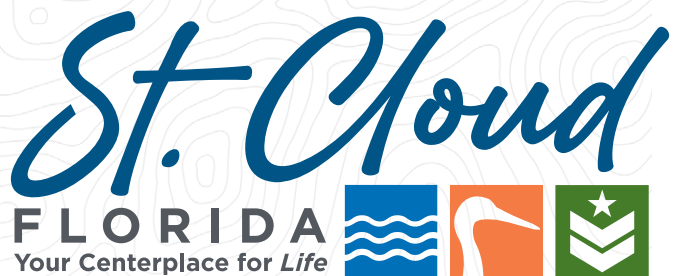




PROJECT SPOTLIGHT:

CITY OF ST. CLOUD BRAND DEVELOPMENT



The City of St. Cloud, located just south of Orlando, engaged evok to develop a stand-out brand identity that reflected its unique Florida hometown feel while appealing to residents, visitors, and businesses. The city has a rich history rooted in the military community and a diverse population, with aspirations for future growth on both residential and commercial fronts.

Our approach began with extensive community engagement, including forums and meetings with residents, local business owners, and city officials. We uncovered valuable insights into the community's desire to maintain its small-town roots while positioning itself for future expansion. From these findings, we developed a comprehensive brand identity, including a customizable "mosaic" branding system that could be adapted for different city departments and initiatives. The primary logo and tagline, "Your Centerplace for Life," reflect St. Cloud's community values and adaptability, with variations such as "Your Centerplace for Business" and "Your Centerplace for Recreation" tailored for specific uses.



INDUSTRY

TRAVEL & TOURISM
GOVERNMENT AGENCY



AUDIENCE

LOCAL RESIDENTS
POTENTIAL VISITORS
BUSINESS OWNERS



CATEGORY/TACTICS

BRANDING DEVELOPMENT
COMMUNITY ENGAGEMENT
RESEARCH
VISUAL IDENTITY & DESIGN
BRAND ROLLOUT
MESSAGING
CONTENT FRAMEWORK
REPORTING

PROJECT SPOTLIGHT: CITY OF ST. CLOUD



Branding System

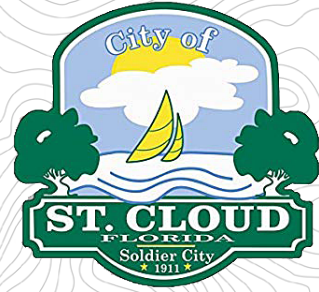
A key challenge was balancing the community's desire to maintain its small-town character while encouraging economic growth and expansion. Through our iterative process, grounded in community feedback, we refined the brand to ensure it resonated with both existing residents and potential new businesses. Our adaptable branding approach allowed us to navigate the diverse needs of the community while ensuring the brand remained cohesive and authentic.

We also developed a brand standards guide to ensure cohesive application across all city departments and marketing materials, from street signage to digital platforms. The brand rollout included street signage, marketing collateral, vehicle wraps, and other elements to reinforce the city's new identity.

PROJECT SPOTLIGHT: CITY OF ST. CLOUD



City of St. Cloud New Brand Logo



City of St. Cloud Previous Brand



City of St. Cloud Department Logos

PROJECT ACHIEVEMENTS AND MILESTONES:

- Successfully launched a fully customizable branding system adaptable for various departments and marketing campaigns.
- Completed the brand rollout across multiple touchpoints, including city signage, vehicles, marketing materials, and digital platforms.
- Increased community engagement and pride in the city's new identity.
- Developed a flexible tagline system, enhancing the city's ability to market to specific sectors such as business and recreation.

PROJECT SPOTLIGHT: CITY OF ST. CLOUD



BRAND STORY

Brand Story

Whether St. Cloud is your hometown, where life led you, or a home for your business, one thing is certain—it's at the center of it all. With theme parks, major metropolitan areas and rapidly expanding cities surrounding its borders, St. Cloud is the heart of Central Florida, and it's that heart that makes it like no other place.

From the moment you cross the city limits, you are enveloped in hometown pride. Festivals and events fill the picturesque lakefront and historic downtown streets, inspiring a tradition of close-knit connections and community. That sense of togetherness can be found in every corner of our city, remaining true to the authentic nature and spirit of life in St. Cloud in the midst of growth and new opportunities.

For businesses looking to put down roots, St. Cloud means a prime location with the resources and amenities needed to drive growth. Here, established businesses share walls with up-and-comers and value community over competition—it's just our nature.

For a young family, it means a safe neighborhood and a big backyard for growing kids. A short drive from everything yet tucked away from the bustle of city life, it's where your heart can call home.



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BRAND STORY

Brand Pillars



Central Location



Hometown Pride



Authentic in Nature

5

LOGO USAGE

Logo Variations

The "mosaic" branding style used in the St. Cloud brand allow the City to customize the logo depending on each application by changing out the tiles used. The "main" logo with the wave, sandhill crane and military stripes tiles should be used on all-encompassing pieces, such as destination ads and as the logo on websites, stationery, etc. For special applications, such as department-specific pieces, the tiles can be changed out to better represent the subject matter.



Outdoor Activity Icons



Arts & Culture Activity Icons



Business Development



Military and Historic



Please note additional variations on the tiles must be approved in advance.

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TAGLINE

Tagline & Variations

The City of St. Cloud tagline was also developed using the "mosaic" branding approach, meaning it can be customized depending on application. The overarching tagline of "Your Centerplace for Life" should be used on all-encompassing pieces. For special applications, such as promoting specific activities, the tagline can be tailored by switching out the last word to an approved variation.



Logo with Standard Tagline



Logo with Tagline Variation

Approved Tagline Variations

Your Centerplace for Business
Your Centerplace for Growth
Your Centerplace for Development

Your Centerplace for Everything
Your Centerplace for History
Your Centerplace for Community

Your Centerplace for Military Pride
Your Centerplace for Success

Please note additional variations must be approved before use.

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PROJECT SPOTLIGHT: CITY OF ST. CLOUD

