



# Brand Development

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17 years | Certified Downtown Professional

15 years | Small Business Recruitment, Retention, Expansion





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# Brand Development

“Your brand is what people say about you when you are not in the room.”

-Confucius?





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amazon





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# What makes a brand?





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# Brand Development

The Big Question  
Who Am I and What Makes Me Different?





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# Why brand at all?

- Distinguish you from competition
  - Aka World Domination, muuhahaha!
- Become recognizable
- Build loyalty and support
- Gain/retain customers





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# How to brand in six simple steps

## 1. Define your audience/customers

- Internal AND External
  - Your target market is likely working for you

## 2. What is your business identity? Mission?

- Example: Cool Scoops Ice Cream- "To provide a memorable ice cream experience by offering an array of artisanal flavors, fostering community connections, and supporting local suppliers, all within a welcoming and dynamic atmosphere."





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# How to brand in six simple steps

## 3. Define your brand personality

- What attracts people to your business?
- What personality resonates with your audience and helps to build a connection?
  - Are you Sincere? Funny? Tough? Bold? Rugged? Sweet? Competent? Trustworthy?





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# How to brand in six simple steps

4. Create your brand assets and choose the elements that will identify your business.
  - These include colors, fonts, your logo (The fun stuff finally!)





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Certain colors evoke specific emotions and convey meaning...





# Font 101: Personality, Readability, Plan for Pairs

Sincerity	Disney	Hallmark	amazon	Cadbury
Excitement	TESLA	Red Bull	CocaCola	Nike
Competence	VOLVO	Google	intel	Microsoft
Sophistication	TIFFANY & Co.	ROLEX	G U C C I	Apple
Ruggedness	HARLEY-DAVIDSON	Timberland	Jeep	Marlboro

## BEST CANVA FONT COMBINATIONS

Moontime  
Montserrat

Kage Thin  
Open Sauce Light

Elika Gorica  
Harmattan

Brittany  
Garet Book





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# How to brand in six simple steps

## 5. Integrate across all channels

- Include visual assets such as your logo, colors, and fonts in all your messaging.

## 6. Consistency = Memorable

- All collateral must be consistent
  - Social Media(s), letterhead, apparel, swag, business card, website, brochures.





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# The City of Casa Grande brand refresh

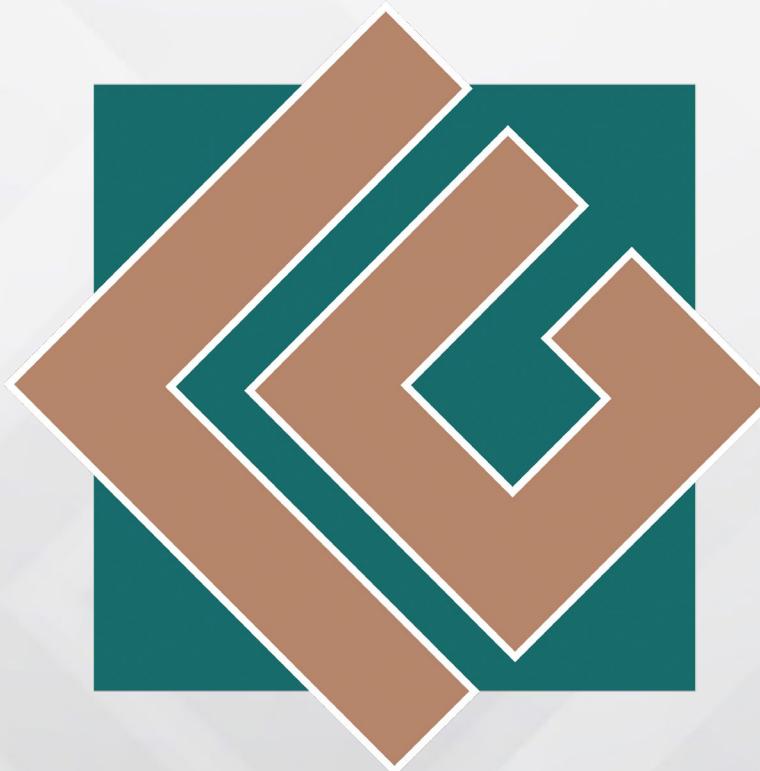
## Why the refresh?

- Keep relevant
  - City's have competition too!
- Repositioning
  - Change perceptions
- Create Cohesion
  - The internal “hot mess”





Before:



## KEY FOCUS AREAS

Through a process of discovery and collaboration, the City Council identified these 6 Key Focus Areas for the updated Strategic Plan.

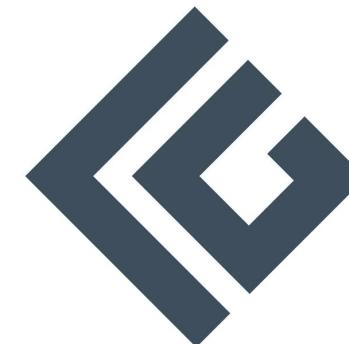


- Financial Stability and Sustainability
- Community Connection
- Community Enhancement
- Economic Expansion
- Education and Workforce Development
- Healthy and Safe Community Environment





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CITY OF  
CASA GRANDE  
STRONGER UNITED



#593A3F



#3E4E5B



#C9B68C



#D2CFAE



#C47331



#DFBC68

**LOGO FONT: MONTserrat MEDIUM**  
**\*FREE GOOGLE FONT**





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After:

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CASA GRANDE  
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**STAY CONNECTED.  
STAY ENGAGED.  
STAY INFORMED.**

 [WWW.CASAGRANDEAZ.GOV](http://WWW.CASAGRANDEAZ.GOV)



 **CONNECT TO  
YOUR CITY!**

**ALERTS**

Text "CGAlerts" to 38276

Alerts may include:

- Community News & Events
- Traffic Alerts
- Sanitation Route Disruptions
- Emergency Alerts
- General Notifications

Visit [www.CasaGrandeAZ.gov](http://www.CasaGrandeAZ.gov) to customize your preferred communication method - receive alerts via email, phone or text message.





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PIQ Projects Casa Grande, AZ | Official Website https://casagrandeaz.gov

CIVICENGAGE CENTRAL HOME PAGE DASHBOARD MODULES LIVE EDIT IS OFF

ROAD WATCH Peters Road Closure Until September 1st

CITY OF CASA GRANDE STRONGER UNITED LIVING HERE YOUR GOVERNMENT CITY SERVICES DOING BUSINESS HOW DO I...

How can we help you? SEARCH

Pay Online Job Opportunities Report a Concern Stay Connected Trash Collection Permits

RESIDENTS Animal Care and Adoption Calendar City Elections Community Services Holiday Trash Schedule

VISITORS Events Parks and Trails Passports Recreation Tourism

BUSINESS Building Inspections Economic Development Planning View Open BIDS Zoning Search Map

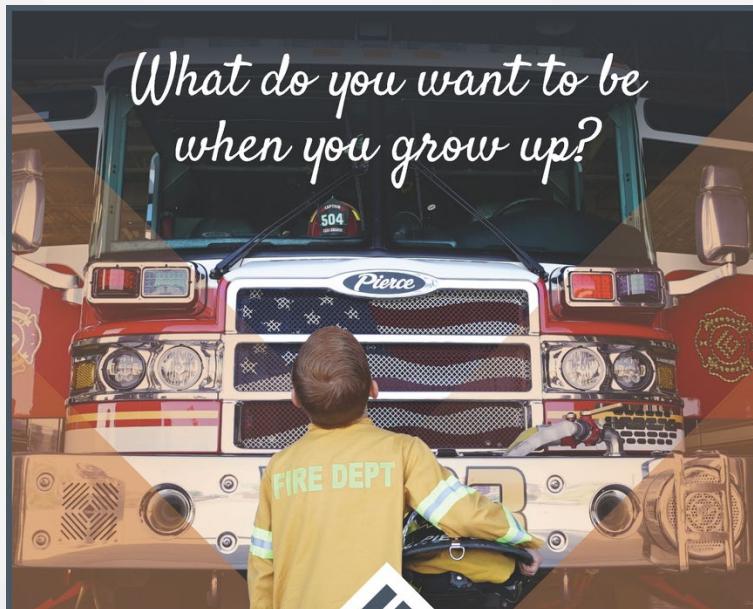
GOVERNMENT Agendas and Minutes Boards and Commissions City Code City Council Proposed Taxes and Fees

92°F Sunny Select Language Help

11:23 AM 6/18/2024



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*What do you want to be  
when you grow up?*

THE CITY OF CASA GRANDE IS  
**HIRING**

[WWW.CASAGRANDEAZ.GOV](http://WWW.CASAGRANDEAZ.GOV)

## HR Recruitment Campaign

Work Where You Live | What do you want to be when you grow up?

**Work Where You Live!**

# Social Media FOMO

JAN  
2022

## SOCIAL MEDIA PLATFORM AUDIENCE OVERLAPS

PERCENTAGE OF USERS OF EACH PLATFORM AGED 16 TO 64 OUTSIDE OF CHINA WHO ALSO USE OTHER SOCIAL MEDIA PLATFORMS



GLOBAL OVERVIEW

	UNIQUE TO PLATFORM	ALSO USING FACEBOOK	ALSO USING YOUTUBE	ALSO USING WHATSAPP	ALSO USING INSTAGRAM	ALSO USING TIKTOK	ALSO USING TELEGRAM	ALSO USING SNAPCHAT	ALSO USING TWITTER	ALSO USING REDDIT	ALSO USING PINTEREST	ALSO USING LINKEDIN
FACEBOOK USERS	<b>0.7%</b>	100.0%	74.7%	72.7%	78.1%	47.8%	42.0%	31.9%	48.8%	14.4%	36.1%	31.5%
YOUTUBE USERS	<b>0.9%</b>	79.0%	100.0%	72.4%	77.5%	45.8%	44.8%	30.0%	51.3%	16.7%	39.0%	30.7%
WHATSAPP USERS	<b>1.5%</b>	81.0%	76.8%	100.0%	80.2%	46.4%	48.9%	34.0%	49.0%	13.8%	37.7%	33.0%
INSTAGRAM USERS	<b>0.1%</b>	82.9%	77.8%	76.4%	100.0%	50.4%	47.0%	36.6%	54.2%	15.5%	40.0%	31.7%
TIKTOK USERS	<b>0.1%</b>	84.6%	80.5%	73.7%	83.9%	100.0%	46.9%	40.9%	56.6%	17.1%	43.6%	31.2%
TELEGRAM USERS	<b>0.2%</b>	83.2%	81.5%	86.9%	87.6%	52.4%	100.0%	40.0%	60.4%	18.0%	43.1%	39.3%
SNAPCHAT USERS	<b>0.0%</b>	83.1%	79.2%	79.3%	89.6%	60.1%	52.6%	100.0%	61.8%	23.0%	49.6%	39.0%





# Choosing the Right Platform

- ❖ **Facebook: The All-Inclusive Hub**
  - ❖ Content like news updates, engaging articles, and behind-the-scenes glimpses into your business can resonate here.
- ❖ **Instagram: Visual Storytelling for Millennials and Gen Z**
  - ❖ Engage millennials and Gen Z with high-quality product photos and user-generated content.
- ❖ **YouTube: Educational Content and Demonstrations**
  - ❖ Small businesses can create engaging and informative videos, including tutorials, customer testimonials, behind-the-scenes content, or product demonstrations.
- ❖ **TikTok: Short-Form Entertainment**
  - ❖ Small businesses can leverage TikTok to showcase their personality, participate in trends, and connect with a younger audience.





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# Types of Facebook Pages

- Personal Page
- Groups
- **Business Page** - you can still post in community groups





Search Facebook



## Casa Grande Chamber of Commerce

3.2K likes • 3.8K followers

Like

Search

Posts

About

Mentions

Reels

Photos

Videos

More

...

### Intro

Offering Casa Grande businesses networking opportunities. We are the largest business organization in

### Posts

Filters



Casa Grande Chamber of Commerce

...





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# Tips for Success

- **Focus on Quality Over Quantity** –It's better to be active and engaging on one platform than to spread yourself thin across too many.
- **Use a Content Calendar** – to stay organized and create consistency. Consistency is key. Build a regular posting schedule to stay top-of-mind.
- **Customer service tool** - respond to comments and messages promptly
- **Free Resources** – Canva, AI





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# Scan for FREE Resources

