



Copperway

Alabama League of Municipalities

Branding Your Community

Hello.

I am...

Copperwing Founder and Creative
Director



IGNITING PASSION BETWEEN PEOPLE AND BRANDS

Hello.

I am...

One of 14 experienced branding and marketing professionals



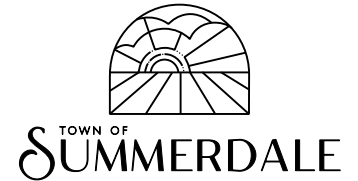
copperwing

Hello.

I am...



DesignAlabama Communications
Chair and brand design
team member



IGNITING PASSION BETWEEN PEOPLE AND BRANDS

What we do

We develop, implement and manage brands and marketing.



BRAND STRATEGY



DIGITAL MARKETING



VIDEO AND MOTION DESIGN



CREATIVE CONCEPT



SOCIAL MEDIA STRATEGY



SPACE AND EXHIBIT DESIGN

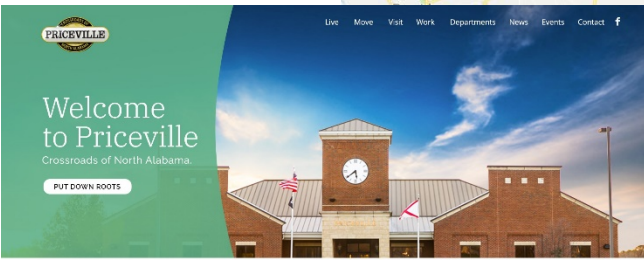


MARKETING STRATEGY



WEBSITE DESIGN

How do I know what I need or where to begin?



Welcome new Toyota/Mazda team!

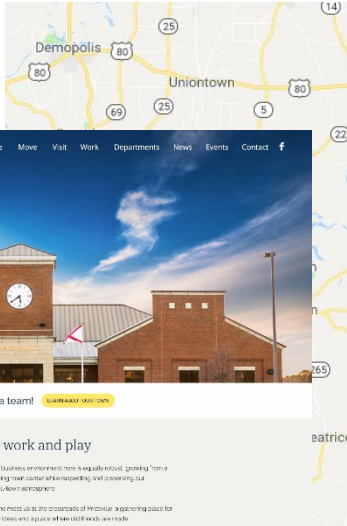
An idyllic town for work and play

Located in a tree-lined valley off I-65 in Morgan County, our community offers a unique charm all its own.

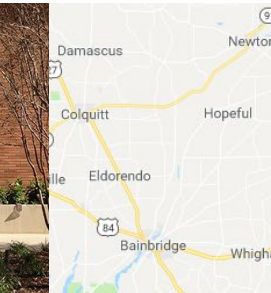
There are no typical chain-bankers here. Our banks are small, friendly, and serve the needs of our customers. Our schools, parks, and trails are just a few of our many amenities.

The business environment here is really what's going to make you love it. We have a lot of great opportunities for you to grow your business.

Connect us to the crossroads of Priceville, a growing place for new ideas and a place of new old friends are made.



Edie & Low Wasserman Building	Jules Stein Building	Doris Stein Building	Parking
←	↑	→	→
Monday to Friday	Administration, Public Services, Community Development Office, Planning, Economic Development, Senior Center, Recreation, Health Services, University Extension, Community Center, Water Services, Solid Waste Services	City of Troy Police Department, City of Troy Fire Department, City of Troy Public Works Department, City of Troy Parks and Recreation Department, City of Troy Public Safety Department, City of Troy Public Health Department, City of Troy Public Library, City of Troy Public Safety Department, City of Troy Public Health Department, City of Troy Public Library	



Start with Story

—
Every community has a story to tell. How this story is shared can impact future growth, increase tourism, spur economic development, build local pride and encourage social connectivity. Your brand story is both a written and visual language.





Opelika's Brand Story

Opelika. A town that endears itself to you. Charming and gracious, the people here are full of passion and ideas to preserve history and build upon it. It's where our established leaders meet today's movers and shakers; out of that, a little piece of magic is born.

Opelika's growth was once fueled by the mill and manufacturing industries. This helped foster a culture where work ethic is still respected, and tradition is honored. This prosperity-built parks, funded schools and supported our athletic teams. Our mill industry made many things possible such as accessible healthcare facilities and the recruitment of healthcare professionals. Woven together like the very fabric we once produced, our history is full of shared experiences and fond memories that are being passed down from generation to generation.

Today, our city is a destination for those who treasure history, dream of easy living and crave authentic entertainment venues and unique food experiences. Landmarks such as our historic Lee County Courthouse draw tourists near and

1. People
2. Industry
3. Places



Persevering



Exciting



Traditional



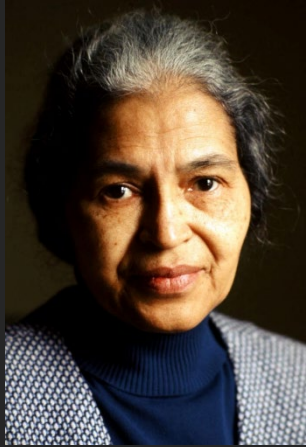
Innovative



Adventurous



Colorful



Determined



Proud



Family-oriented

1. People
2. Industry
3. Places
4. Aspirations

Create the Future

Stakeholder's Roundtable



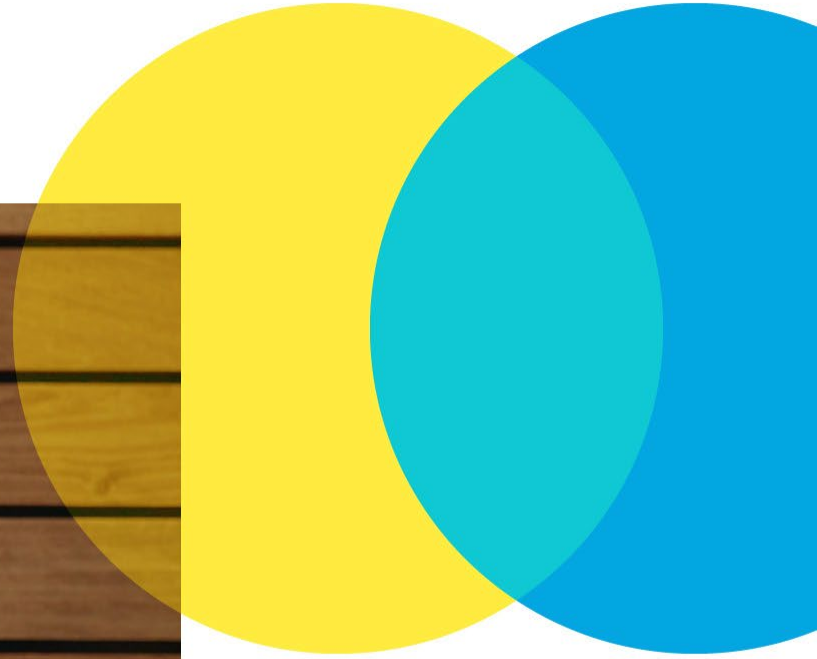


Invite diverse
voices into
the discussion

Speak openly
& honestly



Put all ideas on the table



Anatomy of a Brand

Brand Components



BRAND NARRATIVE



BRAND PERSONALITY



SONIC LOGO



MISSION/VISION/VALUES



COLOR PALETTE



BRAND EXPERIENCE

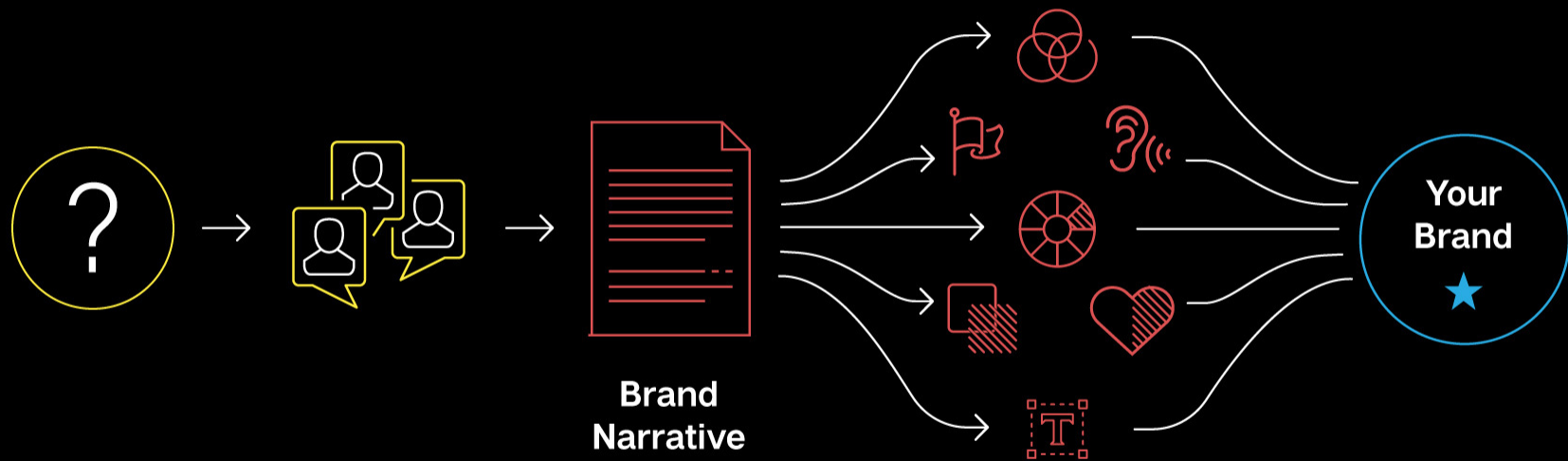


DESIGN STYLES



TYPOGRAPHY

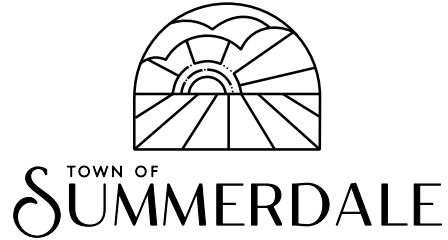
Brand Building Process



Brand Identity



Brand Assets



Summerdale Museum & Archives



Miracle League Park



Tobacco Warehouse



Mark (inverse - for stitching)

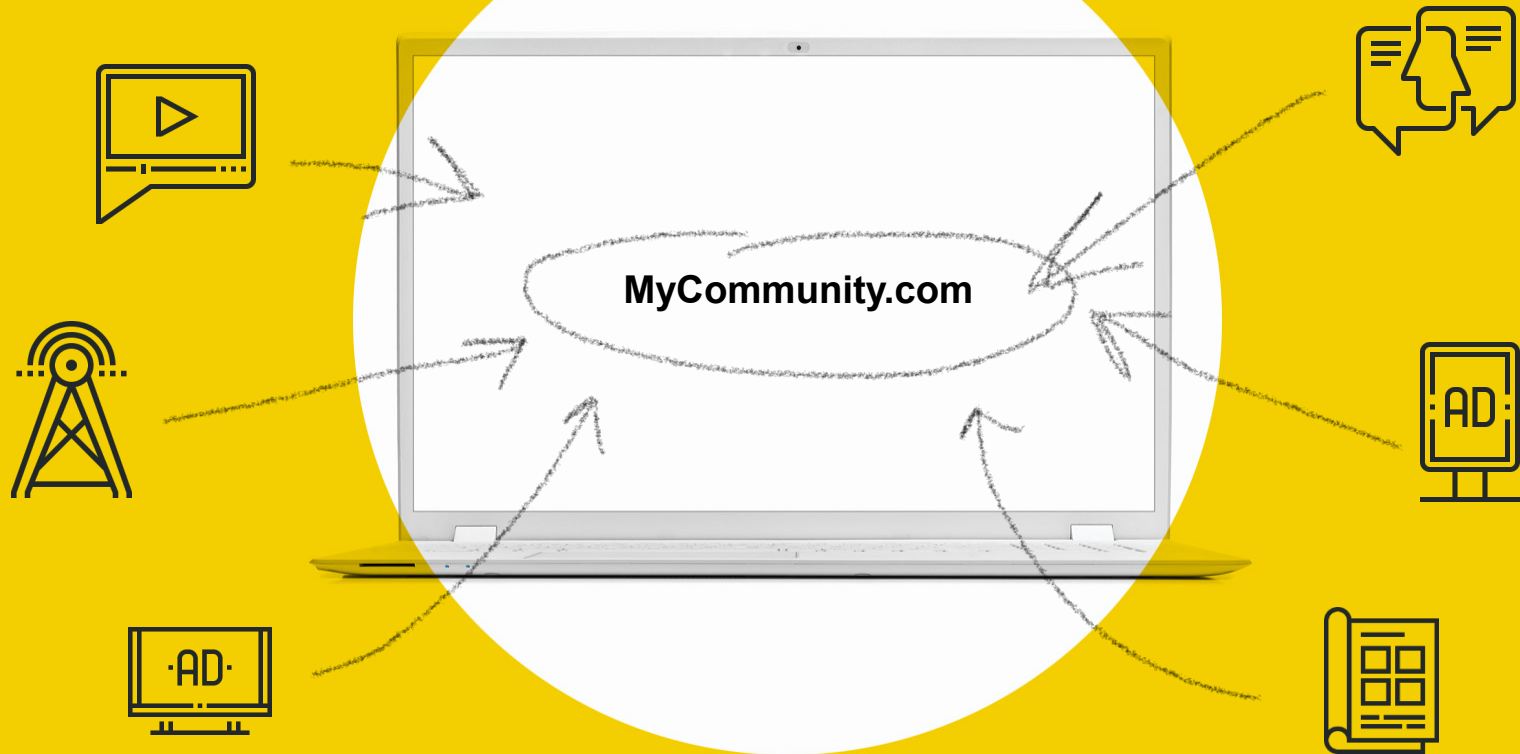




Brand Experience



Brand Marketing



Community Audience



Brand Management

Logo Lockups

Primary Logo



Large Mark Logo



Left Aligned Logo



Mark Only



Logotype Only





Brand Ambassadors

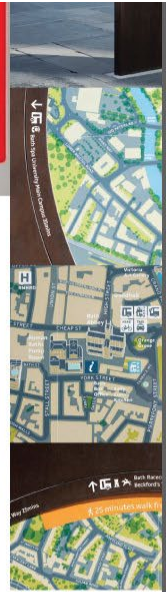
Monthly and Quarterly Review

Correct Misuse

Stay Flexible



Practical Steps




explore

Invest in good design planning

**Prioritize low budget,
big impact projects first**



A wide-angle photograph of a city street at sunset. The sun is low on the horizon to the right, creating a bright lens flare and casting a warm glow over the scene. The street is paved with asphalt and has a prominent white double line running down the center. On either side of the street are brick buildings with large windows. Some windows are lit from within, and others reflect the sunset. There are traffic lights and utility poles visible in the distance. The sky is a mix of blue and orange. The overall mood is serene and hopeful.

Don't loose your momentum!

Copperwing

THANK YOU!