

# Brand Positioning & Strategy Report

TOWN OF CASCO, ME

*A synthesis of all discovery insights, including community values, key themes, audience profiles, and a unifying brand narrative to guide the next phase of design.*

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# CORE INSIGHTS

## + PROJECT PURPOSE

This work is about more than a logo. It is about defining:

- Who we are as a community
- What we value
- How we present ourselves to the world

### CORE INSIGHT

*Casco is not trying to become something new. It's trying to hold onto what matters while making space for what's needed.*

*Residents are deeply aligned around preserving natural beauty, small-town character and community connection.*

At the same time, there is a quiet, consistent desire for:

- more local businesses
- gathering spaces
- a stronger sense of place

### TENSION

*Growth is desired, but only if it feels like Casco.*

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# HOW WE LISTENED

## + AND WHAT WE HEARD

This strategy is grounded in community input gathered through:

- Two in-person community workshops
- Online community survey (58 responses)
- Conversations and meetings with residents and stakeholders

## AUDIENCE

### Primary:

- Year-round residents
- Deep emotional investment
- Protective of identity
- Value tradition, familiarity, and authenticity

### Secondary:

- Seasonal residents & visitors
- Already connected to place
- Experience Casco through recreation + nostalgia
- Potential advocates and contributors to local economy

Across all inputs, several consistent themes emerged:

- Strong sense of community
- Deep connection to nature and open space
- Pride in small-town identity
- Desire for thoughtful, careful growth

### STRATEGIC TAKEAWAY

**This brand is built from the inside out. If residents believe in it, it will naturally extend outward.**

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# WHAT MAKES CASCO UNIQUE

Workshops and survey results identified what contributes to Casco's uniqueness:

- Abundant lakes, ponds, and open space
- Everyday access to nature
- Strong culture of volunteerism
- A close-knit, year-round community
- A gateway to the Lakes Region

## BRAND POSITIONING

*Casco is a close-knit lake region community where nature, tradition, and neighborly spirit shape everyday life, offering a place to slow down, connect, and belong.*

## EXPANDED POSITIONING

*At the gateway to Maine's Lake Region, Casco is a community rooted in open space, shared traditions, and a deep sense of belonging. Where growth is guided by what matters most.*

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# BRAND PILLARS

*These 5 pillars are our foundation.  
Everything visual and verbal should tie back to these.*

## ROOTED IN NATURE

Casco's identity is inseparable from its lakes, woods, and open spaces.

- Not just scenic, but lived-in and everyday
- Access over spectacle
- Nature as lifestyle

## SMALL TOWN AT HEART

A place where people know each other—and show up for each other.

- Generational ties
- Familiar rhythms
- Strong sense of belonging

## GATEWAY TO THE LAKES REGION

A geographic and emotional entry point.

- Accessible, welcoming
- A starting place for exploration
- Positioned within something bigger—but still distinct

## POWERED BY COMMUNITY

Volunteerism and civic pride are defining traits.

- People step up
- Community doesn't just exist—it's built
- Local involvement is part of identity

## THOUGHTFUL GROWTH

Casco is open to the future, but on its own terms.

- Intentional, not rapid
- Additions should feel like extensions, not disruptions
- Growth that supports, not replaces

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# BRAND PERSONALITY

## IF CASCO WERE A PERSON

- **Grounded** (not flashy, not trendy)
- **Welcoming** (but not performative)
- **Steady** (trustworthy, consistent)
- **Humble** (quiet confidence)
- **Neighborly** (approachable, real)

### AVOID

- *overly polished / “tourism brochure” tone*
- *trendy or corporate language*
- *anything that feels inauthentic or imposed*



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# BRAND VOICE + TONE

## VOICE

- Plainspoken
- Warm
- Honest
- Unpretentious



## TONE

- Calm and confident
- Proud, but not boastful
- Reflective rather than aspirational

**AVOID** Anything overly polished or generic.

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# STRATEGIC TERRITORY + WHERE CASCO STANDS

Casco is not trying to compete with bigger destinations or fast-growing towns.



It occupies a different space, one defined by authenticity, connection, and everyday life.

## WHAT CASCO IS

- A real Maine community, *not a curated destination*
- A place where nature is part of daily life, *not just something to visit*
- A town where people know each other, *and show up for each other*
- A gateway to the Lakes Region *that feels welcoming and accessible*
- A community that values continuity *over constant change*
- A place where growth is thoughtful, *not rushed*

## WHAT CASCO IS NOT

- Not a high-traffic tourist hub
- Not a resort town
- Not overdeveloped or commercialized
- Not trying to be trendy or urban

### TERRITORY STATEMENT

*Casco is where community and nature come first, and everything else follows.*

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# BRAND THEME + TAGLINE EXPLORATION

*A tagline is a short, memorable phrase that captures the essence of a brand, reinforces its identity, and communicates a core promise or feeling to the audience. It's meant to quickly convey what the brand stands for and leave a lasting impression.*

## The theme and tagline must reflect:

- Connection to land and water
- Strength of community
- A commitment to preserving what makes Casco special

**Possible tagline considerations**  
(for use on website, welcome signs, merch)

→ **ROOTED IN WHAT MATTERS** ←

**GATEWAY TO THE LAKES REGION**

**WHERE COMMUNITY COMES FIRST**

**A PLACE TO BELONG**

**LIFE, AT A QUIETER PACE**

**CONNECTED BY LAND, WATER AND PEOPLE**

**SMALL TOWN, STRONG COMMUNITY**

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# EXAMPLES

## OF COMMUNITIES NEAR CASCO



**RAYMOND**  
PARKS & RECREATION



## TAKEAWAYS

Raymond's identity is really strong and Bridgton's has great storytelling (although there are no alternate versions, icons or lockups that I can find). Everything else reads rather weak, leaving no lasting impression.

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# EXAMPLES

## OF OTHER MAINE COMMUNITIES



WELCOME TO  
**KENNEBUNKPORT**



### TAKEAWAYS

Other towns tend to just use their seal for their logo, not supplementing with anything else. Even ones that have been updated tend to be image-heavy and too complex for scaling down for alternate use.

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# EXAMPLES

OF COMMUNITIES DOING IT WELL



CITY OF  
**SOUTH  
PORTLAND**

**LEWISTON**  **ME**

**LEW  
IS  
TON** **Maine**



## TAKEAWAYS

Yarmouth wins the award for best identity system with not only my personal favorite design (strong flag icon, great circle/badge lockup) but their implementation across socials with templates and color palette consistency is unmatched (check out their IG).

## Phase 2: Visual Identity Development

*\*Options/sketches to be presented to Selectboard to help confirm creative direction.*

- Design primary logo and lockups
  - horizontal, vertical, and icon mark
- Provide alternate variations
  - (1-color, reversed, simplified for small scale use)
- Develop typography system
  - Headline and body fonts
- Establish comprehensive color palette with accessible pairings
- Design supporting design elements
  - Patterns, illustrations, textures

**Deliverable: Full logo suite and branding system**

*This brand will reflect who Casco truly is—  
A community rooted in nature, connection,  
and what matters most.*