



**PROJECT SPOTLIGHT:**

# VISIT ELIZABETH CITY, NORTH CAROLINA

## BRAND DEVELOPMENT



Our work with Visit Elizabeth City demonstrates our ability to evolve a community’s brand while preserving its authentic character—a key consideration for the Town of Lexington’s branding initiative. Like Lexington, Elizabeth City faced the challenge of modernizing its image while honoring its traditional charm and strong sense of community. Our success in developing a brand identity that united residents while attracting visitors showcases our expertise in creating brands that can support a town’s growth objectives while maintaining its essential character. The project also highlights our ability to engage diverse stakeholders and adapt strategy based on community feedback, skills that will be crucial for developing Lexington’s new brand identity.



**INDUSTRY**  
TRAVEL & TOURISM  
GOVERNMENT AGENCY



**AUDIENCE**  
LOCAL RESIDENTS  
POTENTIAL VISITORS  
BUSINESS OWNERS

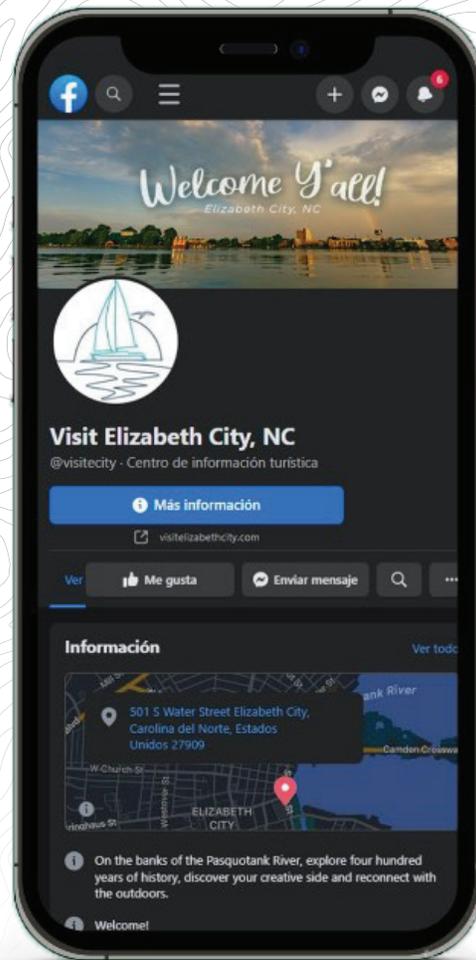


**CATEGORY/TACTICS**  
BRAND DEVELOPMENT  
VISUAL IDENTITY  
CREATIVE CAMPAIGN  
SOCIAL MEDIA MARKETING  
CONTENT DEVELOPMENT  
ITINERARY CREATION  
WEBSITE & LANDING PAGE  
SUPPORT  
REPORTING

## PROJECT SPOTLIGHT: VISIT ELIZABETH CITY



Instagram Mobile Page



Facebook Mobile Page



## IDEAS.

Visit Elizabeth City engaged evok to modernize their visual identity and create campaign-ready branding to increase visitation to this charming waterfront destination. Located on the Albemarle Sound in northeastern North Carolina, Elizabeth City needed a fresh look to complement its nickname, “The Harbor of Hospitality,” and capitalize on its scenic waterfront and hyperlocal experiences.

After a competitive RFP process, evok was selected as the agency of record for Visit Elizabeth City. Our approach focused on evolving the destination’s existing brand to create a modern, recognizable visual identity. The new brand maintained key elements, such as the waterfront theme, while introducing cleaner, more modern design elements. The updated logo used a larger sans-serif font to emphasize the destination’s name, complemented by lighter line art of the boat and water, ensuring the imagery did not compete with the brand’s primary message.

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The rebranding effort coincided with a period of civil unrest following the Andrew Brown Jr. incident. Our strategy needed to delicately balance the community's emotional landscape while promoting tourism. Competing with nearby Outer Banks destinations posed an additional challenge, requiring us to differentiate Elizabeth City by focusing on its unique hyperlocal offerings. We initially encountered difficulty converting awareness into visitation, prompting us to adjust our strategy to highlight more personalized, community-driven narratives that emphasized the destination's history, culture, and welcoming spirit.

Through these strategic adjustments, we saw a marked increase in visitor engagement and weekend traffic. By fostering a positive perception of Elizabeth City and promoting its distinct experiences, the campaign contributed to economic growth and helped heal and unite the community during a critical time.

Once the primary brand identity was established, we extended the visual system into seasonal and event-specific campaigns. Initiatives like Christmas in Elizabeth City and Weddings in Elizabeth City showcased the destination's diverse offerings under a cohesive visual identity. In addition, we developed custom travel itineraries, including Foodie, Family Fun, and Timeless Weekends, each tailored to highlight unique, hyperlocal stops throughout the city. These were supported by a targeted social media marketing campaign driving traffic to a custom landing page promoting the itineraries.

### PROJECT ACHIEVEMENTS AND MILESTONES:

- Created a modernized brand identity that retained Elizabeth City's established visual elements while appealing to new audiences.
- Developed custom travel itineraries that highlighted hyperlocal experiences, driving increased interest in the destination as a weekend getaway spot.
- Successfully launched seasonal and event-based campaigns to bolster year-round visitation.
- Implemented a targeted social media campaign that increased engagement and directed users to the Visit Elizabeth City website, enhancing visitor planning tools and itineraries.



Logo Designs