Goals

Community stakeholders have set out to create a unified brand that encompasses all assets of Dearborn to help:

• Attract and retain top talent
• Encourage workforce to live, play and stay in Dearborn
• Encourage students to live, stay and play
• Drive complimentary businesses to locate and operate in the districts
• Grow the brand through stakeholder participation and investment
• Increase commercial and residential property value
• Drive tourism to the districts
• Increase community pride and investment
Progress Summary

Sources of insight
Site visits (3-day intensive + ongoing)
One-on-one interviews
Group info sessions (9 groups)
Surveys (2)
Visioning session (33 participants)
Creative roundtable (15 participants)
Emails
New competitive research
Existing Dearborn city research

Surveys
1909 Individual responses
14% Arab American responses
41 Business owner responses
26 Print survey locations citywide + online and at city offices
17 Prize donors
Bilingual English & Arabic

Key milestones completed
1. Brand backstory and general messaging framework.
2. Logo and visual direction
3. Brand story guidelines
4. District naming & initial map

Next steps
1. Long-term web strategy
2. Populate brandingdearborn.com with key tools and assets
3. Rollout plan
The keys to telling Dearborn's story

MISSION & VISION

BRAND CORE
Brand Drivers
Positioning
Personality
Promise

ESSENTIALS
Name
Messaging
Tagline
Descriptor
Backstory
Logo
Visual System

GUIDELINES
Tone of Voice
Visual Standards

COMMUNICATIONS
Advertising
Print Communications
Packaging
Event Environments
Digital Media
Dearborn Brand Essentials: Vision

What do we want Dearborn to become?

One of the most desirable cities in the United States in which to live.
How will we enable Dearborn to achieve its potential?
By creating an unforgettable image of Dearborn as a cohesive community with next-gen appeal, enriched by walkable public spaces, cultural vitality and innovative retail diversity.

The Dearborn mission embodies the transformative strategies cited in the Downtown Dearborn Strategic Plan.*

*“Downtown Dearborn: Strategic Plan Overview (Draft Highlights 3-10-16)”, available from the East & West Downtown Dearborn Development Authorities.
Southeast Michigan destination city

The core is the unchanging heart of what the Dearborn brand represents.

*Destination* implies a place worth aspiring to be.
*City* implies a population center with a downtown and a wide array of amenities.
*Southeast Michigan* establishes Dearborn's overall geographic, historical, cultural and economic context.
Cosmopolitan meets community: Access all the amenities of big city life – without sacrificing a sense of belonging

Our promise is the greatest value we can offer to our overall audience.
What makes Dearborn unique?

Brand drivers are powerful, recurring themes or ideas deriving from the brand’s core strengths.

Brand drivers help to unify and focus the story we want to tell.
Dearborn Brand Platform: Brand Drivers

What makes Dearborn unique?

Diversity
Dearborn Brand Platform: Brand Drivers

What makes Dearborn unique?

Diversity

Innovation
Dearborn Brand Platform: Brand Drivers

What makes Dearborn unique?

Diversity

Innovation

Connectedness
Dearborn Brand Platform: Brand Drivers

What makes Dearborn unique?

**Diversity**
Dearborn is a culturally diverse city, and is home to the highest concentration of Arab Americans in the United States. Dearborn is diverse in other ways, too: Dearborn provides a diverse array of neighborhoods and land use types, from scenic and natural to urban and industrial. Dearborn is also home to a diverse set of retailers and other businesses, and continues to attract and nurture new ones all the time. In addition, Dearborn provides a diverse range of leisure experiences from the cultural to the outdoor recreational.

**Innovation**
Since Henry Ford’s time at least, Dearborn has been a hub of manufacturing innovation. Today, the city is home to innovative businesses of all sizes from startups to global corporations. Dearborn has a strong maker and craft culture that is well supported by the resources and amenities the city provides. Chief among these resources is an excellent school system which, combined with Dearborn’s colleges and many informal learning opportunities, helps to ensure a talent pipeline of makers and innovators.

**Connectedness**
Dearborn enjoys strong physical connections to Detroit, to other cities in the region and to the world through its proximity to DTW. As a smart city, Dearborn is also advancing a vision of digital connectivity for everyone. Socially speaking, Dearborn affords its residents an opportunity to experience the best of city life while still feeling connected to neighbors and community.
Dearborn Brand Platform: Positioning

The perfect balance

The positioning clearly summarizes what sets Dearborn apart from neighboring towns and cities.

Keep in mind that this is an idea, not a slogan.
Dearborn Brand Platform: Personality

What’s the vibe?

Smart: forward-looking, energizing, resourceful
Down-to-earth: neighborly, welcoming, accessible
Diverse: vibrant, varied, inclusive
Creative: expressive, inventive, handy
Real: honest, authentic, genuine
Descriptor
A Southeast Michigan city defined by talent, drive and diversity.

Elevator Description
Right next to Detroit, Dearborn is a city of a hundred thousand people that provides an array of amenities you might find in a much larger city and a sense of belonging you might find in a much smaller one.
As you set out to make your mark in the world, are you looking for the perfect combination of city life energy and community belonging?

Dearborn is where you’ll find it.
Visual Language: Dearborn Logo
Visual Language: Alternate Logo

DEARBORN
Downtown

DEARBORN
Downtown
Visual Language: District Logos

- **Dearborn East Downtown**
- **Dearborn West Downtown**
- **Dearborn The Souk**
- **Dearborn Civic District**
- **Dearborn Southend**
- **Dearborn MoCa**
- **Dearborn Innovation District**
- **Dearborn University-Fairlane**
Visual Language: Districts + Map
Visual Language: Color Palette

Painting the brand

The color palette is rich and vibrant, reinforcing the persona of a welcoming, creative city.
Visual Language: Iconography

Connecting the brand

The icon set enhances the Dearborn personality: smart, real, creative, down-to-earth and diverse.

It is inspired by the city’s culture, environment and values.
Adding another dimension

Various patterns inspired by the creative and diverse culture throughout Dearborn have been created to enhance the brand.
Visual Language: Brand Lockups

Bringing the elements together

When these elements are used together, they begin to convey the feeling of a rich, layered quilt.
Visual Language: Application of Elements

STREET POLE BANNERS
Visual Language: Application of Elements

Put More Urb in Your Burb.
In Dearborn, delightful meets diverse. From world-class museums to green, scenic spaces where you can bike, hike and kayak. From charming neighborhoods to not one but two diverting downtowns. From the juiciest burgers to the flakiest sabayas. And we're just getting started.
downtowndearborn.org

Make Your Mark.
In Dearborn, good things are born. From beer to bread. From activewear to paintings. From F-150s to fishing lures. From the drawing board to the real world. And then take off from there.
downtowndearborn.org
Visual Language: Application of Elements

East Downtown
Initial Web Development Strategy

Immediate Web Updates

Recommendation for city site:
• Add new Dearborn logo and incorporate brand color palette.
• Retain city seal—potentially as a footer.

Recommendation for DDDA site:
• Refresh with new logo, color palette, fonts, images and voice.
• Update Brandingdearborn.com

Next Steps in Web Development
• Other Organizations/Company Incorporating in Sites
• Visitor Portal
## Strategic Goals

### Create Momentum & Measure Progress
- Develop KPIs and establish baseline metrics

### Increase Digital & Physical Brand Presence
- New web site + updated Downtown Dearborn access app

### Develop Core Tools & Launch Channel Strategies
- Comprehensive digital & print communications updates
- Integrated content, PR & social media strategies

### Drive Adoption
- Early adopter 1:1 Brand support

### Connect with Key Audiences
- Next gen talent attraction strategy & campaign

### Funding Support
- To implement various elements such as wayfinding, advertising and recruitment marketing tools

## Key Strategies & Activities