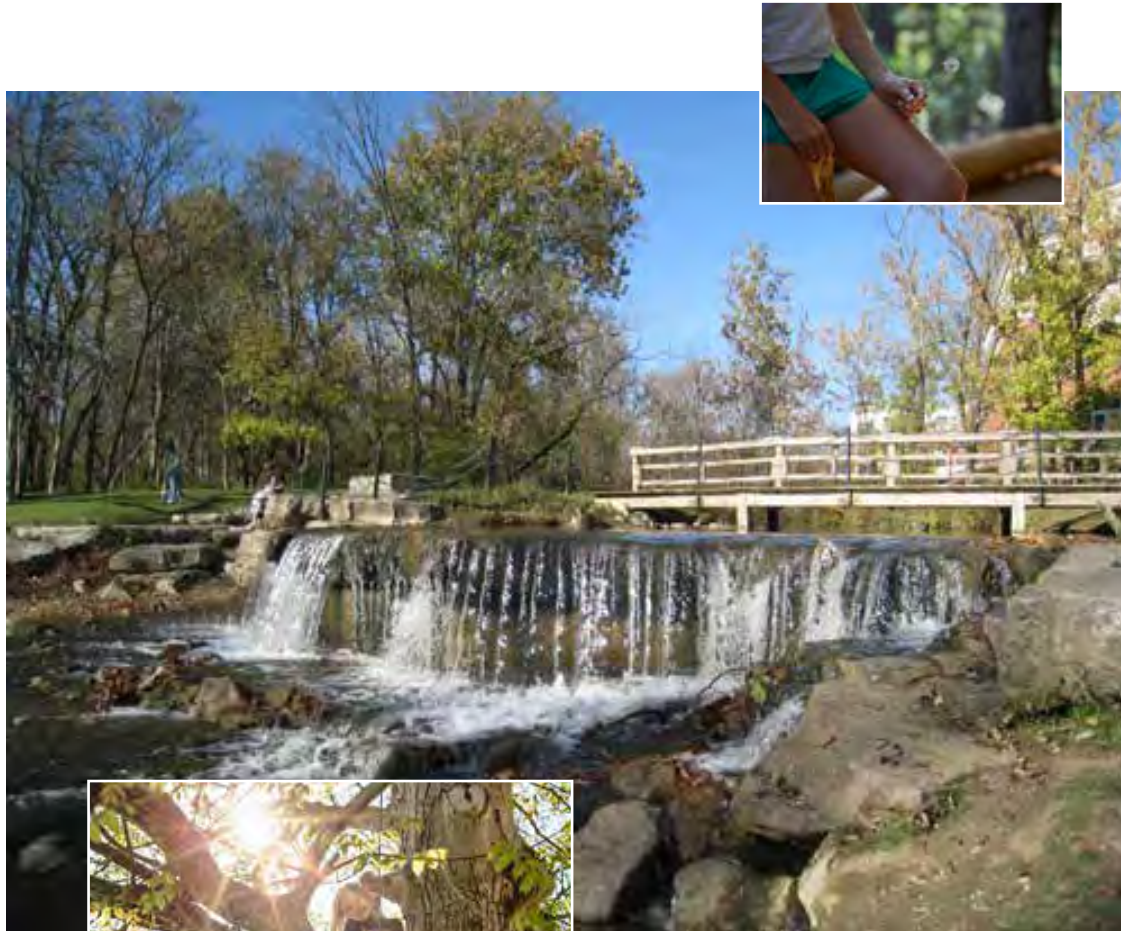
family powered

Some communities say they are family oriented or a “great place to raise a family.” But we’re more than that.

Family is the engine that drives Gahanna. We’re a giving and caring community that comes together in times of need. A community that is connected and engaged, one that welcomes diversity, where no one—of wealthy or modest means, of any ancestry or belief—feels excluded.

Ask any resident or business leader what comes to mind when they think of Gahanna and the first word is usually “family.” It is our strength, our character, the foundation of our past, and the driving force of our growth.

family



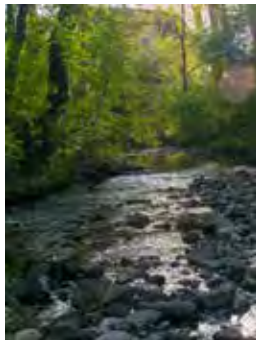
naturally beautiful

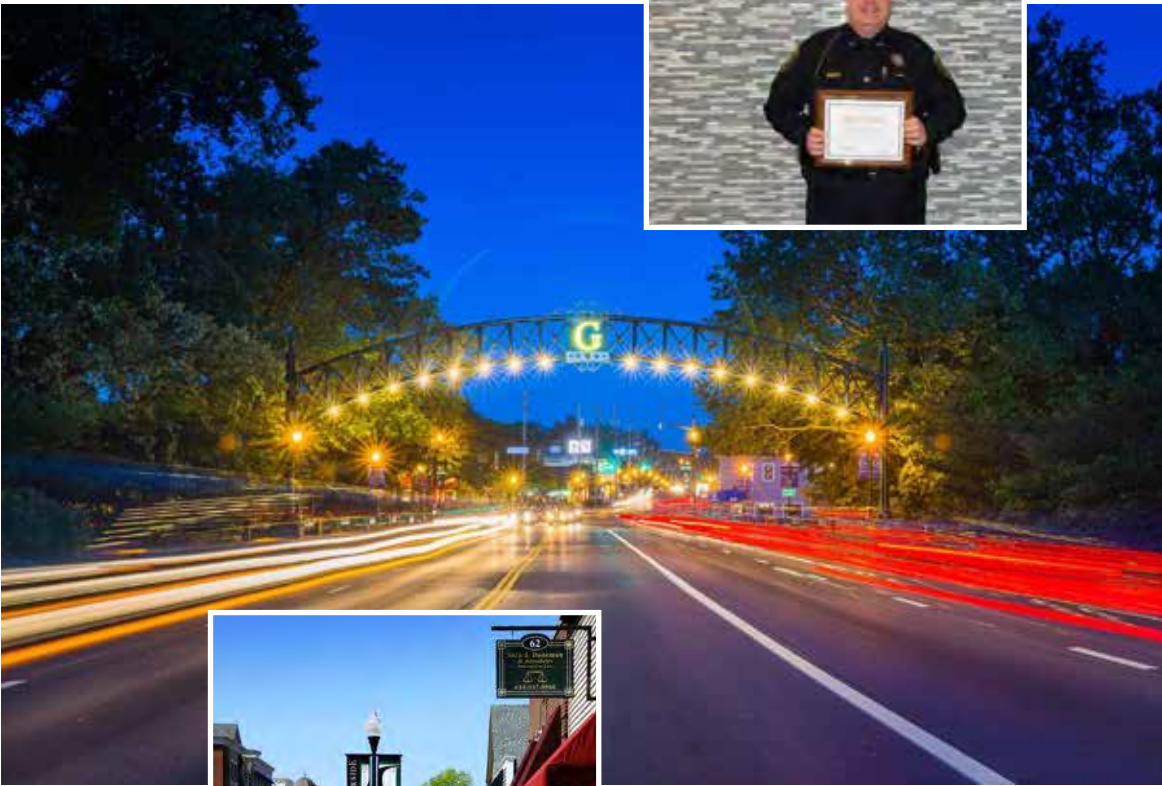
From the very beginning, Gahanna was known for its distinctive natural beauty—the very name derives from an Indian word meaning “three creeks joining into one.”

We’re the only Columbus suburb with a downtown/central area beside picturesque Big Walnut creek and waterway, now beautifully framed by Creekside.

That’s why it makes sense that herbs, for centuries sought as the *natural* secret in both recipes and remedies, have come to symbolize Gahanna.

Our unique treasure, over 750 acres of park land and welcoming green space, demonstrates an appreciation and love of nature that makes our community a lush oasis in the urban landscape.





grounded freedom

How do you describe the paradox? A community with that coveted small-town feel, one where you feel safe at night, that also encourages risk takers—visionaries and entrepreneurs who feel the freedom to launch daring new ideas?

It's only in a city like Gahanna where you find that rare sense of "grounded freedom." Here, achievers find limitless freedom to explore new ventures and ideas, knowing they're supported by a city government, chamber of commerce, convention and visitors bureau, school board, and ministerial association who all work together in a spirit of community and partnership.

The result is an environment other communities can only envy. A city where the small-town values of the past have become the helping hand for the dreamers who are building the future.



The City of Gahanna



Escape.

It means something different to each of us. For some, it's a longing for something new. A release from the tedium of the day to day.

For others, it's a return to something remembered. Something lost.

Or it can mean breaking out of confinement, the restrictions holding us back from being where and what we want to be.

Once, 55 people asked Franklin County to let them create the little village that marked their escape. A place where three streams grew together, making it possible for the Clarks and the Baughmans and the thousands of families after them to grow together.

And in the decades that followed, it has always been that way. A place where even those who live here can escape into the pleasures of raising their families or into the welcoming hospitality and scenery that surrounds them. A place where streams connect, making each current stronger, carrying all of us forward.

The water has always flowed through Gahanna, bringing with it both the promise of something new and a remembrance of Gahanna's earliest days.

A memory. And an escape. A way to be together and still be free to grow wherever will and imagination can roam.

This is the treasure at the heart of the city of Gahanna.

Even as we offer entrepreneurs the freedom to break out of their confinement—to explore new ideas—we're that rare city that has grown while maintaining our ability to grow together. A city that can offer visitors and residents new experiences that somehow maintain an undercurrent of nostalgia. A living example of both the way things used to be and the way things could be.

Tomorrow's hometown—an escape into the past and a stream into the future.

We see the future of Gahanna exactly as it was founded—intertwined families, cultures, leaders, and businesses, as well as a city connected to the natural beauty that defines it. We are simultaneously the community of yesterday and the community of the future, one that can go anywhere and grow anywhere, simply because we have never lost the secret that so many others have: *the truest escapes are those where we escape together.*

Gahanna. We grow together, as connected streams.



Gahanna

Where currents connect

LOGO & TAGLINE



WEBSITE



Simply Connect.

Today's current
flows into tomorrow
and brings us together.



Simply Connect.

Today's current
flows into tomorrow
and brings us together.



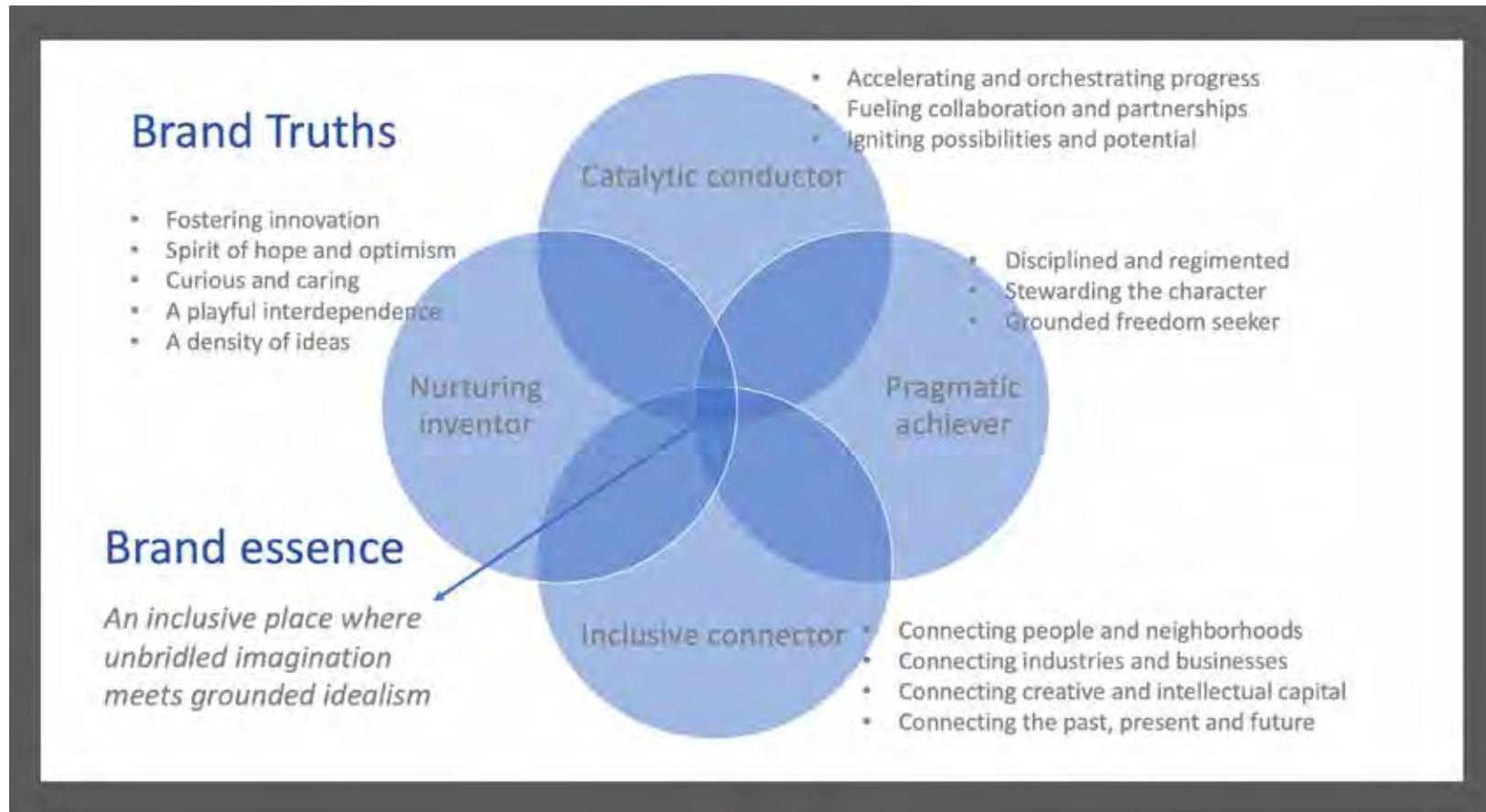
Dayton's Imagination District

Situation: In April 2017, Premier Health and the University of Dayton came together to purchase the 38-acre former Montgomery County Fairgrounds site. The long-term development of the site is to develop a vibrant, pedestrian-friendly mixed-use development on the doorstep of downtown Dayton. Operationally referred to as Fairgrounds to Future, the development lacked a brand identity.

Goal: One of the first steps in the process was to develop a brand identity for this development that would embody the vision of the site. This put added emphasis on the framing of the brand so that it would bring the vision to life and create excitement within the community, among stakeholders and potential customers (economic development, retail and residents).

Solution: Align2Market worked in partner with a Steering Committee made up of stakeholders from Premier Health, University of Dayton and community leaders. The discovery process included a community quantitative survey, key stakeholder 1:1 interviews and constituent focus groups. We developed a brand framework including defining the Brand Truths, Brand Essence and Brand Narrative. Upon this foundation we facilitated a naming process which included a series of community focus groups and the vetting of over 100 names, which resulted in selecting the identity, "onMain."

BRAND TRUTHS



Positioning Statement

onMain is the only live/work/play/learn community connecting people, industries, places and ideas as catalysts for innovation, imagination and invention, that leads Dayton to its aspirational future



Brand Narrative

If the Wright Brothers, John Patterson, Charles Kettering, Erma Bombeck, Paul Laurence Dunbar, and the Ohio Players' Sugarfoot Bonner were to dream together over coffee of inventing a neighborhood nestled precisely in this piece of land, on the banks of the Miami River – well, this is what they'd imagine.

You see, this is a place that embodies the best of Dayton; as we once were, as we are today, and as we'll forever be. A place where tinkerers will tinker. Inventors will invent. Dreamers will dream. A nexus of curious and open minds coming together to solve the problems we don't yet know exist – making things we don't yet need (but will!) – a catalyst for attracting creative and intellectual capital who may be best alone but are surely better together. It's a place where one plus one equals three.

Like a beacon, it's an environment that invites everyone, and opens its arms and embraces them to celebrate their differences as well as their commonalities. It's an inclusive place where people of all cultures and backgrounds feel a sense of belonging. It's a place they'll go to learn and discover, and to play and relax, to work and to live. To be.

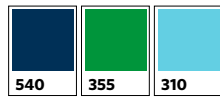
It's a place with purpose. Designed with care – yet possessing the flexibility to be opportunistic – quilted to form a mosaic, connected seamlessly together, but also reaching well beyond its intended geography in every direction – bringing together east and west, north and south, and removing barriers to facilitate movement of people as well as thought.

This is a place you won't find anywhere else. But, it has discovered Dayton. And, Dayton has discovered it.

LOGO & COLORS



COLOR | PROPOSED PRIMARY



West Dayton

Situation: In partnership with CityWide and Greater Dayton Premier Management, Align2Market was hired to develop a brand narrative and creative expression for a five neighborhood section of West Dayton: Miami Chapel, Lakeview, Pineview, Edgemont, Madden Hills. The purpose of the work was to help with the application of a significant HUD grant.

Once a vibrant and thriving African-American working, and creative-class community, featuring a rich history of creativity through music, visual and performing arts, the area has experienced significant decline over the past several decades due to economic conditions. Neighborhood amenities, such as grocery stores, barber shops, restaurants, churches, funeral homes, and business districts, were developed during the height of its time. While some of those sites are still in existence, loss of population, increased disinvestment, and deterioration have contributed to the area's decline.

Goal: Develop a brand narrative that is genuine and reflective of the community's rich history of creativity, pride and work ethic; uncover the heart and spirit that still exists in the soul of the community to resonate with people of all generations.

Solution: Align2Market developed a brand narrative that leverages the African philosophy of Ubuntu: "I am who I am because of who we all are."

"Uncovering our gem" is a tribute to Dayton's moniker as the Gem City. A "gem" is defined as, "a precious or semiprecious stone, especially when cut and polished or engraved." The notion of this theme is that, though at present it may be concealed, the community is indeed a gem. But for it to be revealed, it needs to be unearthed, taken care of and polished. The theme is meant to spark a sense of pride and belief that the community is not defined by current conditions, but rather by the spirit and strength of the people.

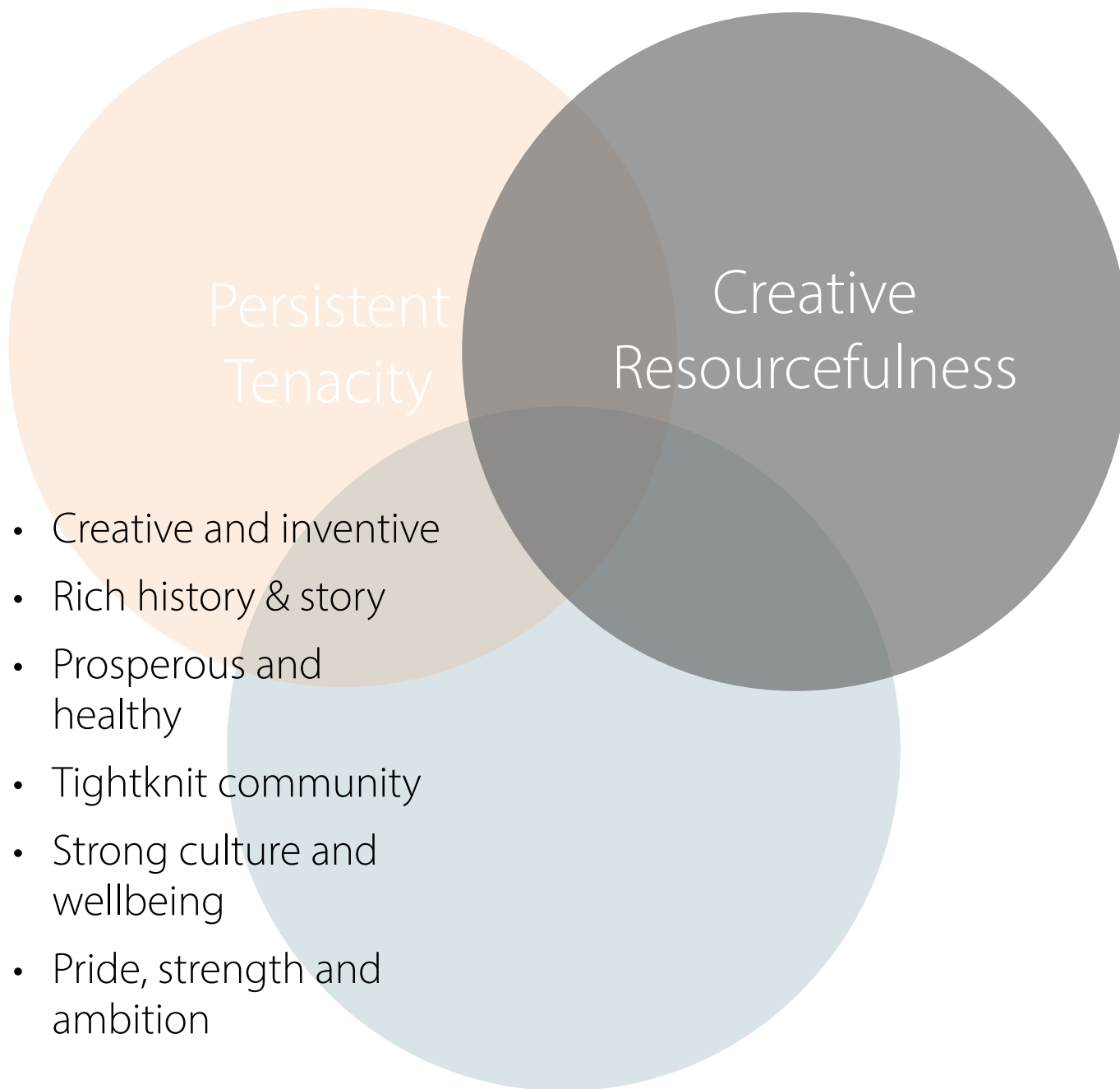
West Dayton Brand Truths



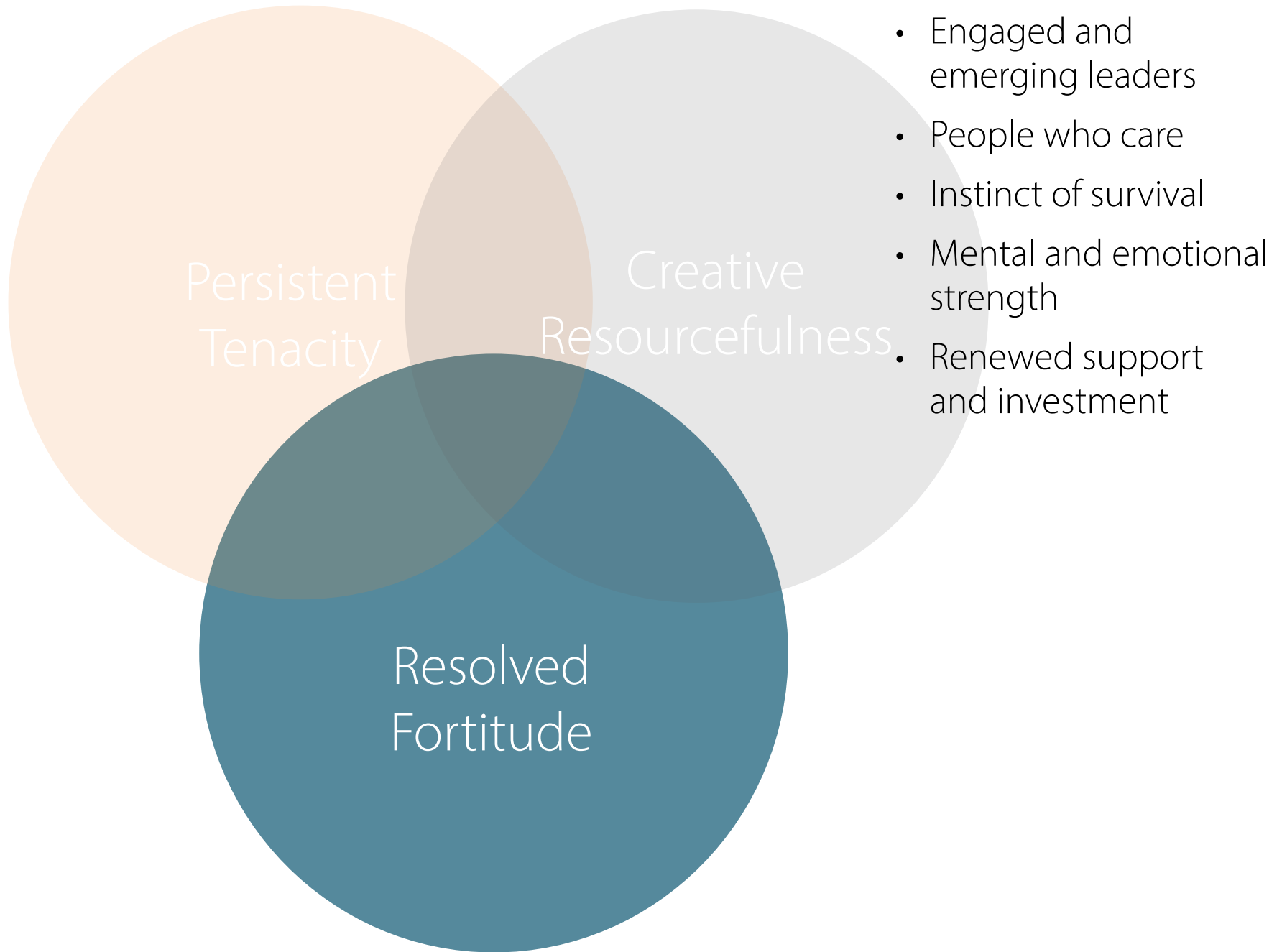
Persistent
Tenacity

- Ingrained DNA
- Fortitude and belief
- Passion, emotions
- Fighting to overcome
- Face of adversity
- Against all odds
- Knocked down;
getting up

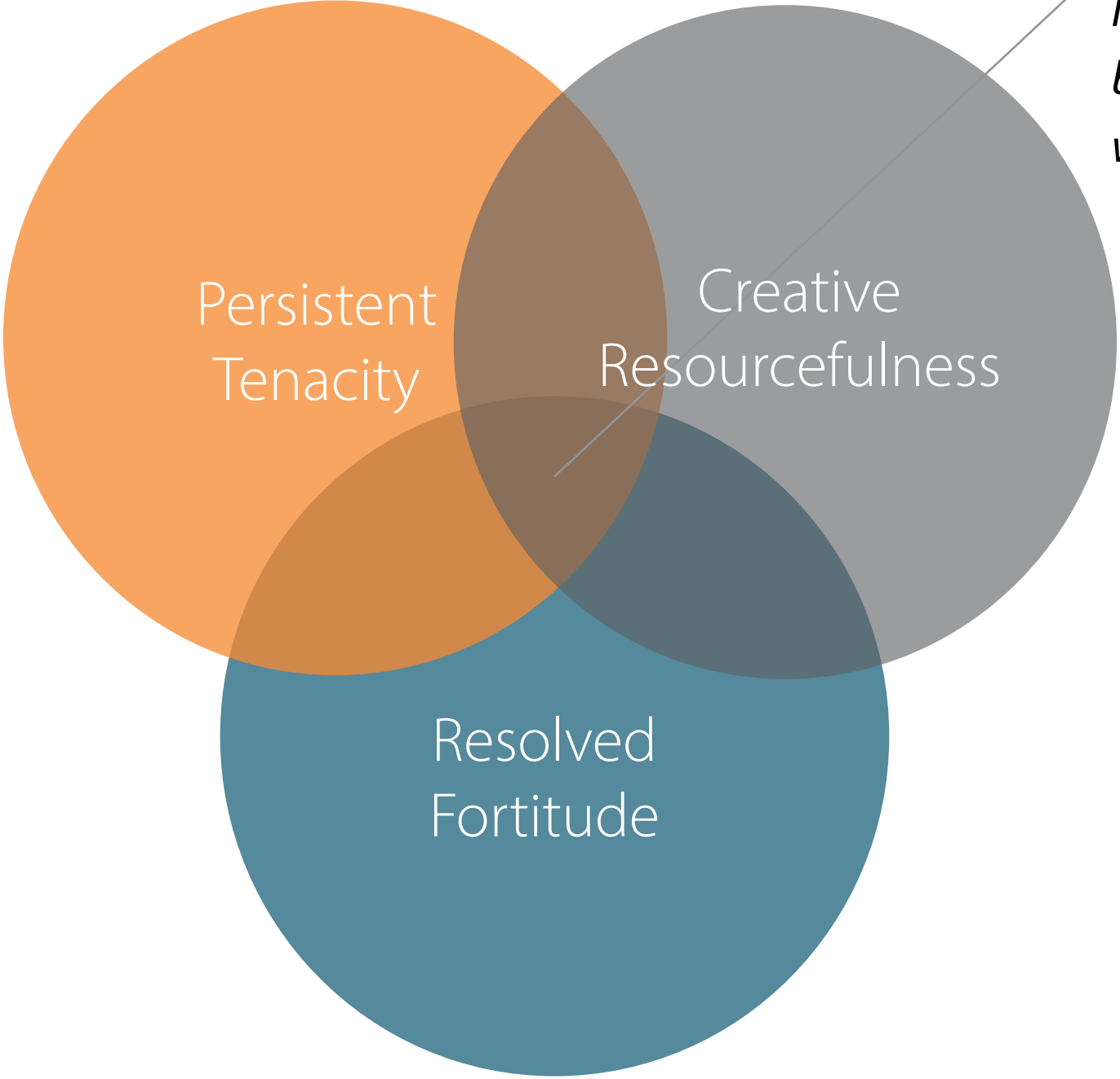
West Dayton Brand Truths



West Dayton Brand Truths



West Dayton Brand Truths & Essence



Ubuntu:
*I am who I am
because of
who we all are*

West Dayton Brand Positioning

We are a people with the strength the faith and the spirit to use our collective heartbeat to create a new beginning. Practicing the Ubuntu philosophy calls for us to care for each other as our ancestors once did as they flourished in light of their challenges to build a strong and proud community. This is who we will be again. It starts now.

West Dayton Brand Narrative



We are a community with a strong sense of history and contribution to not only the greater Dayton region, but the country. Even the world. The DNA of artists, educators, inventors, doctors, politicians and judges cast a strong sense of spirit, strength and accomplishment throughout West Dayton.

While it may be true that we can't go back in time, we must understand who came before us and know the people who laid the stones on which we walk. Their sacrifice will not be without purpose and will not be forgotten.

The story of our community is built upon the foundation of their contributions, toils and perseverance. We have not lost this – it is deep within us. We are the caretakers of our history and will keep it alive in our sense of belief and optimism.





We are a people of great strength and pride. We've seen hard times; turbulent times. And while we have been knocked down, we are defined by how we get back up. We have always been a people who have overcome the barriers in our way. Now is the time for us to rise up and find our new way through the challenges of today.

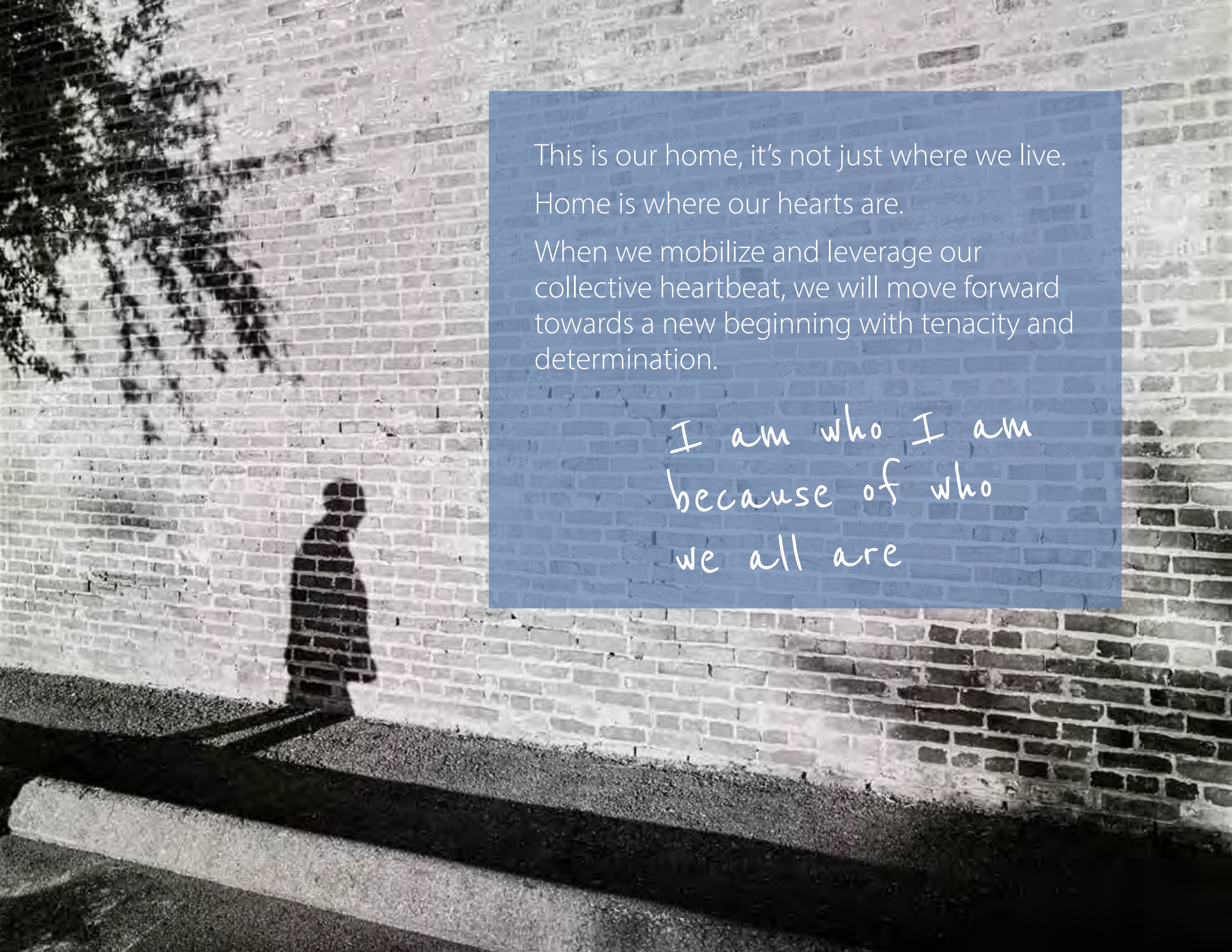
We are moving forward.
We are facing a new normal.

What we make of it is up to us.

We will rally as one and create a new story about who we are as a people, as a community and as a valued symbol of strength in the city of Dayton.



We are not defined by buildings and things. We are defined by the spirit of fortitude and belief. We are defined by a culture of pride, strength and ambition. We will not live in the memories of yesterday. Instead, we will create the memories of tomorrow.

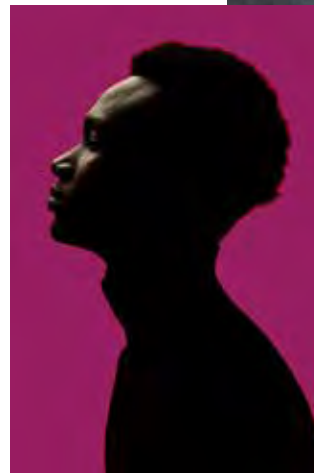


This is our home, it's not just where we live.
Home is where our hearts are.

When we mobilize and leverage our
collective heartbeat, we will move forward
towards a new beginning with tenacity and
determination.

I am who I am
because of who
we all are

WEST DAYTON
Uncovering
OUR GEM



Branding Cleveland Heights

Situation:

Cleveland Heights had not refreshed their brand for over two decades. Still recovering from the 2008 recession, the need to recruit new residents, businesses and visitors is a critical component of the city's economic health and prosperity.

Goal:

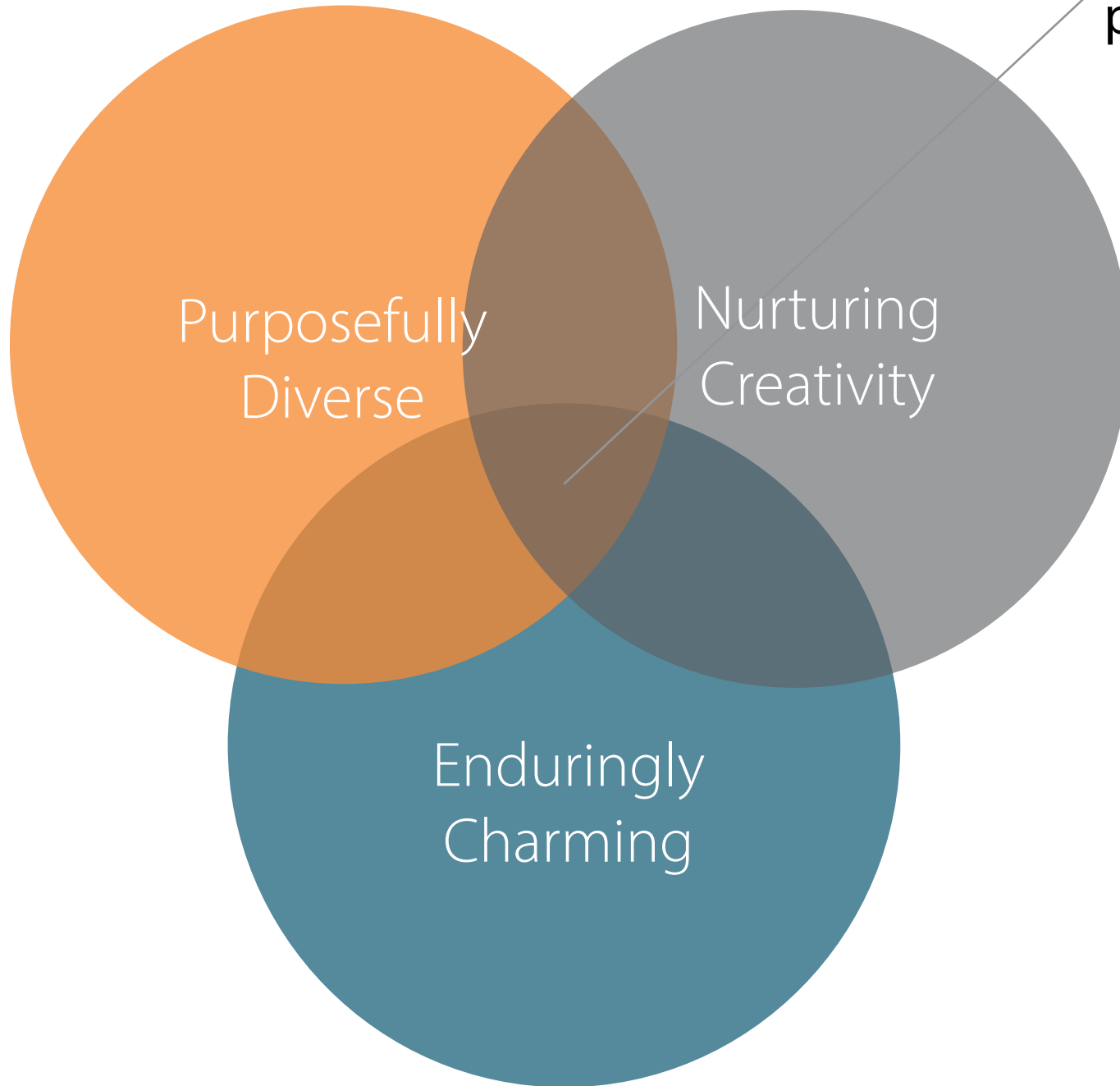
Cleveland Heights sought to define their unique, distinct market position to clearly differentiate the city from other competitive and peer cities. The goal was to develop an umbrella brand position, messaging and execution that would build destination attractiveness to recruit new residents, businesses and visitors to the city.

Solution:

In partner with the city, Align2Market created a broad base of constituent engagement and ownership in the process. Our discovery included administering a quantitative survey, more than 40 one-on-one interviews with community members and five focus groups encompassing all community sectors. This discovery work led to identifying the community Brand Truths, Brand Essence and Brand Narrative which laid the foundation for the execution of the logo, tagline, messaging and executions.

Brand Truths & Essence

Unique, diverse and proudly united.



Purposefully
Diverse

Nurturing
Creativity

Enduringly
Charming

Brand Truths

Purposefully Diverse

It's one thing to tolerate diversity—another to embrace it.

We believe that the best of life is found in a rich tapestry of thought, education, beliefs, and heritage. It is the fabric of Cleveland Heights, a fabric we treasure.

People are attracted to our community because it promises freedom of thought, freedom to pursue your goals, freedom to build a family in the ways that matter to you.

The freedom to be.

As a community we say we are *purposefully* diverse. And to each individual who lives here, it's a promise that they have the freedom to live a life with purpose.



Brand Truths

Nurturing Creativity

Cleveland Heights vibrates with new ideas. It's a place with broad-reaching support for an established arts community, where the sound of music drifts from local venues, where even a walking tour connects you with public displays of artists' visions.

But dig deeper and you'll find an environment that nurtures creative living. A place where ideas and thoughts from different faiths, different incomes, and different cultures mingle and stimulate us. Unique shops reflect the personality of their owners. Parents raise their children surrounded by timeless architecture and the arts. Families can enjoy a seemingly endless range of entertainment at Cain Park or a day of imagination and fun at the Splash Pad.

We nurture creativity because creativity nurtures everything that follows.



Brand Truths

Enduringly Charming

It's that thing people often don't notice until it's gone.

Charm.

Originally designed as an elite garden suburb, Cleveland Heights has managed to hang on to its charm over the years, evolving into an eclectic, architecturally diverse community. There's nowhere else like it and that's one of the reasons why our residents love it.

We have more districts listed on the National Register of Historic Places than nearly every other community in the state, mingled with modern architecture and an eye toward progress.

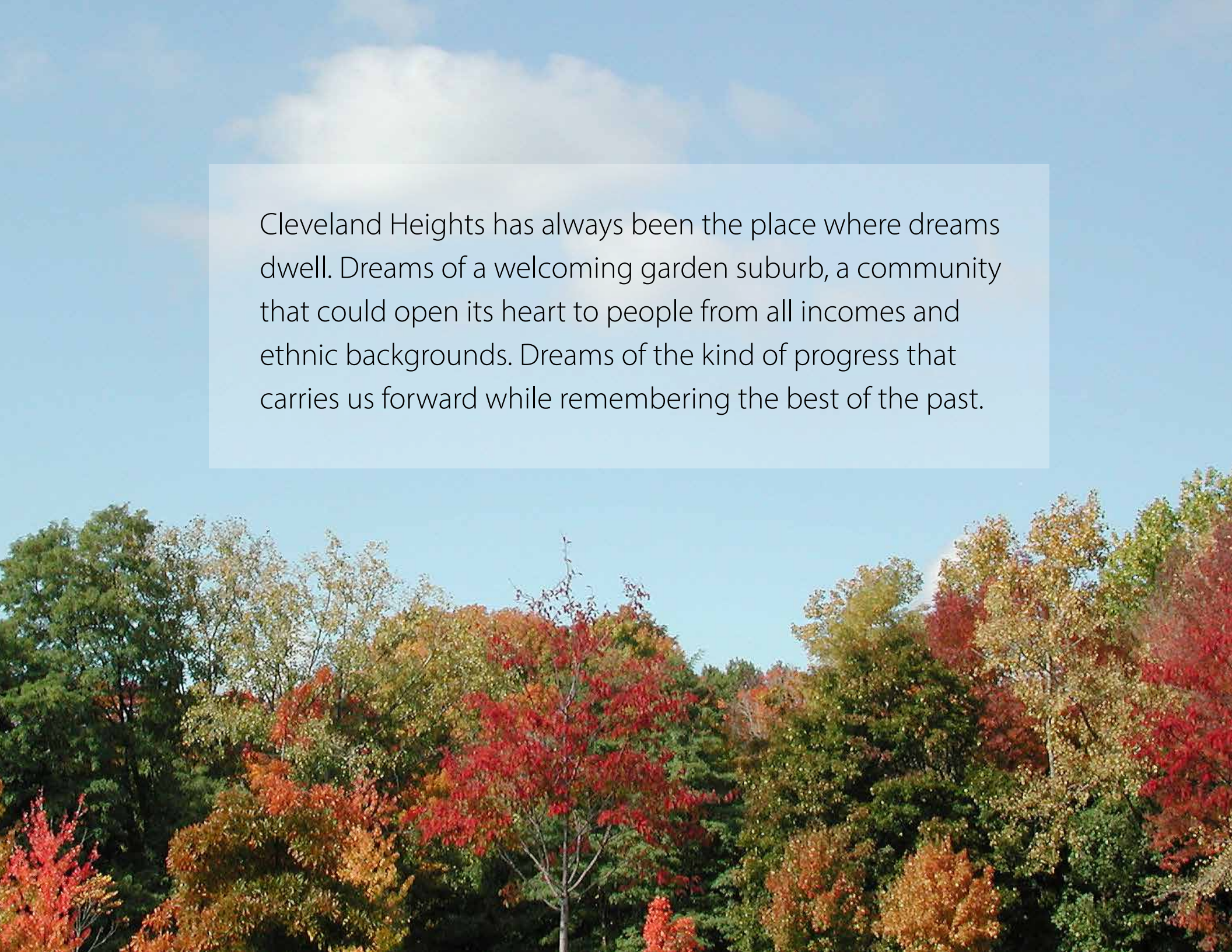
We've proudly preserved a cityscape that both inspires and welcomes. To travel our streets is a way to let your mind roam free as you find refuge from the cookie-cutter sameness that often defines "progress."

To us, true progress begins in an environment that inspires. And Cleveland Heights does it with charm.



Brand Narrative

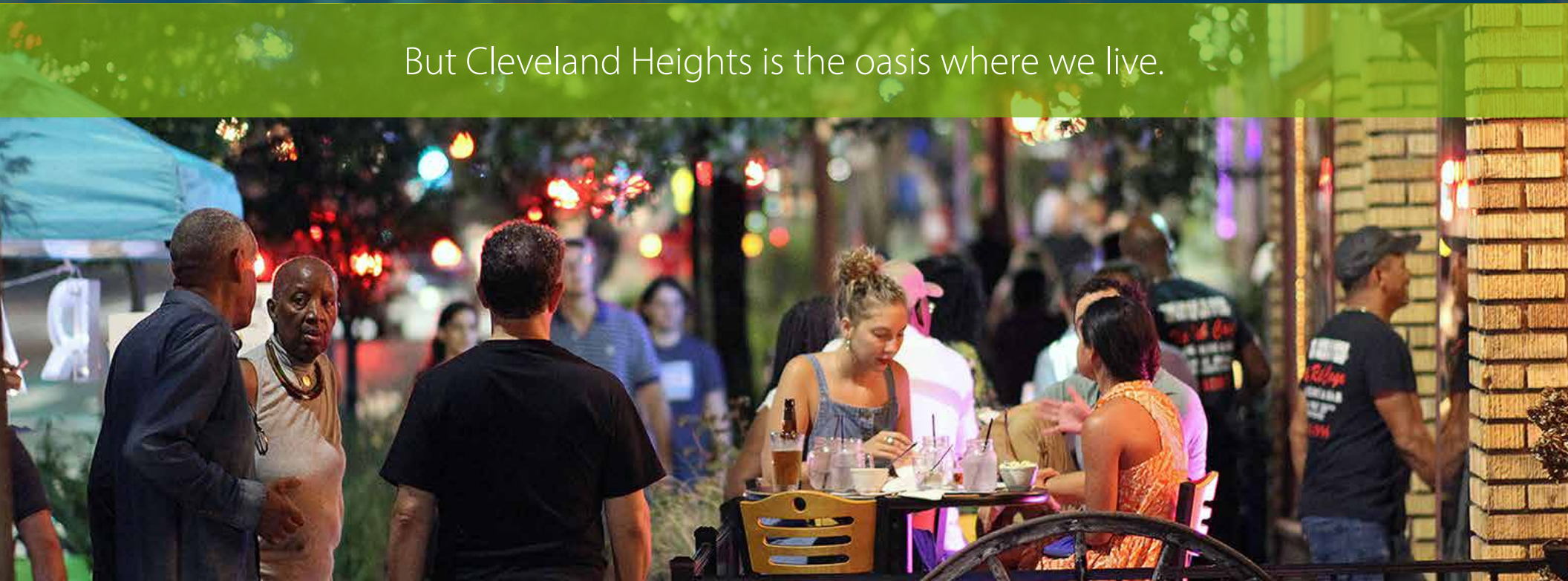
Our story



Cleveland Heights has always been the place where dreams dwell. Dreams of a welcoming garden suburb, a community that could open its heart to people from all incomes and ethnic backgrounds. Dreams of the kind of progress that carries us forward while remembering the best of the past.

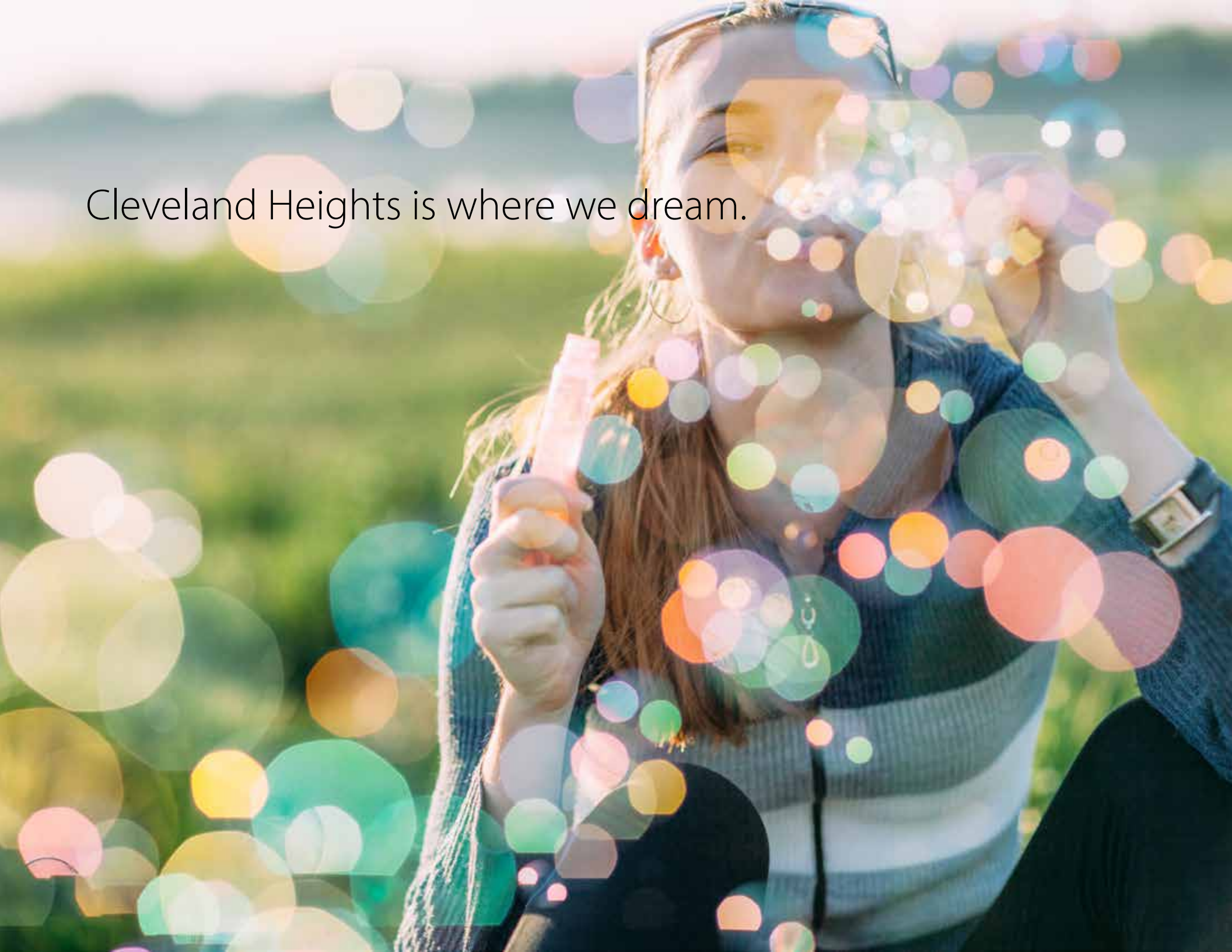


Somewhere in the background is Cleveland, with all of the energy a city has to offer.



But Cleveland Heights is the oasis where we live.

Cleveland Heights is where we dream.



We can dream of a better world,

where diversity is the value we treasure most.



Where unique businesses reflect the personalities of their owners.



And our children can dream of being anything they want,

in neighborhoods that seem to be powered by imagination.



Our dreams have become a reality because of the choices we make.

We choose to be a community where you can be the uniquely best version of yourself.

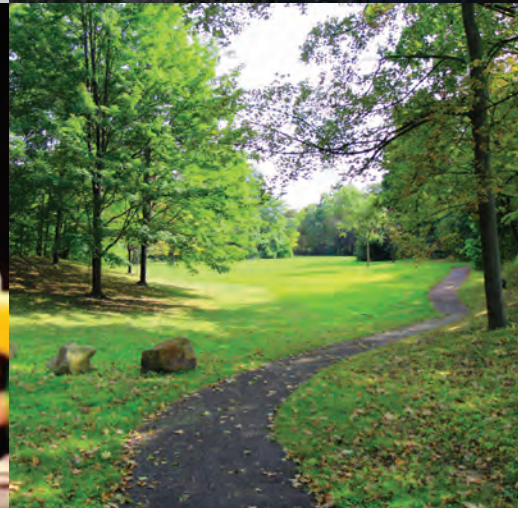
We choose to be different. We choose to be open. We choose to be accepting. And together we've chosen to create the special oasis that is Cleveland Heights.

We choose this.



CLEVELAND HEIGHTS

Unique, diverse and
proudly united.



Cleveland Heights is an oasis of culture, nature, community and fun.

Just walk the tree-lined streets of Cleveland Heights and you'll be immediately inspired by eclectic architecture, from historic to modern and everything in between. Live here, and you'll know why residents wouldn't live anywhere else. Discover great parks and recreational facilities, authentic "main-street" shopping, award-winning restaurants, entertainment, theaters and more. You'll find a rich tapestry of thought, education, beliefs, and heritage here, because diversity is the fabric of Cleveland Heights, a fabric we treasure. Find out more about us. Maybe we're just the answer you've been looking for.



This is Cleveland Heights.
And you're invited to join us.


www.clevelandheights.com



Make a
delicious
memory in
Cleveland
Heights.

People throughout
Cleveland are discovering
the diverse tastes of
Cleveland Heights. And
they keep coming back
to find another new
adventure waiting just
around the corner.



 www.clevelandheights.com/restaurants

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And you're invited to join us.