



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

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Branding System

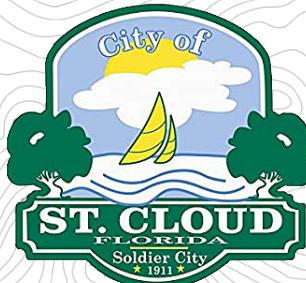
A key challenge was balancing the community's desire to maintain its small-town character while encouraging economic growth and expansion. Through our iterative process, grounded in community feedback, we refined the brand to ensure it resonated with both existing residents and potential new businesses. 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.

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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.

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