

DANIA BEACH CRA
TITLE: DANIA BEACH REBRANDING
CATEGORY: PROMOTIONS
2019 FRA AWARDS SUBMISSION

New Logo



Old Seal & Logo



New Seal

DANIA BEACH REBRANDING

Dania Beach PRIDE Ad- South Florida Business Journal



OPEN FOR BUSINESS

The City of Dania Beach takes pride in not just welcoming new businesses — but helping them thrive. We are attracting visitors from near and far with our freshly restored beaches, fabulous shopping, new hotels, and a wide selection of restaurants to please everyone's tastes. Come be a part of the excitement and discover why Dania Beach is a great place to work, live and play.

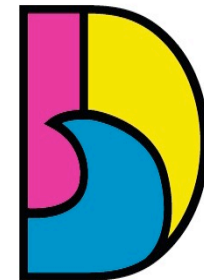
DISCOVER DANIA BEACH

SEA IT. LIVE IT. LOVE IT.

DANIABEACHFL.GOV

DANIA BEACH REBRANDING

Dania Beach Bus Advertisements Route 1 and 6 in Broward County



DANIA BEACH
DANIABEACHFL.GOV

DANIA BEACH REBRANDING

Sun Sentinel Front Page Strip



DANIA BEACH
DANIABEACHFL.GOV

DANIA BEACH REBRANDING

Dania Beach Sign for S.W. Community Center and the Public Services Department



DANIA BEACH REBRANDING

Dania Beach Water Tank

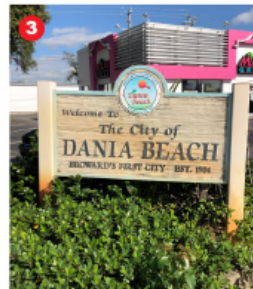




1
East Dania Beach Blvd. Eastbound before bridge
Cut off at grade.



2
Northeast of intersection at Sheridan St. & S.E. 5th Ave.
Remove foundation.



3
Northwest of intersection at Sheridan St.
& US 1
Cut off at grade.



4
Southwest of intersection at Griffin Rd. & Anglers Ave.
Remove foundation.

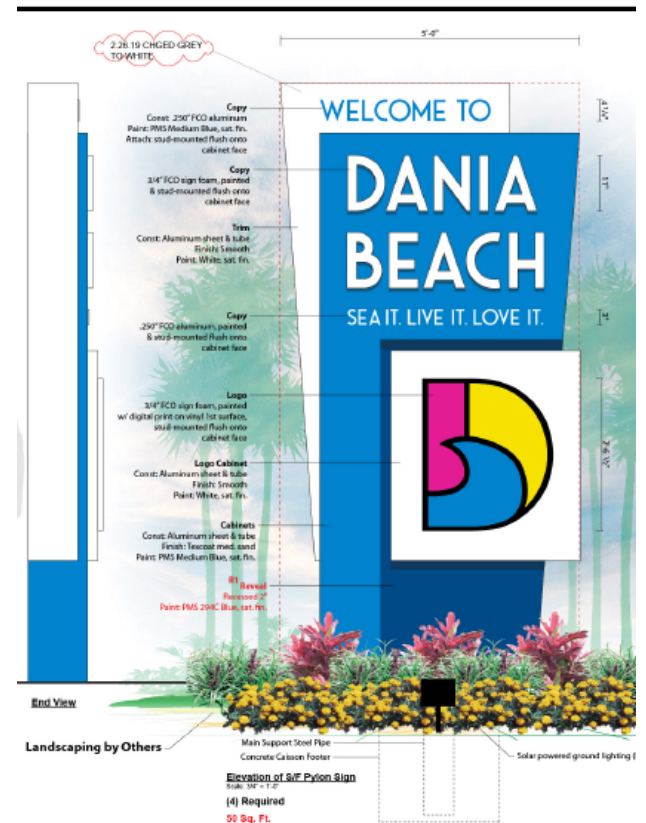


5
Southwest of intersection of SW 46th Ct. &
SW 30th Ave.



6
Eastbound Griffin Rd. East of
SW 34th Terrace
Cut off at grade.

Old Entryway Signs



Upcoming Entryway Signs