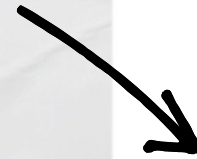
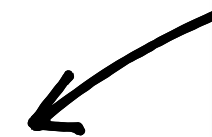




Vision



Authenticity



Personality



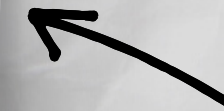
Trust



Value



Differentiation



Manchester

# BRANDING INITIATIVE

OFFICE OF COMMUNICATIONS &  
CIVIC ENAGEMENT

JAN, 3RD, 2023 BOD MEETING  
PRESENTED BY: BRIANNA SMITH



“Reflect the past,  
celebrate the present  
and **dream the future.**”

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# WHAT IS A BRAND?











# PLACE BRANDING

"Place branding" is a strategy for creating an identity that best represents the community and a perception that gets people excited to live, work, and play."





# PROJECT PURPOSE

Created by, for, and with the community.

- Evoke a sense of community pride and advocacy.
- Appropriately represent Manchester's future and effectively translate the Town's mission, vision, and brand promise.
- Encourage businesses, visitors, and community partners to invest, visit, and collaborate.
- Communicate a clear, consistent, and cohesive message and identity.



# Elements of place

Why would someone visit?



## Natural Environment

- Geography
- Landscape
- Weather & Climate
- Nature & Wildlife

Why do you work here?



## Built Environment

- Entertainment
- Infrastructure
- Development
- Economy



## Culture & Heritage

- Traditions
- History & Heritage
- Food & Drink
- Arts & Culture

Why do you live here?



## People

- Values
- Norms
- Lifestyle
- Behaviours

How should we communicate our history?



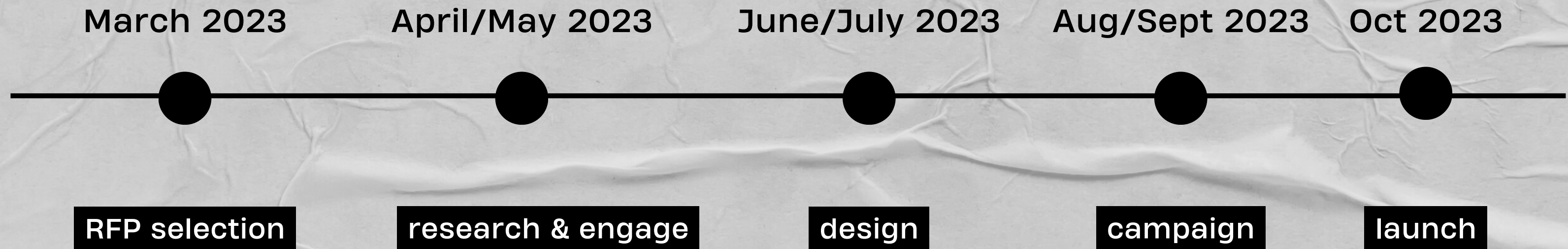


## **PROJECT GOALS**

- 1.Branding with inclusivity
- 2.Branding for clarity
- 3.Branding that creates cohesiveness
- 4.Branding that evolves perception
- 5.Branding that's intentional
- 6.Branding that builds awareness
- 7.Branding that supports internal goals



## Estimated Project Timeline





**QUESTIONS?**

