

One **Brand** Many Connections

a brand development plan for the northwest metro region



ACKNOWLEDGEMENTS

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BLUE LINE EXTENSION ADVISORY COMMITTEES

Blue Line Business Advisory Committee
Blue Line Community Advisory Committee

COMMUNITY GROUPS

CAC
BAC

BLUE LINE COALITION

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Blue Line Coalition member organizations: African Career, Education and Resource, Inc. (ACER); The Alliance; CAPI; Harrison Neighborhood Association; Heritage Park Neighborhood Association; Lao Assistance Center of Minnesota; Masjid An-Nur; Metropolitan Interfaith Council on Affordable Housing; Northside Residents Redevelopment Council; Urban Small Business Alliance

POLICYMAKERS – CONNECT BLUE LINE NOW! COALITION MEMBERS

Hennepin County Commissioner Mike Opat
Hennepin County Commissioner Irene Fernando
Brooklyn Park Mayor Jeff Lunde
Golden Valley Mayor Shep Harris
Golden Valley Councilmember Joanie Clausen
Brooklyn Center Mayor Mike Elliot
Robbinsdale Mayor Regan Murphy
Crystal Councilmember Julie Deshler
New Hope Mayor Kathi Hemken
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Jay Stroebel (Brooklyn Park), Kim Berggren (Brooklyn Park), Jennifer Jordan (Brooklyn Park), Tim Cruikshank (Golden Valley), Curt Boganey (Brooklyn Center), Marcia Glick (Robbinsdale), Anne Norris (Crystal), Kirk McDonald (New Hope), Abdi Salah (Minneapolis)

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One **Brand** Many Connections



Section One
SITUATION

BACKGROUND INFORMATION

The METRO Blue Line Extension plan has been in the works for over a decade, and is currently slated for completion in 2024. If approved, there will be 11 new stations along 13.5 miles in the northwest metro region. This area is currently referred to as the “Bottineau Corridor.”

The Hennepin County Bottineau LRT Community Works project was established in 2015 to leverage this important investment by partnering with cities along the corridor to help plan for and implement critical changes “beyond the rails.”

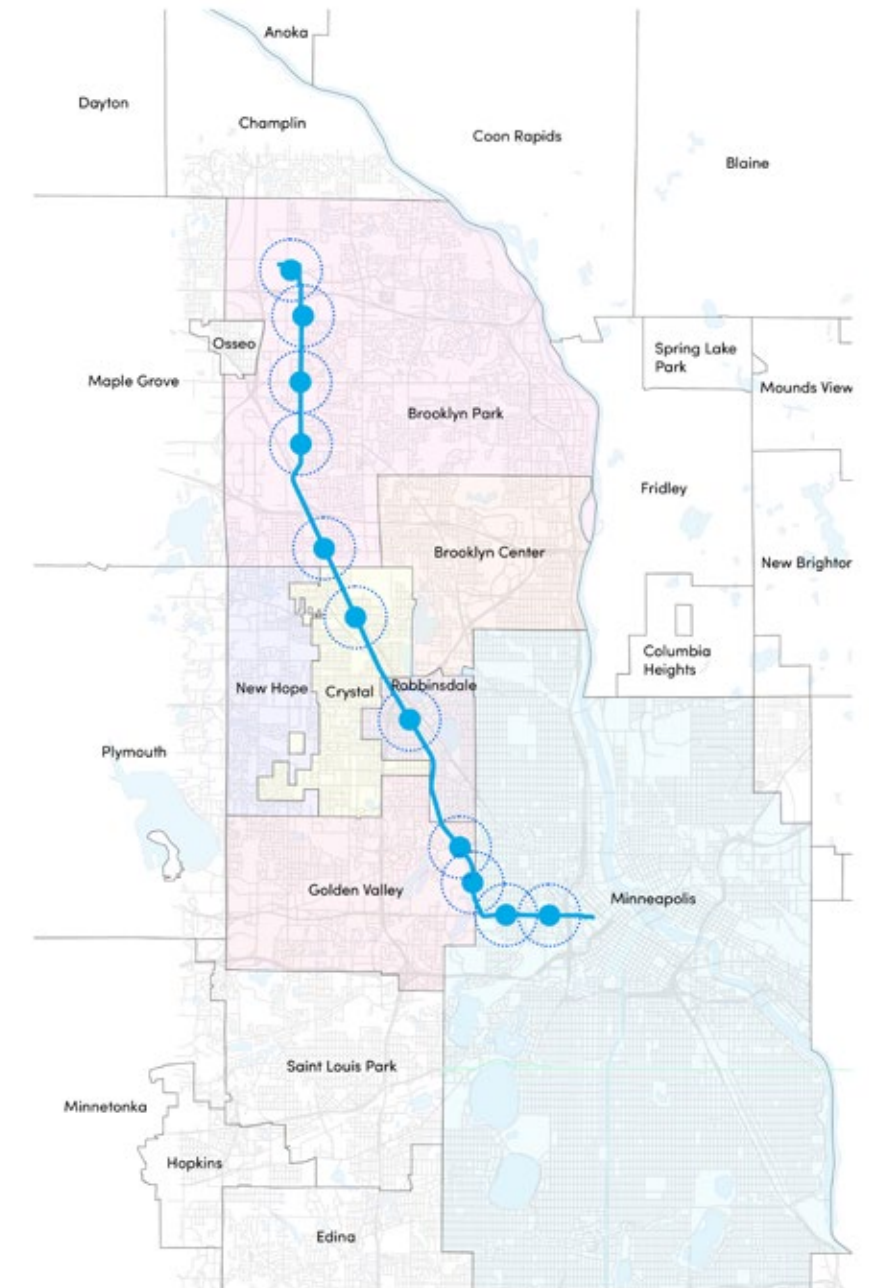
Understanding the transformative power of light rail transit (LRT), cities and communities along the line are preparing for potential opportunities and benefits. Station area plans were developed for the neighborhoods of North Minneapolis and the cities of Golden Valley, Robbinsdale, Crystal and Brooklyn Park. These plans identified current gaps, in addition to opportunities, for the future health and well-being of the cities and communities along the corridor. This includes infrastructure and city planning and zoning, bike and pedestrian connections, economic development, placemaking, community building, identity development, and marketing and branding.

Regardless of the ultimate LRT outcome, there is a great need to inspire growth in this promising region by positioning it as a “go to” destination for people, business, development and investment. To support this goal, the need for a regional brand has been established. The brand is intended to inspire continued collaboration for collective corridor growth, ensure equitable action for cities and communities along the corridor, and reinforce why light rail is so important for this promising region.

An aspirational regional brand direction has a significant opportunity to:

- Create a vision that resonates with people
- Amplify regional pride
- Celebrate current regional assets
- Pave the way for future opportunities
- Elevate the region as an area that deserves to be acknowledged, respected and supported
- Reinforce the power of collaboration within the corridor

To ensure awareness, interest and support of this region, a consistent and compelling brand effort is needed.



PROJECT PURPOSE

Our overarching goal was to create one regional brand to inspire greater development, support and prosperity in the northwest metro. It was clear that a successful outcome would need the help of a highly-collaborative approach between cities, communities, advocacy groups and the county. It would also take a smart plan of action.

MANY Strategic Steps

- Uncover an authentic corridor identity and begin to develop an effective brand to represent the corridor as a whole
- Create strategies and tools to help partners market the corridor
- Highlight potential and opportunity in the corridor
- Tell the story of the corridor
- Build unity in the corridor
- Help articulate a long-term vision for the corridor

ONE Brand Benefits

- Encourage legislators and investors to commit unmitigated support
- Inspire more businesses to dream, create and expand
- Showcase efforts for workforce excellence
- Reinforce and drive residential desirability
- Attract more talent, business and community opportunities



Section Two
ENGAGEMENT

ENGAGEMENT PLAN

OVERARCHING OBJECTIVE

Build awareness, interest and belief in the viability of the northwest metro region.

AUDIENCES

County staff, Met Council, steering committee, city staff (marketing), city staff (BTIC), policymakers (mayors, council members, advisory board, commissioners), Blue Line Coalition, community organizations, Business Advisory Council, Community Advisory Council, residents, businesses, and workers.

COMMUNITY ENGAGEMENT STRATEGY

Involve all stakeholders, community members and influencers in the brand development process. Meaningful engagement and buy-in will help:

- Gain unmitigated support of legislators and policy officials
- Foster continued collaboration between city staff and stakeholders throughout the corridor
- Establish shared goals beyond the city borders between residents and businesses
- Amplify and celebrate the region’s assets
- Shape the brand direction—naming, identity and messaging
- Create passionate brand ambassadors, influencers, advocates and users

Community engagement approach

The brand will only be successful if it’s wholeheartedly adopted by communities within the region. That’s why meaningful involvement through key aspects of the brand development process is crucial. This plan leverages learnings from previous station area plan engagement efforts developed for the Bottineau LRT as well as primary research conducted by Neka Creative. We’ve utilized the engagement infrastructure that includes the region’s cities, community stakeholders, city and county staff. In addition, we’re conducting community engagement activities alongside Cultivate Bottineau events. Other engagement activities have been incorporated as well.

Engagement participation levels based on IAP2 Spectrum of Public Participation

ENGAGEMENT LEVEL	DESCRIPTION
Outreach	<ul style="list-style-type: none"> – Provide balanced and objective information – Assist in issue analysis, opportunities and solutions – Keep audience informed
Consult	<ul style="list-style-type: none"> – Obtain public feedback – Keep audience informed, listen to, acknowledge, provide feedback
Involve	<ul style="list-style-type: none"> – Work with audience throughout process – Ensure concerns and aspirations are reflected in the work
Collaborate	<ul style="list-style-type: none"> – Partner at each aspect of decision making – Seek advice and solutions from partners
Shared Leadership	<ul style="list-style-type: none"> – Final decision making – Implement leadership decisions

ENGAGEMENT PLAN

Phase: Brand Project Awareness

AUDIENCE	ENGAGEMENT LEVEL	TACTIC/ACTION
Steering committee	Collaborate	Kick-off meeting
City staff	Collaborate	Kick-off meeting, email/letter
County staff	Collaborate	Kick-off meeting, email/letter
Policymakers	Outreach	Presentation/meeting
Community stakeholders (BLC)	Outreach	Email, website notification
Businesses	Outreach	Website notification, social media
Residents	Outreach	Website notification, social media

Phase: Engagement Planning

AUDIENCE	ENGAGEMENT LEVEL	TACTIC/ACTION
Steering committee	Consult	One-on-one meetings, plan review and approval
City staff	Consult	One-on-one meetings, plan review
County staff	Consult	One-on-one meetings, plan review
Policymakers	Outreach	Meeting
Community stakeholders (BLC)	Consult	One-on-one meetings, plan review
Businesses	Outreach	Website notification, social media
Residents	Outreach	Website notification, social media

Phase: Brand Strategy

AUDIENCE	ENGAGEMENT LEVEL	TACTIC/ACTION
Steering committee	Collaborate	Planning, workshop, brand blueprint, messaging review and approval
City staff	Collaborate	Planning, workshop, brand blueprint, messaging review and approval
County staff	Collaborate	Planning, workshop, brand blueprint and messaging review
Policymakers	Outreach	Brand blueprint and messaging presentation
Community stakeholders (BLC)	Involve	Workshop, notification of outcomes
Businesses	Involve	Workshop, notification of outcomes
Residents	Involve	Workshop, notification of outcomes



ENGAGEMENT PLAN

Phase: Naming

AUDIENCE	ENGAGEMENT LEVEL	TACTIC/ACTION
Steering committee	Involve	Working meetings, input
City staff	Involve	Working meetings, input
County staff	Involve	Working meetings, input
Policy makers	Outreach	Email, letter or presentation
Community stakeholders (BLC)	Inform	Email, letter or public presentation
Businesses	Inform	Email, letter or public presentation
Residents	Inform	Email, letter or public presentation

Phase: Identity

AUDIENCE	ENGAGEMENT LEVEL	TACTIC/ACTION
Steering committee	Shared leadership	Presentation, review, approval
City staff	Shared leadership	Presentation, review, approval
County staff	Involve	Presentation, input
Policy makers	Involve	Email or presentation—review, input
Community stakeholders (BLC)	Outreach	Presentation—webinar
Businesses	Outreach	Email, social media—notification of outcome
Residents	Outreach	Email, social media—notification of outcome

Phase: Messaging Matrix

AUDIENCE	ENGAGEMENT LEVEL	TACTIC/ACTION
Steering committee	Involve	Review, approve, support engagement activities
City staff	Involve	Review, approve, support engagement activities
County staff	Outreach	Presentation, input
Policy makers	Outreach	Email or presentation—review, input
Community stakeholders (BLC)	Involve	Presentation—review, input
Businesses	Involve	Email, social media—notification of outcome
Residents	Involve	Email, social media—notification of outcome

ENGAGEMENT ACTIVITIES

A robust engagement plan was put in place that included stakeholder interviews, policymaker meetings, community events and a brand workshop.

“We have an opportunity to be the go-to place.”

“I want a brand that associates with the corridor.”

“We need to make it real.”

STAKEHOLDER INTERVIEWS

Objectives:

- Learn about current sentiments, hopes, dreams, concerns about the assignment
- Find community members to involve in the project

Methodology:

- One-on-one interviews with steering committee members, city staff & community advocates
- City visits – North Minneapolis, Crystal, Robbinsdale, Golden Valley & Brooklyn Park

Key insights:

- Growing buy in—but also skepticism
- City pride is big—some have it, some are trying to garner more
- Not every city has clearly defined who they are
- All cities have “hidden gems”
- Excitement exists for access to other “hidden gems” along the corridor
- Perceptions and desires not aligned with Met Council and MnDOT
- Some communities are more engaged than others
- Marketing and communication infrastructures vary along the corridor
- Great spirit and desire for continued collaboration
- There is excitement for a unified corridor brand elevating all cities
- Community members wary of giving their input based on a history of not seeing outcomes
- Important to provide incentives & remove all obstacles for engagement participants
- Accessibility is a must—location, time of event, transit options
- Meet people where they are—farmers markets, high-density shopping areas, public transit, religious communities

“Will it even happen?”

POLICYMAKER MEETINGS

Objectives:

- Generate awareness of the brand development project/seek their council

Methodology:

- Presented at Connect Blue Line Now monthly meeting
- Held meetings with Commissioner Opat & Commissioner Fernando
- Had discussions with other public officials during community engagement activities

Key insights:

- Although the brand is focused on the five cities, impact is for the broader region
- This area has been overlooked for economic development opportunities—desire to realize the same opportunities as Southwest & Hiawatha
- All communities will benefit as the region becomes stronger
- Imperative for community members to find themselves in the new brand vision
- Concern that the region will come out short
- Strong opportunity to create regional pride
- Support & champion the power of collaboration within the corridor

“There’s so much economic development potential.”

“We’ve bought into it...so should they.”

ENGAGEMENT ACTIVITIES

COMMUNITY EVENTS

Objectives:

- Gain community & city insights for future messaging/content development
- Discover commonalities within the region
- Start engaging people about the branding initiative



Methodology:

- Conduct engagement activities at various events to find what people love about where they live/work/play
 - What's cool about your city?
 - Attendees could draw, write or post their response on social media
 - Bold and engaging posters to get attention
 - Engagement specialist invited participation/talked about the project

What's cool about your city?

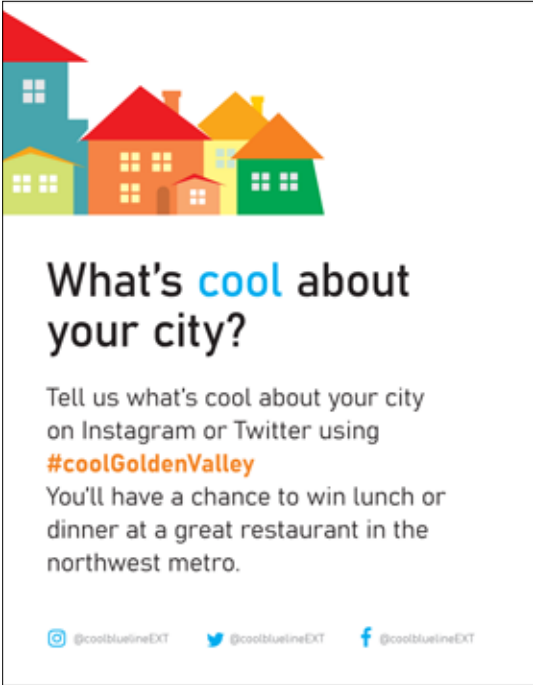
Tell us what's cool about your city and you'll have a chance to win lunch or dinner at a great restaurant in the northwest metro.

Your name and city

Email address and phone number

ENGAGEMENT ENTRY FORM

- Social media campaign
 - Social media handles on Twitter, Instagram & Facebook—CoolBlueLineEXT
 - Used to amplify the community engagement efforts
 - People encouraged to share what they love about their city using specified hashtag, #cool(city name)



ENGAGEMENT POSTER



ENGAGEMENT HASHTAG

ENGAGEMENT ACTIVITIES

COMMUNITY EVENTS

Key insights:

North Minneapolis

“The awesome people.”

“I like all the bike lanes and greenways.”

“Physical programming that focuses on heart health and farming within the community.”



Golden Valley

“Art Festival and biking trails”

“Great library...accessible, well stocked and friendly.”

“Parks”



Crystal

“Crystal has an amazing cultural vibe! Embrace diversity!”

“All of the parks so close to home.”

“Non-chain options, local businesses.”



ENGAGEMENT ACTIVITIES

BRAND WORKSHOP

Objectives:

- Tap into the aspirations, values & key differentiator for the corridor

Methodology:

- 2-1/2 hour interactive workshop
- Participants included a cross section of residents, business owners & workers from each city
- Discussions included city dreams, corridor gems, personality & vision



WORKSHOP IN PROGRESS



WORKSHOP IN PROGRESS



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Key insights – City Desires

- North Minneapolis:** To be a colorful, walkable, friendly & diverse place where people respect each other
- Crystal:** To celebrate public art & have community gathering places
- Golden Valley:** To make Golden Valley a destination, building local pride & identity
- Brooklyn Park:** To be known for its arts & entertainment options & innovative green technologies
- Robbinsdale:** To have more locally-owned businesses, gathering places & a walkable city



ENGAGEMENT ACTIVITIES



Key insights – Corridor Gems

- An integrated health services hub: world-class healthcare, women’s clinic, hearing center, etc.
- Regional/city parks & lakes
- Art community, e.g., Elision Play House, upcoming NHCC center for the arts
- Historical landmarks such as Prince’s home
- Many cultures make it a foodie haven



CORRIDOR-WIDE GEMS



Corridor Personifications



EAGLE REPRESENTING ASPIRATION, NATIONAL RECOGNITION, OPTIMISM



GIRAFFE REPRESENTING STRENGTH OF TODAY WITH THE VISION OF NEW HORIZONS



CHAIR REPRESENTING INTERWOVEN COMMUNITY



FOOD TRUCK REPRESENTING COMMUNITY AND CORRIDOR GEMS



STOOLS REPRESENTING STURDINESS, COMMUNITY

KEY TAKEAWAYS – GENERAL



CORRIDOR-WIDE GEMS

The following takeaways are a result of primary and secondary research conducted with diverse community groups, organizations and city stakeholders.

A regional brand is critical for future growth.

The region, for all intents and purposes, has been overlooked and undervalued. It hasn't received the same level of support as other areas in the Twin Cities. This needs to change.

Stakeholders understand the benefits of a unified corridor brand and see it as an important way to elevate individual cities and communities while also paving the way for new opportunities.

There is a strong appetite for continued corridor collaboration with each city in the region.

Corridor pride is a significant opportunity.

Pride is a common thread...of what already exists and what could be.

Stakeholders are very hopeful about the possibility of Twin Citians discovering the many "hidden gems" along the corridor. There is also genuine enthusiasm for northwest metro cities to explore each other's hidden gems:

- Authentic cultural experiences
- Destination restaurants
- Beautiful lakes
- Outdoor adventures
- Charming historic locations
- Must-see attractions (e.g., where Prince grew up)

There are impressive assets along the corridor to entice home buyers, renters, businesses and developers:

- Affordable housing
- Exceptional health care facilities
- Highly-regarded education facilities
- Emerging and well-established businesses

While there is excitement for the Blue Line Extension, there are also concerns.

Many wonder if the Met Council and MnDOT are really on board. There is skepticism that it will actually happen, especially since so much time has passed. And while development opportunities are exciting, there are also some concerns:

- Gentrification
- Increased property values
- Congestion, noise and loitering
- Potential crime

Not all cities are alike.

Some cities and communities are more engaged than others. Some cities are further ahead with their branding efforts and marketing/communications infrastructures. Others have not yet clearly defined who they are.

KEY TAKEAWAYS – CITY ENGAGEMENT



CITY ENGAGEMENT EVENTS

NORTH MINNEAPOLIS

- North Minneapolis is unique in many ways, one being that it's not a standalone city.
- It's a very diverse area (white, African American, Hmong, Hispanic, Native American and other immigrants).
- Many residents were displaced to Brooklyn Park and Brooklyn Center after the 2011 tornado but still have many cultural connections to North Minneapolis.
- There are strong neighborhood associations and an impressive concentration of education facilities (11 educational institutions within a mile).
- Great potential exists for economic development in this area.
- There is 50/50 engagement with the Blue Line extension—many don't believe it will happen.
- There are concerns North Minneapolis will be viewed as “pass through” LRT stops.
- Community members want it to be seen as the “go to” place.
- With a singular focus on roads, MnDOT is not in sync with community needs.

ROBBINSDALE

- Robbinsdale is very proud of their small-town charm and historic downtown within walking distance to the proposed LRT station.
- People are passionate about maintaining their independence and historic status.
- There are beautiful lakes in and around the city.
- There's also a thriving commercial district with attractive restaurants, shopping and entertainment options.
- Housing is affordable and diverse.

KEY TAKEAWAYS – CITY ENGAGEMENT



CITY ENGAGEMENT EVENTS



- Residents and businesses are very engaged with the LRT initiative and see it as a great opportunity to be known as a must-visit destination (“I want to stop at the bird”).
- The city identified and invited people who live and work in the city to join a community working group.

CRYSTAL

- Crystal is the most affordable suburb in the region with modest single-family homes—it’s known as “the value suburb.”
- Perceptions remain of Crystal being an older, blue-collar community but recently, younger families have started to move in.
- Crystal has a very diverse population which includes people from Europe, Asia, Africa and Latin America.
- The city is currently reconstructing Becker Park (\$6 million) to better suit the needs of its residents.
- Adjacent to the park is a concentration of immigrant businesses.
- Crystal enjoys strong collaboration with neighboring cities (Robbinsdale, New Hope and Brooklyn Park).
- They re-launched their city brand with a new logo and flag.

BROOKLYN PARK

- Brooklyn Park has suffered from negative perceptions, especially since it was previously known as a crime ridden area.
- The city has changed and they’re quick to note they’re not Brooklyn Center.
- 90% of people who live in Brooklyn Park, love it.
- Many don’t realize that Brooklyn Park is a food haven.
- The city is home to big corporations (Tesla, Target and Takeda)

KEY TAKEAWAYS – CITY ENGAGEMENT



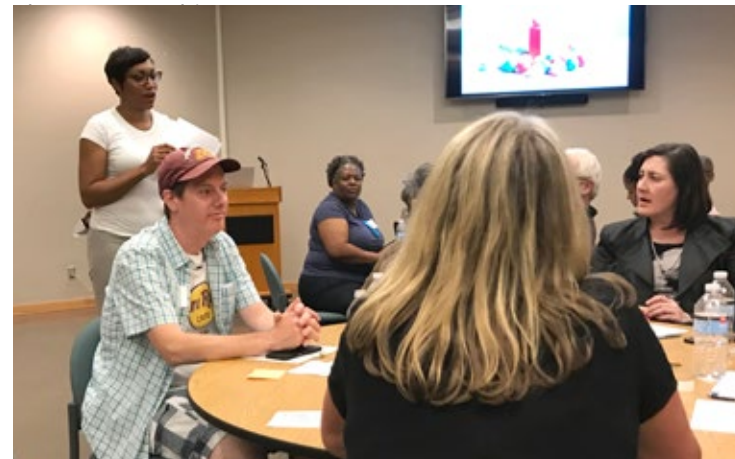
CITY ENGAGEMENT EVENTS

- It was recently announced that they are the largest solar powered city in Minnesota—they are 100% sustainable.
- There is a great mix of culture with people of color comprising 54% of the area—they have the largest population of Liberians outside of Liberia; also Kenyan, Nigerian, Asian and Latino.
- Engagement activities include community events, meetings, public commentaries, surveys, churches, women’s groups, mosques, breaking bread after prayer, parks, etc.
- A new brand was recently introduced, the tagline is “Unique. United. Undiscovered.”

GOLDEN VALLEY

- Golden Valley is preparing to develop a new brand direction.
- Currently viewed as a bedroom community, they want to be seen as more urban and active vs. small town.
- With substantial open space, the city is reinvesting in new commercial business.
- Golden Valley has a lot to offer, including green spaces, golf courses, hiking trails, winter skiing, local art festivals, vibrant retail and lots of good restaurants.
- The daytime population is 30,000 and the nighttime population is 20,000.
- They developed an equity task force and are proud of putting themselves out in front with open arms.
- The community is diverse, including LGBT, Jewish, Russian residents.
- Engagement is strong with upper middle class, white families—need more diversity.

ENGAGEMENT STATISTICS



WORKSHOP IN PROGRESS



WORKSHEETS

ONE ON ONE INTERVIEWS

8 interviews between 7/1/19 and 8/30/19

STEERING COMMITTEE MEETINGS

8/28/2019, 16 invitees, Purpose: engagement plan input/outreach activities

10/3/2019, 15 invitees, Purpose: brand workshop debrief/next steps

10/29/2019, 12 invitees, Purpose: name consensus

12/13/2019, 19 invitees, Purpose: image system presentation

1/30/2020, 20 invitees, Purpose: messaging input

3/5/2020, 20 invitees, Purpose: wrap-up

CONNECT BLUE LINE NOW MEETINGS

8/5/2019

10/7/2019

12/2/2019

SURVEYS

Brand workshop (9/3/19): 55 respondents

Bottineau Corridor Input (11/7/19): 12 responses

NW Crossing Logo color/design (12/3/19): 22 respondents

NW Crossing Brand Review (2/7/20): 30 unique email addresses viewed page

WORKSHOP

Brand Workshop (9/25/19): 48 attendees

COMMUNITY ACTIVITIES DURING CULTIVATE BOTTINEAU

North Minneapolis (8/24/19): ~50 people engaged

Golden Valley (9/15/19) ~300 people engaged

Crystal (9/28/19): ~75 people engaged

We received approximately 150 input cards from community activities, and 3 received \$50 gift cards to local restaurants via social media.



Section Three
**BRAND
DEVELOPMENT**

BRAND BLUEPRINT

BRAND DEFINITION

The word brand stands as a surrogate for the word reputation. A brand acts like a person, and when you know a person's reputation you can predict his or her behavior. Great brand strategies are timeless and completely ownable.

They:

- Resonate with audiences over time
- Facilitate decision making
- Define your reason for being
- Inspire people to stretch resources and capabilities
- Unite people toward the pursuit of ONE common goal
- Reflect idealistic motivations for doing the organization's work

BRAND BLUEPRINT DEFINITION

The brand blueprint captures the entire strategic direction in one aspirational, easy-to-understand document.

It helps:

- Inform strategic, marketing and communications decisions
- Inspire and unite everyone in the system toward one common purpose
- Maintain brand integrity and consistency



NW CROSSING BRAND BLUEPRINT



IDENTITY

NAMING RATIONALE

Great names are both memorable and easy to say. NW Crossing accomplishes that while also being descriptive. “Northwest” describes the geography. “Crossing” represents connection.

LOGO RATIONALE

This is a bold and self-contained mark. The lower case “n” and upper case “W” create interest while the mosaic pattern in the “W” represents vibrancy, cultural diversity and the many hidden gems along the corridor.

TAGLINE RATIONALE

“You’re Welcome Here” is the tagline for NW Crossing. It represents the region as the culture-rich area to discover vibrant experiences and economic growth. It’s a warm and inviting way to encourage that discovery with new visitors, residents, businesses and investors.



You’re Welcome **Here**



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IMAGE SYSTEM



BRAND AWARENESS ADS



BRAND AWARENESS TRANSTOP



NW CROSSING FLAG



BRAND AWARENESS BUS SIDES



TWO-SIDED DIRECTIONAL SIGN



TWO-SIDED INFORMATION KIOSK

NW CROSSING WAYFINDING



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MESSAGING MATRIX

The messaging matrix is an easy-to-follow tool that helps everyone involved tell a consistent brand story for the NW Crossing. The matrix identifies messaging objectives, strategies and benefit-oriented messages for each audience group. It also includes a suggested elevator pitch to help explain what the NW Crossing is and why it should be supported.

	INVESTORS	COMMUNITY MEMBERS	STAKEHOLDERS	POLICYMAKERS	GENERAL PUBLIC
AUDIENCE PROFILE	<p>People, developers and businesses looking to invest in this corridor:</p> <ul style="list-style-type: none"> – Commercial and residential real estate developers – Affordable housing developers – Site selectors – Businesses looking to relocate or expand – New and growing businesses – Land trusts and other cooperative land management models – Foundations and nonprofits supporting community and economic development activities in the corridor – Property management companies 	<p>People, organizations and businesses interested in seeing this corridor succeed:</p> <ul style="list-style-type: none"> – Met Council’s Blue Line Extension Business Advisory Committee and Community Advisory Committee – Institutions, e.g., education, health care, workforce, etc. – Business owners/businesses, e.g., large corporations, mid-size businesses, small businesses – Community organizations and coalitions – Residents – Workers 	<p>Those who are tasked with or have a vested interest in seeing this corridor thrive:</p> <ul style="list-style-type: none"> – City staff – County staff – Chambers of commerce – Metropolitan Council – Leaders of major institutions and businesses in the corridor (e.g., North Memorial, North Hennepin CC, Target) 	<p>Elected leaders and influencers determined to make a difference in this corridor:</p> <ul style="list-style-type: none"> – State and national representatives – Regional: Hennepin County commissioners – Local: city council members, mayors, chamber representatives 	<p>People interested in new experiences:</p> <ul style="list-style-type: none"> – Twin Cities/Minnesota visitors – Media – General public – Bus and light-rail riders – Twin cities residents who are unfamiliar with or may have misperceptions of the corridor
MESSAGING OBJECTIVES	<p>Create a strong interest in investing and developing in the NW Crossing.</p>	<p>Create passionate brand ambassadorship for the NW Crossing.</p>	<p>Increase interest and energy for: i) advancing economic development and ii) attracting investment and development progress in the NW Crossing.</p>	<p>Increase the determination to support infrastructure improvements and direct public resources to improve the NW Crossing.</p>	<p>Introduce the NW Crossing as a vibrant place to discover.</p>

MESSAGING MATRIX

	INVESTORS	COMMUNITY MEMBERS	STAKEHOLDERS	POLICYMAKERS	GENERAL PUBLIC
MESSAGING STRATEGIES	Spark ENTHUSIASM for advancing development in the NW Crossing.	Stimulate PRIDE in the NW Crossing and a sense of ownership in the regional brand.	SUPPORT stakeholder efforts to champion economic growth and investment in the NW Crossing.	Encourage policymakers to direct resources and accelerate RESULTS in the NW Crossing.	Inspire interest in VISITING the many hidden gems in the NW Crossing.
ELEVATOR PITCH	<p>The NW Crossing is a collection of flourishing communities in Minnesota’s largest metropolitan area. It’s one collective region bursting with rich resources and assets throughout North Minneapolis, Golden Valley, Robbinsdale, Crystal and Brooklyn Park.</p> <p>Through increased awareness, the NW Crossing will be recognized as the place to go for new investments, post-secondary education attainment, affordable housing, business growth and vibrant experiences. This is what makes the region attractive to investors, business owners and visitors. It’s also what makes residents proud of the place they call home.</p> <p>Enthusiastic support of the NW Crossing will help the area become nationally known as a culture-rich destination ripe with potential for vibrant experiences and economic growth. It may even accelerate progress with the METRO Blue Line Extension. But well beyond that, the NW Crossing is ready to welcome greater prosperity and growth.</p>				
KEY MESSAGE	<p>The NW Crossing is the culture-rich area to discover vibrant experiences and economic growth.</p>				



MESSAGING MATRIX

AUDIENCE-SPECIFIC MESSAGES

INVESTORS

The time to invest in the NW Crossing is now. In addition to the vibrant assets that already exist in the area, there are countless opportunities to develop new housing, businesses, attractions, activities and services benefitting the diverse communities of the NW Crossing.

Additional community and economic development will enhance the cultural and natural richness that already exists in the NW Crossing:

- Diverse communities that live, work and play together in harmony
- Beautiful lakes, parks and green spaces for all to enjoy
- Attractive housing at affordable prices
- Exciting career opportunities with expanding businesses
- A foodie haven dishing out the spices, colors and tastes of many cultures
- World-class education leading new generations to new opportunities
- Sophisticated health care organizations on the cutting-edge of technology and patient care
- Arts and entertainment options that delight, stimulate and move people
- Growth opportunities for businesses of all kinds

COMMUNITY MEMBERS

There are many reasons to be proud of the NW Crossing. Not only is it rich in community and cultural assets, it's on the verge of greater community and economic growth.

Collaborating with the other cities in this region, bolstered by a shared set of values, will lead to greater access to:

- Amenities and services
- Career opportunities
- Affordable housing
- Health care services
- Business growth
- Entertainment options
- Recreational activities

More awareness will increase pride for the region and enhance the cultural and natural richness that already exists in the NW Crossing:

- Diverse communities that live, work and play together in harmony
- Beautiful lakes, parks and green spaces for all to enjoy
- Attractive housing at affordable prices
- Exciting career opportunities with expanding businesses
- A foodie haven dishing out the spices, colors and tastes of many cultures
- World-class education leading new generations to new opportunities
- Sophisticated health care organizations on the cutting-edge of technology and patient care
- Arts and entertainment options that delight, stimulate and move people
- Growth opportunities for businesses of all kinds

STAKEHOLDERS

By working together with other communities and cities in the region, you'll ensure greater long-term growth and success for the NW Crossing. It's time for the area to receive the same level of support as other areas in the Twin Cities. Continuing to champion the NW Crossing is your opportunity to ensure:

- Thriving businesses
- Improved housing
- Career growth
- Workforce system success
- Visitor interest
- Community pride

More championship will enhance the cultural and natural richness that already exists in the NW Crossing:

- Diverse communities that live, work and play together in harmony
- Beautiful lakes, parks and green spaces for all to enjoy
- Attractive housing at affordable prices
- Exciting career opportunities with expanding businesses
- A foodie haven dishing out the spices, colors and tastes of many cultures
- World-class education leading new generations to new opportunities
- Sophisticated health care organizations on the cutting-edge of technology and patient care
- Arts and entertainment options that delight, stimulate and move people
- Growth opportunities for businesses of all kinds

POLICYMAKERS

By collaborating with other policymakers, you'll ensure greater success and happiness for residents, communities and businesses in the NW Crossing. It's time for the area to receive the same level of support as other areas in the Twin Cities. Advocating for the NW Crossing is your opportunity to ensure:

- Thriving businesses
- Improved housing
- Career growth
- Workforce system success
- Visitor interest
- Community pride

More advocacy will enhance the cultural and natural richness that already exists in the NW Crossing:

- Diverse communities that live, work and play together in harmony
- Beautiful lakes, parks and green spaces for all to enjoy
- Attractive housing at affordable prices
- Exciting career opportunities with expanding businesses
- A foodie haven dishing out the spices, colors and tastes of many cultures
- World-class education leading new generations to new opportunities
- Sophisticated health care organizations on the cutting-edge of technology and patient care
- Arts and entertainment options that delight, stimulate and move people
- Growth opportunities for businesses of all kinds

GENERAL PUBLIC

The NW Crossing is an exciting place to discover. It's an area rich in culture, opportunity and adventure. In this unique area of the Twin Cities, you'll find:

- Diverse communities that live, work and play together in harmony
- Beautiful lakes, parks and green spaces for all to enjoy
- Attractive housing at affordable prices
- Exciting career opportunities with expanding businesses
- A foodie haven dishing out the spices, colors and tastes of many cultures
- World-class education leading new generations to new opportunities
- Sophisticated health care organizations on the cutting-edge of technology and patient care
- Arts and entertainment options that delight, stimulate and move people
- Growth opportunities for businesses of all kinds





Section Four
IMPLEMENTATION

RECOMMENDATIONS

A participatory approach is essential for the successful branding of the NW Crossing. This people-centered strategy will involve residents, businesses and workers in a collaborative effort to bring the NW Crossing brand to life. Here are some preliminary ideas to energize progress:

SOFT LAUNCH

- Establish ambassadorships to advocate, promote and sustain the brand over time.
- Develop a public relations and engagement plan to ensure brand clarity and buy-in with all communities.
- Build a brand culture action plan with community members—culture is a key factor in attracting future residents, business, visitors and developers.
- Create a NW Crossing strategic alliance team. The team will be responsible for aligning the NW Crossing’s strategic direction with each city’s goals, focusing on things such as economic development, investment, residential growth, community health, workforce and tourism. This alignment will provide the direction to guide the corridor’s objectives, priorities and marketing direction.

HARD LAUNCH

Visitors and residents:

- Position the NW Crossing as the culture-rich area to discover vibrant experiences & economic growth.
- Celebrate the creative, historical and natural wonders of the NW Crossing:
 - Guide visitors to city murals throughout the corridor with themes linked to the history, vision and inspiration of each local artist.
 - Improve awareness of the rich historical landmarks throughout the region.
 - Generate interest in the many arts and entertainment activities in the region.
 - Increase awareness of the lush parks and lakes throughout the area.
- Establish the NW Crossing as a foodie destination, promoting diverse cuisine through traditional and non-traditional campaigns.
- Celebrate local artists through corridor murals and other art initiatives.
- Establish the NW Crossing as a destination for cutting-edge education and healthcare.
- Maintain/increase enthusiastic participation at city and community events.
- Build NW Crossing pride through consistent engagement efforts, events, social media channels and marketing.
- Encourage new and repeat visits to the NW Crossing through compelling marketing, event and incentive programs.

Businesses:

- Attract business investment with a NW Crossing dashboard (economic performance, graduation rates, community well-being, etc.).
- Improve awareness of the NW Crossing as an admired destination for post-secondary education.
- Position the NW Crossing as an attractive destination for businesses through marketing campaigns and compelling storytelling. Messaging to focus on high graduation rates, number of post-secondary institutions, richness of the community diversity, commitment to workforce development, successes, etc.

RECOMMENDATIONS

NW CROSSING ROLLOUT PLAN

Primary Column	Description	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
1													
2	Brand tools												
3	Co-branded materials for NW Crossing cities												
4	Stationery templates	█	█										
5	Collateral templates	█	█										
6	Environmental												
7	Wayfinding	█	█	█	█								
8	Municipal buildings	█	█	█	█								
9	Streetscape	█	█	█	█								
10	Public gathering places	█	█	█	█								
11	Internal stakeholder onboarding tools												
12	Videos	█	█										
13	Webinar series		█	█									
14	Intranet		█	█									
15	Collateral		█	█									
16	External audience brand tools												
17	Website		█	█	█	█	█						
18	NW Crossing Publication					█	█						
19	Social media channels					█	█						
20	Email templates					█	█						
21	Experiential												
22	Event strategy and implementation					█	█	█	█	█	█	█	█
23	Loyalty program plan and implementation					█	█	█	█	█	█	█	█
24													
25	Brand launch												
26	Soft launch												
27	Conduct AAU study	█	█	█									
28	Establish ambassadorships and action plans		█	█									
29	Build a brand culture action plan			█	█								
30	Public relations	█	█	█	█	█	█	█	█	█	█	█	█
31	Internal staff rollout		█	█									
32	Create a NW Crossing strategic alliance team		█	█									
33	Hard launch												
34	Begin use of brand tools							█	█	█	█	█	█
35	Public relations												
36	Communications campaign launch							█	█	█	█	█	█
37	Public relations campaign							█	█	█	█	█	█
38	Marketing campaign												
39	Print							█	█	█	█	█	█
40	Television							█	█	█	█	█	█
41	Radio							█	█	█	█	█	█
42	Outdoor							█	█	█	█	█	█
43	Guerilla							█	█	█	█	█	█
44	Direct marketing							█	█	█	█	█	█
45	Social media							█	█	█	█	█	█
46	Experiential												
47	Brand launch events							█	█				
48	Brand loyalty program							█	█	█	█	█	█
49													
50	Operationalize the brand	█	█	█	█	█	█	█	█	█	█	█	█





ADDENDUM



BRAND GUIDELINES

LOGO USAGE

CORRECT LOGO USAGE

Our identity represents our brand and what we stand for. It is important that the NW Crossing identity be placed correctly, consistently and without distortion of any kind. Always print the identity in the approved NW Crossing colors (see color palette on page 3). Always use the created logo files; never recreate the logo.



4PMS LOGO

nwcrossing_4C.eps
nwcrossing_4C.jpg
nwcrossing_4C.png



B&W LOGO

nwcrossing_B&W.eps
nwcrossing_B&W.jpg
nwcrossing_B&W.png



REVERSE B&W LOGO

nwcrossing_rev.eps
nwcrossing_rev.jpg
nwcrossing_rev.png

CLEAR FIELD

A clear field equal to the height between 'nw' and 'crossing' in the nw crossing logo (labeled X). It must surround the logo at all times. No graphic elements of any kind should invade this clear field.



MINIMUM SIZE

For the greatest impact and readability, a minimum identity size has been established. This is the smallest size at which the identity should ever be reproduced. Smaller versions are difficult to read. The minimum size of the identity is based on its width; it should never be less than 0.3".



One **Brand** Many Connections

INCORRECT LOGO USAGE

It is important to maintain the integrity and consistency of the NW Crossing identity. The identity must always be presented in a clear and legible manner.

- The identity must always be reproduced from the approved files
- Alterations to the identity are strictly forbidden

Additional factors to consider when using the identity include colors, backgrounds and the clear zone. Although not an exhaustive list, this page illustrates common incorrect uses of the identity.



DO NOT ALTER THE COLOR



DO NOT ALTER THE PROPORTION



DO NOT RE-CREATE THE LOGO



DO NOT SEPARATE THE LOGO



DO NOT ROTATE THE LOGO









DO NOT PLACE LOGO ON A PATTERN



COLOR PALETTE

The identity should be printed in the approved NW Crossing colors. NW Crossing colors were carefully chosen to complement our brand personality. Please note that some of the colors may have different numbers for Pantone coated versus uncoated. See the chart for CMYK and RGB breakdowns of these colors. Use RGB values when creating electronic media such as web, digital presentations, video, mobile, etc.

						
PMS	2768C	1235C	186C	717C	7484C	7459C
C	100	0	13	0	90	81
M	87	34	100	62	41	23
Y	42	100	100	100	72	32
K	50	0	4	0	34	0
R	11	252	204	245	3	4
G	32	177	32	126	90	152
B	66	22	39	32	74	168
WEB SAFE	OB2042	FCB116	CC2027	F57E20	035A4A	0498A8



TYPEFACES

In order to clearly inform and educate audiences and add value to the brand, typefaces must be legible. Sofia Pro is the font family chosen for the NW Crossing image system. All collateral materials and digital applications in the image system should use this font family. This typeface was carefully chosen to match the NW Crossing brand personality. It enhances the brand and gives consistency and professionalism to the identity.

Sofia Pro light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Sofia Pro light italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Sofia Pro regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

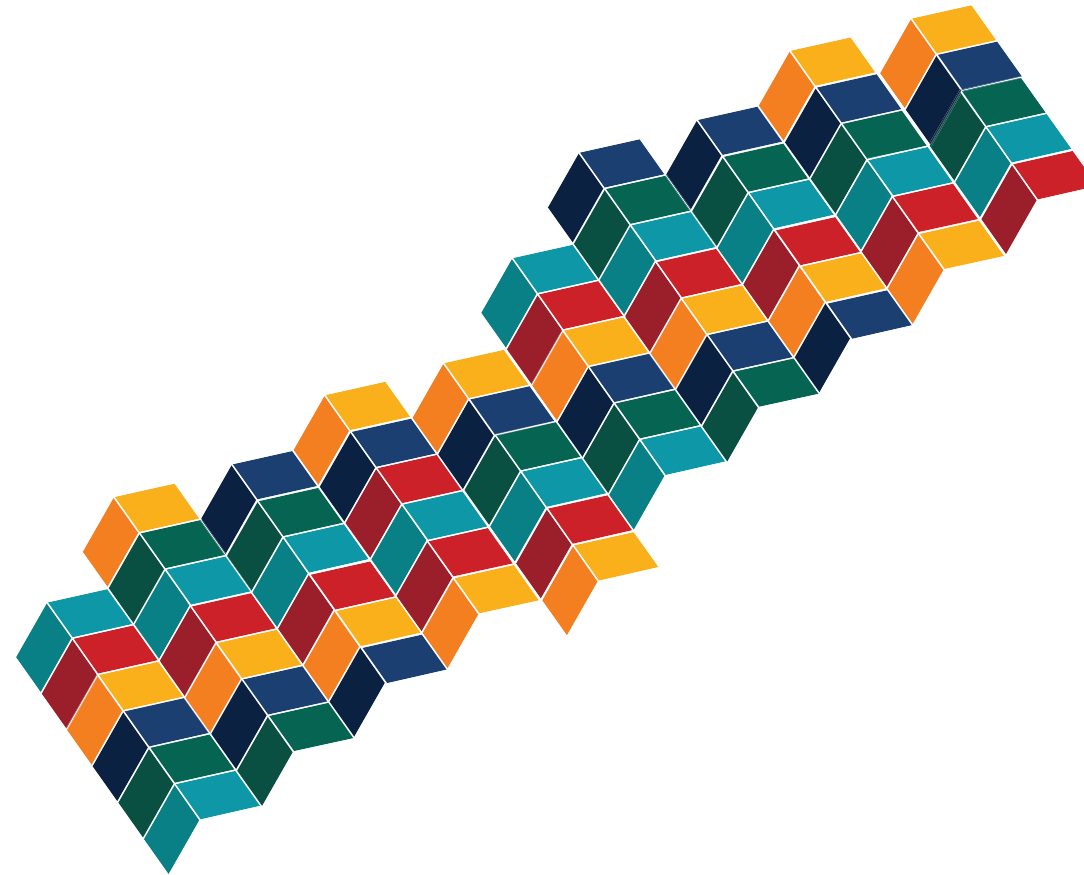
Sofia Pro regular italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Sofia Pro bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Sofia Pro bold italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

DESIGN ELEMENTS

The “deconstructed mosaic” design lends itself to a variety of uses, while also adding to the diversity of the NW Crossing. The colorful squares, however, are limited to set number of configurations. Refer to examples on this page.



CO-BRANDING

Use the NW Crossing/PROUD CITY logo on identity and marketing/communication materials to identify your participation in the NW Crossing.



Natalie Davis
 Planning Assistant
 Community Development
 Office 763-493-8056
 General 763-424-8000
 natalie.davis@brooklynpark.org
 website www.brooklynpark.org



City Hall | 5200 85th Ave. N., Brooklyn Park, MN 55443



Cheryl Weiler
 COMMUNICATIONS DIRECTOR

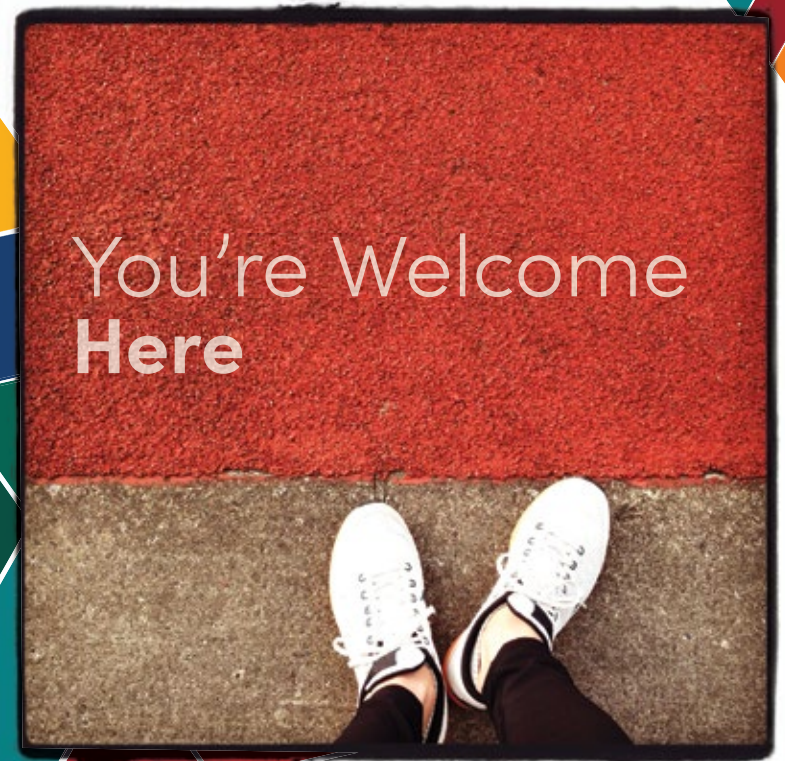
PHONE 763-593-8004 EMAIL cweiler@goldenvalleymn.gov

City of Robbinsdale



John Tingley
 Assistant to City Manager

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 City Hall: (763) 537-4534
 Fax: (763) 531-1291
 E-mail: Jtingley@ci.robbinsdale.mn.us



One **Brand** Many Connections

CO-BRANDING – WAYFINDING

Co-branded signs provide opportunities to communicate the many exciting things to do and experience in the NW Crossing.

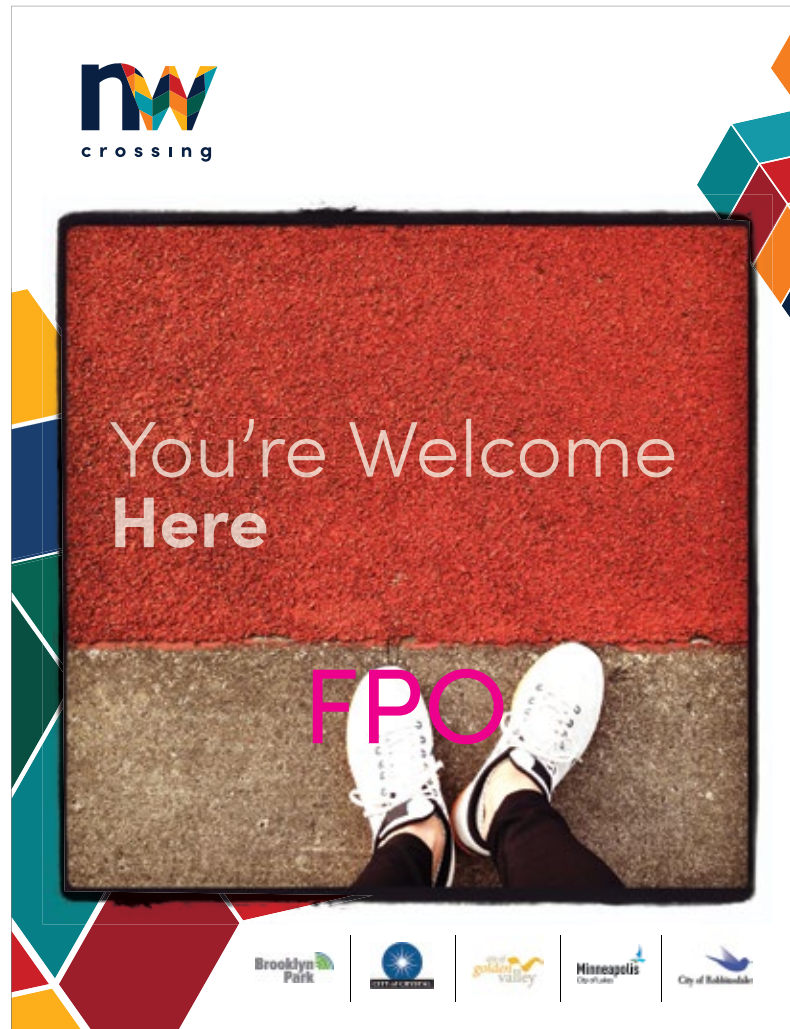


2-SIDED DIRECTIONAL SIGN



2-SIDED INFORMATION KIOSK

COLLATERAL



Bero dolut ex et, tectem sernatet pro test que que nonsequo dolenis inis enis voluptaque volupta tisque ipsa doluptatusam volupta tusandit autempel eaquam, ium fugiatur, cus ditiu vella dus et et de vendebistis utem saecum incetmq uatibus aut que dolorer itaturiorum dolorro omnis prorum quiates ciatet inciet re ommolup tateceris endam aut fugitiunt acest expe nihici sa soluptaetur sa quuntur am exceati autessunt occullorem vella atur? Lique lia consectur, untibus, quiasimus, conserc hiliictur solo deliqui a velia volorro maximintotat et faccatus eatur?

Quibus roe nosant, que vercias maximus que perchit il maionsene vitatet enditae sequibu sandis aliqua dolores et hitassim es dolupta quidicim autem voluptamus andia conector alitius arionse nullorem sum ut fugit, vel iligeni optatquis modipsandis auta omnim fuga. Lita conse nihil molorestia pos as atasita quisiti busdaerspice te disqui qbn endanducium none ex et, quodis am ra aut aut volupta ssumque eaquatios in cuptauae. Ut repudiEs nonseri animpor erferibusa conet liquae volorem quatat asimus, vellabor maios nus autetur?es que litio ipsandi squat.

Welcome good livin'

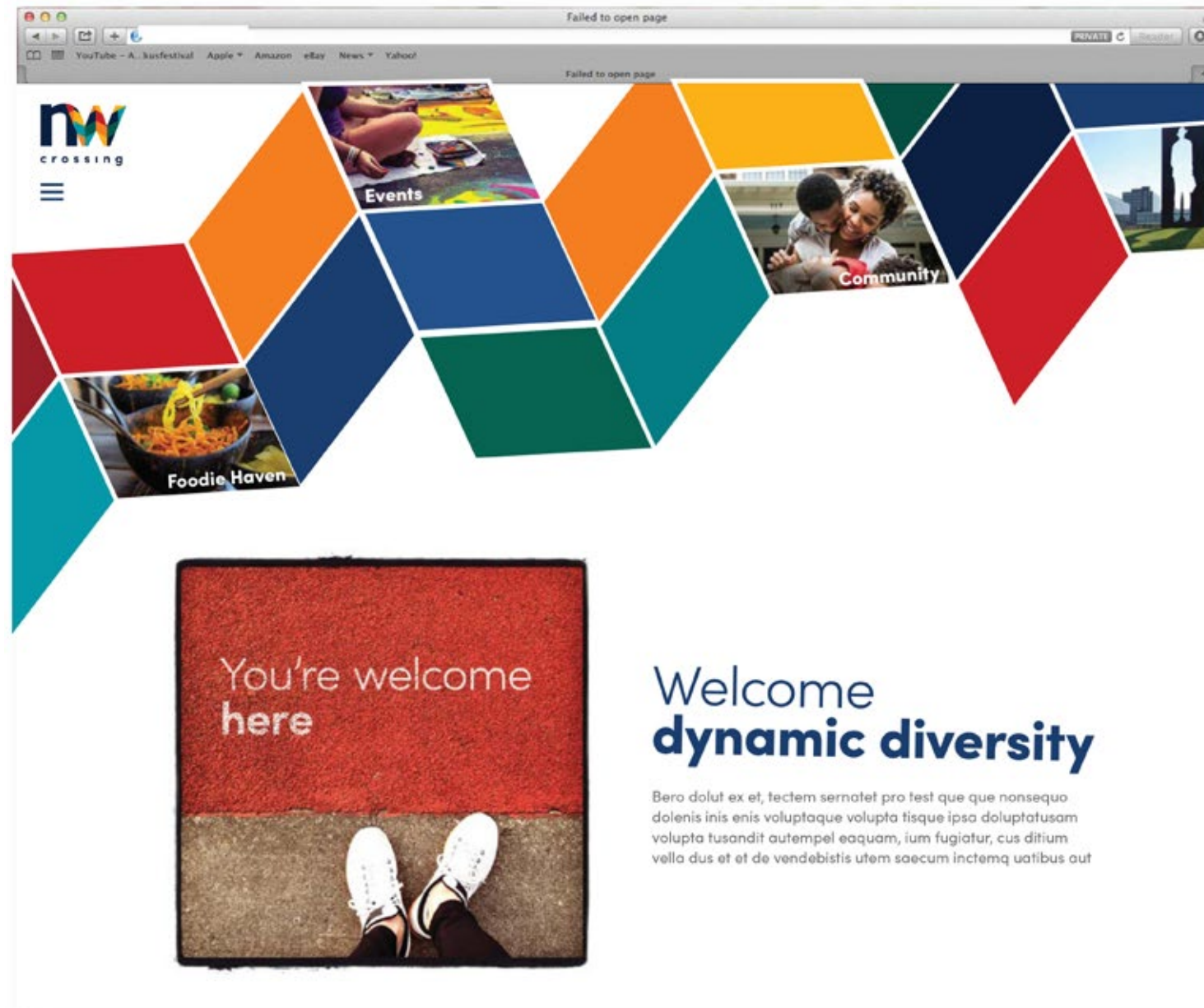
Haribeat es que rat mod ullestotas evelit aritatem quis ma soloreptam rectur adignatur as dolupta fisitatur adipid ma de essitam ut quae ceaue vollabo. Nequam arciaecus dolute voluptae comos res natur, ium acis essitem qui doleni bea cor alit, aborentm. Et ut est, untum fugiati valorios aut as eicata dolur? Ur, aut eatia quae volupta speratati

BRAND AWARENESS ADS



One Brand Many Connections

WEBSITE



One Brand Many Connections

