



We do amazing.

Community Branding

BRAND STORY

Everyone is familiar with the “it” cities in the South. They’re on every list. Columbus is ready to break into that list. We’re not a backwater. We’re a city of 250,000 strong. Our downtown—wait, our Uptown—thrives day and night. Brick and steel buildings of the past now make up our renovated 21st century skyline. Instead of an urban river you’re afraid to touch, our Chattahoochee invites you in. Our arts and cultural entertainment surprise. Our world class museums inspire. Outdoor activities abound. Government and business work together to make it happen. We believe in big, bold ideas that impress while revering our past. That’s why, around every corner, Columbus proves, “We do amazing.”

RESEARCH DETERMINES THE BRAND

- The Brand Platform
 - Target – for people seeking the excitement and inspiration of renewal
 - Landscape – Georgia’s 2nd largest city, that sits along the Chattahoochee River
 - Promise – where urban culture and outdoor environments encourage discovery and honor the past
 - Benefit – there’s adventure around every turn
- The Brand Promise identifies a target audience, where does Columbus compete for business, what can Columbus promise better than anyone else; this is both functional and emotional, and how does the promise make people feel

The meaning behind the mark and tagline -- Abstract buildings and surprising type Geometric shapes suggest a street lined with a diversity of businesses.

The name is composed of multiple typefaces to show surprise and variety of experiences and people that make up Columbus.

Branding Columbus, Georgia is more than just a logo. It’s a story we all share! Columbus is an innovator, bringing creativity and public/private partnerships together to make an impact. Whether you have a restaurant with a dish that can claim to be “Amazing,” or a downtown Columbus shop with merchandise that shows off a sense of Columbus’ entrepreneurial spirit. The Columbus story can be experienced in a number of ways. We encourage you to join in the fun. How can your business share in the adventure?

FAQ

- Community Branding was a strategic initiative that was identified in the research produced by Market Street for the Regional Prosperity Initiative; now known as Columbus 2025
- There was a process
- A Request for Proposal was issued to companies that specialized in research-based community (or place) branding; there's a big difference in community brandings vs product or logo design
- The branding process included 1) exploration [research] 2) evaluation of the data/research 4) development of the creative product 5) the Brand Delivery Plan 6) 12-months follow-up/assistance with the branding team
- The work was funded through a public-private partnership
- Local tax dollars were **NOT** used
- A **local** firm has been engaged to roll out phase 4 of the branding strategy - Engagement
- A community brand is not about the logo, but the story; Columbus has amazing stories, big and small; what is your story?
- A good investment
 - "What progress has preserved" has been in place for 15-years
 - According to Grey Research Solutions, it has a 97% recall rate
 - If this new Community Brand performs as expected, the investment is \$6500 per year.
 - Under the guidelines of Columbus 2025, the branding component sets the bar and influences the other strategies within the program of work identify by Market Street.
- External PR
 - The earned media from articles written by travel writers is approximately \$66,000 in earned media (year-to-date)