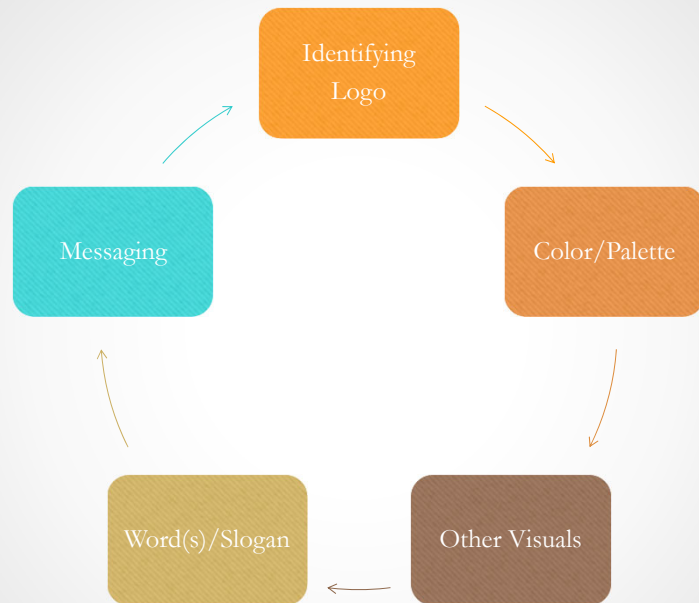


What is a Brand?

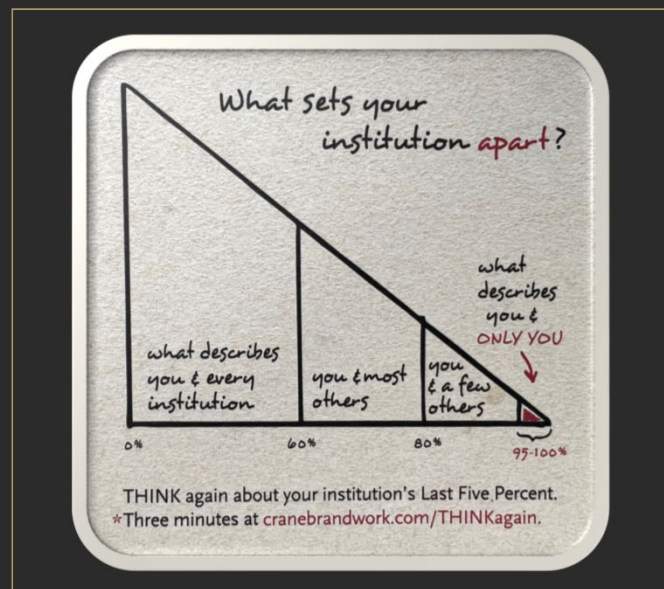
Your brand is the personality of your organization
and the promise you make to your constituents.

It's the recognizable feeling your values,
strengths & differentiators evoke.

Creating a Brand Identity



Why Brand?











Logo

An identifying marker used only to be recognizable as part of a brand. It is NOT the job of the logo to sell, explain, give information or create company ideals and should be able to stand alone without a tagline or title. Templates for flyers and banners will be provided with the correct text and logo placement.

The Port Logo

The Preserve Logo

Pioneer Park Logo

Historic Homes Logo

Event Lawn Logo

Dining Docks Logo

Botanical Gardens Logo

The Boardwalk Logo

Responsive Identity

Responsive logos are shape-shifting logos that change in size, complexity or even color to accommodate and adapt to wherever they are placed. Today, there are more places to stick your logo than ever before, and they all vary widely in size.

Using the approved color scheme, a variety of color combinations can be used on each level of the responsive identity.

2021
Logo
Refresh

In 2021, the Lee County logo underwent a refresh. The goal of the refresh was to modernize the logo while retaining the general theme. The updated logo incorporates cleaner more flowing line work as well as the inclusion of softer colors offering a transition between the primary dark and light colors.

Old logo X

Refreshed logo ✓

4



ALL ASSETS & PROMOTIONS

- Website
- Newsletters
- Activity guides
- Social media
- Paid advertising
- Video
- Podcasts
- Mobile Apps
- Signage
- Flyers, brochures and other print collateral
- Email signatures
- Office: letterhead, forms, PPT templates

City of Palm Coast

ExploreConnectPlay

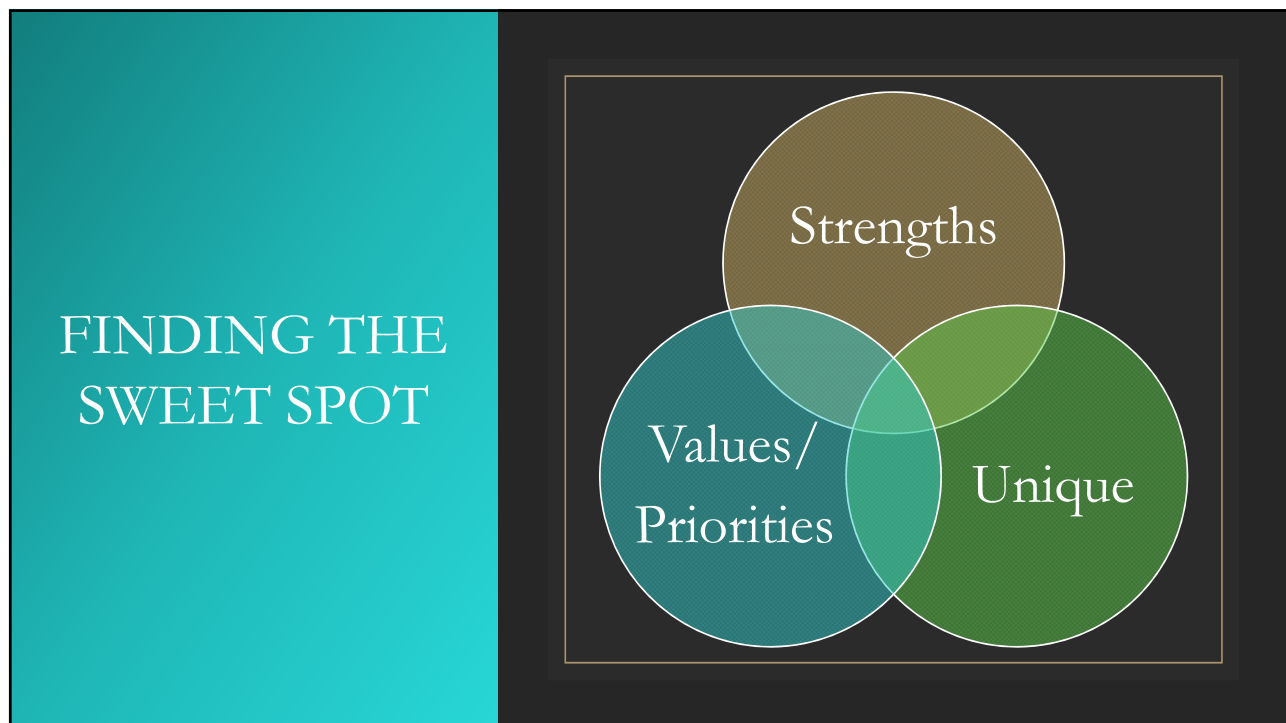
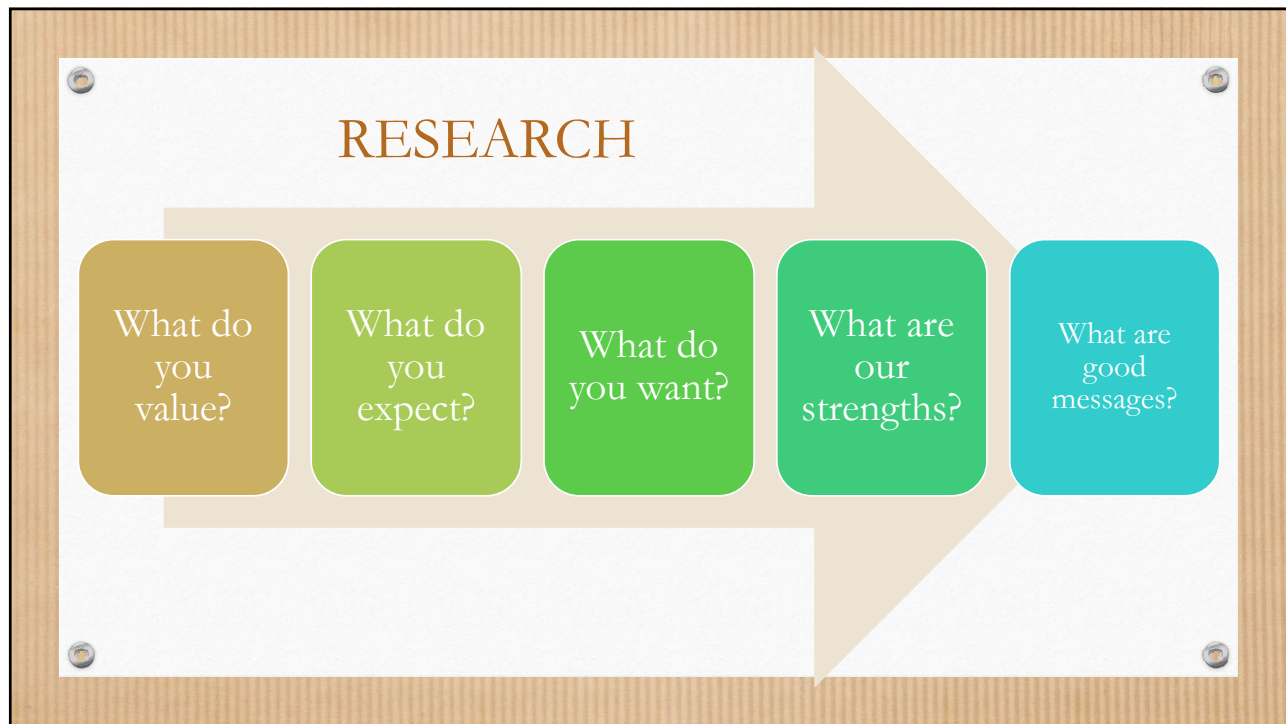
YOUR BRAND

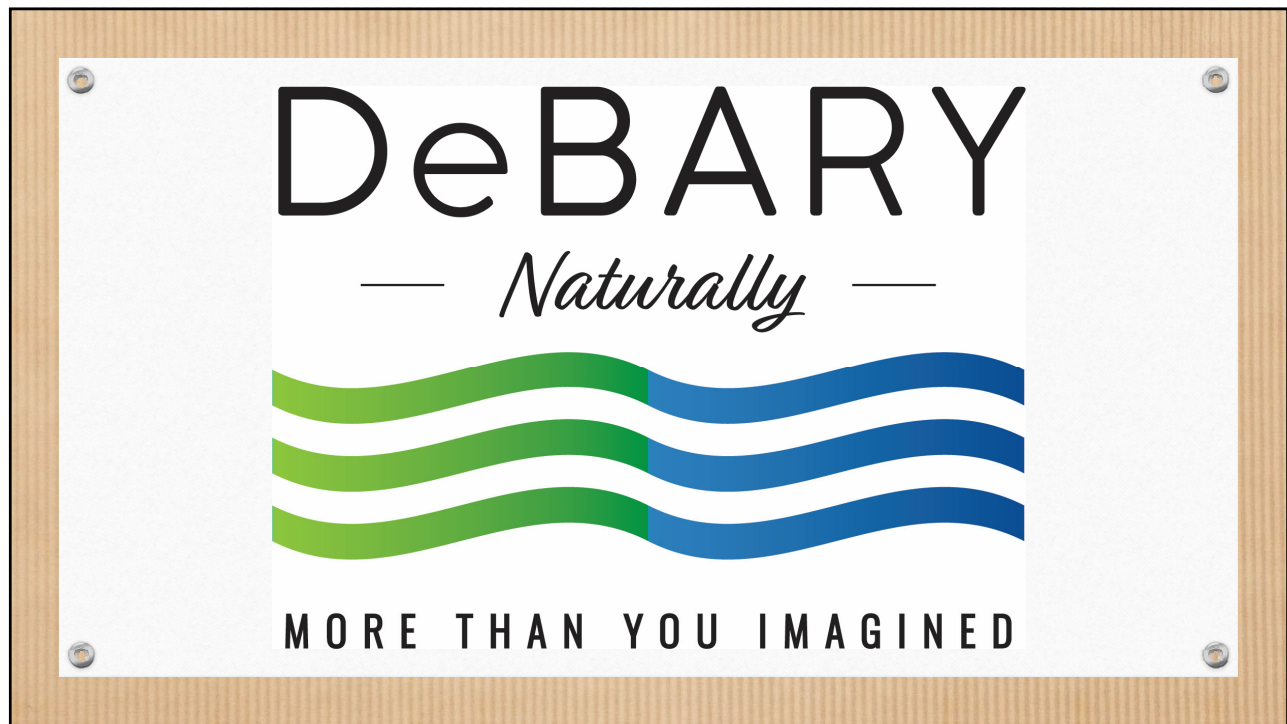
Honest

Hear

Unique

Fresh





WHAT IS YOUR BRAND?

Step 1

Why does your department exist? The purpose, the cause, the belief.

Step 2

Tell your story – 5 characteristics, your success stories, how you help people!

Step 3

What problems do we help our customers solve? Why do people trust us?





