

## Bay City Tourism – Tagline & Logo

**Creative Brief**  
**January 2021**

### **Project Objective:**

The purpose of this project is to create a cohesive brand identity for Bay City, Texas that encourages tourism and awareness to this coastal community. In doing so, the organization will bring consistency to their brand providing a more streamlined messaging system promoting travel and tourism to their destination. Right now, Bay City doesn't have a clear identity, which hinders marketing efforts and impedes the ability to grow as a destination. With a new logo and tagline, Bay City will not only be able to bring a more cohesive message to their residents and tourists, but also build awareness of the city as a whole.

### **What's the brand opportunity?**

A new tagline and logo will revitalize the Bay City brand, and establish consistency across all marketing efforts. This new iteration will give the community a platform to reintroduce themselves as a serene coastal getaway for a myriad of visitors, not simply a birdwatcher's paradise.

Bay City, Texas is a calming retreat for visitors to disconnect and rediscover themselves. Your day can consist of a full minute-by-minute itinerary or be as relaxed as a day at the beach. It's the place you want to run away to and never look back. These new brand assets have the opportunity to change the perception of Bay City, positioning it as the go-to tranquil escape. A streamlined brand identity will further assist potential visitors to recognize all the city has to offer them, in addition to the specific reason that brought them there. With a rich history rooted in major events in American frontier life, Bay City has a little something for everyone, from the all-day outdoorsman and history buff to the sand castle builder and sea glass collector.

### **What's the role of brand communications (incl. advertising)?**

To design and develop a suite of materials for Bay City to establish a more cohesive look and feel for their new brand identity. These materials will include a logo and tagline and will help connect and share the many offerings that Bay City visitors are able to experience from outdoor adventures like boating and beaching to rich history architectural tours. The designs and messaging will elevate Bay City's look and feel, establishing it as an escape for both young and old to gather and create memories together.

### **Who are we talking to?**

*Primary*

- All Potential Visitors
  - Ideal Visitors Include:
    - Outdoor enthusiasts

- Birders, kayakers, fisherman, boaters, beach goers, hunters
- Young families with small children
- Men 17 and older
- Retirees

#### *Secondary*

- Current and Potential Residents
  - Looking to create buy-in among locals

### **Target Market Profiles**

*The target market profile is just one example of what one of the target markets for Bay City's marketing efforts. The design team uses the target market profile to better understand your audiences.*

#### *Outdoor Enthusiast*

For as long as he can remember, Michael has loved being out on the water. Whether it's fishing with his children, boating with his buddies or just floating the tide with his wife, the ocean has always been his escape. Between a busy career in the tech industry and family baseball games, dance recitals and college tours, in recent years Michael hasn't had as much time to enjoy his outdoor activities as he would have liked. Now that he has finally decided to retire, he's ready to get out of Houston and is currently looking for a place where he and his wife can spend some of his new free time that has fishing and the other outdoor activities he enjoys, with some other experiences his wife will enjoy.

#### *Young Family*

Alyssa's husband John has recently been relocated for his job to the greater Houston area. While preparing for their move, Alyssa began revisiting some of her favorite memories of growing up on the sunny beaches of California – collecting seashells with her mother at low tide and camping under the stars every summer. Alyssa, now a mom of two young girls herself, wants to find a way to continue creating these special moments with her daughters. Before boarding the plane with a one-way ticket east, Alyssa has started searching for a perfect summer getaway; not-so-far-away from the big city they're about to call home where both her children and her spouse can create new memories of summer fun.

### **What do we want the target market to believe?**

It's your out-of-town hometown that welcomes you to explore or relax as much as you want - a sweet escape that allows you to reconnect and rediscover.

### **What is the single most persuasive idea we can convey?**

A serene destination where the surf dances with the sand, Bay City, is a community close enough for a weekend escape, yet far enough from ordinary days.

## What is the brand's character/personality?

*The following list of words was compiled based on the responses provided within the creative questionnaire.*

- Adventurous
- Beautiful
- Calm
- Distinct
- Escape
- Country Coastal
- Welcoming

## Competitive Landscape At A Glance:

- **Corpus Christi, TX** - <https://www.cctexas.com/>
  - A Texas city on the Gulf of Mexico tucked into a bay and its beaches.
  - Larger attractions include the Texas State Aquarium and USS Lexington.
- **Galveston, TX** - <https://www.galveston.com/>
  - An island city on the Gulf Coast of Texas, known for many attractions including Moody Gardens, Galveston Island historic Pier and Galveston Island Waterpark.
- **Rockport, TX** - <https://www.cityofrockport.com/>
  - A coastal Texas city known for its fishing piers and rich birdlife.
  - Attractions include the Texas Maritime Museum and Fulton Mansion.
- **Port Arthur, TX** - <https://visitportarthurtx.com/>
  - Located on the coast of Texas, best known for birding, boating and beaching.

## Design Details

1. Aspirational Designs
  - a. McDonalds
    - i. Appreciates the brand recognition and the feeling you get when you see their logo. Heidi's nephew has a reaction when he sees the golden arches
  - b. Nike
  - c. Spartan Golf Club
    - i. Likes:
      1. The brand is recognizable
      2. It evokes emotions
      3. They've created a loyal following – people don't want to use/go anywhere else
2. Overall Aesthetic
  - a. A clever logo that can tell a story just from the image
  - b. Simple, timeless, modern, calm and clean

- c. Needs to be reflective of Bay City so everyone, including locals, can embrace it
- 3. Design/graphical elements: Likes
  - a. Color Palette
    - i. Vibrant, eye catching, attention grabbing
    - ii. Mood seeking, happy colors
    - iii. Looking to evoke a sense of serenity and calm through the brand
      - 1. Open to exploring options outside of the current brand
      - 2. Lead with blue, add colors that work well
- 4. Design/graphical elements: Dislikes
  - a. Nothing too busy or difficult to print/produce for marketing materials
    - i. The current logo has blue shading behind it that can be difficult to work with
    - ii. No palm trees or birds
    - iii. Hard to read fonts
      - 1. Avoid overused script fonts
- 5. Mandatories
  - a. Name (TBD)
    - i. Bay City, Texas – Matagorda County
      - 1. Options to add one/both
      - 2. Open to: Visit, Discover, Explore
        - a. Bay City – Matagorda County