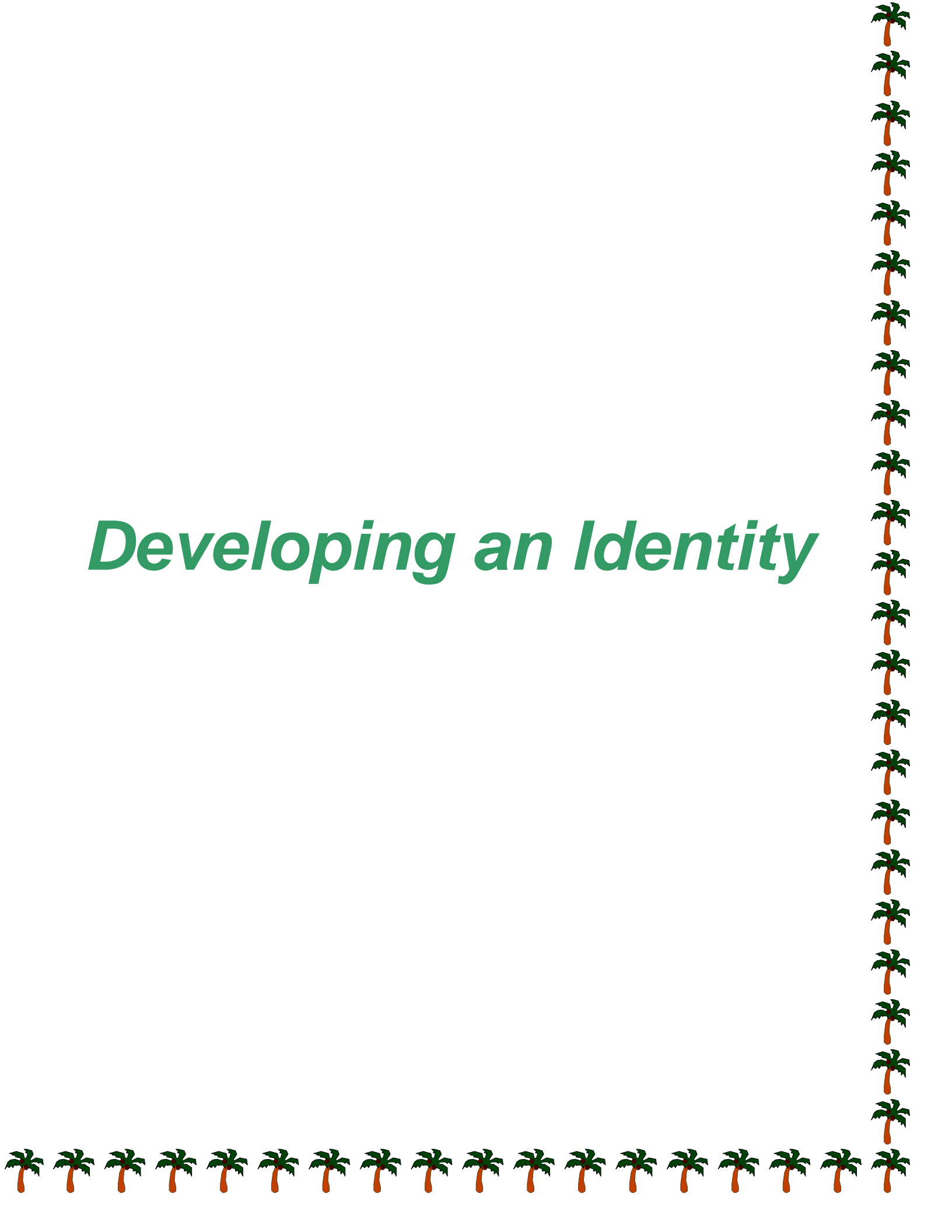


Developing an Identity



DEVELOPING AN IDENTITY

If you want people to know your organization, first you must know your organization.

Creating an identity or brand for your organization can help to associate an image or slogan with your organization – attributing to *brand recognition*.

- *Brand* – *def.* a name, sign or symbol used to create an identity for your organization.
- *Brand recognition* – *def.* the extent to which a brand is recognized for stated key messages and communications.

LOGO

The first step to building a brand is to create a logo and slogan. The logo should visually represent the *identity* of your organization, and the slogan should speak on the *value* of your organization. An organization's logo and slogan should be included on all office and marketing materials, including:

- business cards
- mailing materials (e.g., envelopes and labels)
- letterheads
- brochures
- fact sheets, etc.
- media kits and press materials

A logo and slogan can be two very powerful tools when communicating with your community. Think of Nike's swoosh and their slogan, "Just do it."

MESSAGES

An organization should always speak with *one voice*. Discover the voice for your organization by developing a mission statement and key messages for use in all your communications.

Whether conducting a presentation for a local organization or participating in an interview with a reporter from your local newspaper, you want your messages to be clear and consistent. Don't tell one source one answer and another source another answer. Always be honest and forthcoming.

Note: More information about key messages on page 26.

MEDIA KIT

Beyond a logo and key messages, a media kit is a tool used to provide information about your organization to the media and/or interested individuals. Included in this Guide is a media kit for the Cape Coral CRA. It is available to you in hard and electronic copy, so that you can use it as a template when creating or revising your own.

Note: More information about building a media kit on page 44.

CAPE CORAL MODEL

The Cape Coral CRA wanted to create logos that would not only identify their organization to their community, but also serve a dual-role as “way finders” for both tourists and residents. The redevelopment area was divided into four distinct districts, symbolized by different types of birds. The four districts include:

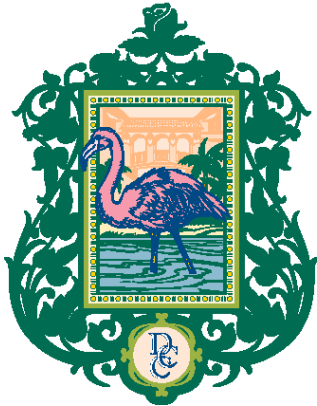
OWL: Del Prado North



IBIS: Gateway Arrival



FLAMINGO: Central Downtown



BLUE HERON: Western Gateway



These four images rely on a common background, initial medallion at the bottom and a frame in the center (featuring a bird) which changes to reflect different districts.

Through the creation of these four logo variations, the Cape Coral CRA has not only developed a consistent and unique identity for their organization (utilizing the Blue Heron as their main logo for the CRA), but also made traveling within the redevelopment area traveler-friendly.