

“A brand is a singular idea or concept that you own inside the mind of a prospect.”

Al Reis

Al Reis coined the term **"positioning"**, as related to the field of marketing, and authored *Positioning: The Battle For Your Mind*, an industry standard on the subject.

# Downtown Lake Park Branding Initiative – Project Overview

- **Purpose**
  - Support economic development
  - Strengthen identity
  - Position Downtown as a recognizable destination
- **Why Branding Matters**
  - A strong brand helps shape perception
  - Ensure that when people think of Downtown Lake Park, they immediately associate it with a **vibrant, artistic, vintage/historic destination**.
- **Strategic Foundation**
  - Implementation action from the **2024 Lake Park CRA Strategic Marketing Plan**
  - Supports the **CRA Master Plan goals** for economic development, placemaking, and business attraction.

# Project Scope

- A **Downtown Lake Park logo** (complimentary to City and CRA logos)
- A **brand positioning strategy**
- A **visual identity system** (colors, typography, design elements)
- A **Brand Standards Guide** for consistent use across marketing, signage, events, and communications

## Where We Are in the Process

- Brand research and market analysis completed
- Three logo concepts developed
- Business/property owners and CRA Board members are now helping **narrow the selection to two concepts**



- ***Downtown Lake Park Brand Promise Option 1***

“Downtown Lake Park promises an authentic experience where creativity, community, and connection thrive. We bring together art, culture, and vintage small-town warmth to offer a vibrant destination that celebrates local spirit and invites everyone to feel at home.”

- ***Downtown Lake Park Brand Promise Option 2***

“Downtown Lake Park promises a place where authentic character meets creative energy. Anchored in vintage charm and a proud artistic spirit, our downtown invites makers, dreamers, and doers to connect, create, cultivate opportunity, and thrive. We celebrate our originality and offer a walkable urban district alive with art, music, local flavor, and a welcoming sense of belonging.”

# Next Steps

- Refine the top two logo concepts
- Select final logo (CRA Board)
- Develop full brand applications and guidelines

# Anticipated Outcome

Adoption of a **unified Downtown Lake Park brand** that will:

- Increase awareness of Downtown Lake Park
- Support local businesses and events
- Strengthen marketing and positioning efforts
- Create a consistent visual identity for signage, banners, digital media, and promotions