



SASAKI



**New civic brand for
the Village of Oak Park**

WELCOME.



KEEP AUSTIN WEIRD



KEEP OAK PARK _____ ?



JAMES MINER
Principal, Planner,
Food Advocate



F. PHILIP BARASH
Strategist, Placemaker,
Chicagoan at heart



NEDA MOVAGHAR
Creative Director, Brand
Strategist, Doodler



MATT UMINSKI
Designer, Type Master,
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JOHN HARRIS
Principal



FLETCHER MARTIN
Creative Director



CIVIL ENGINEERS

SUSTAINABILITY PLANNERS

GRAPHIC DESIGNERS

LANDSCAPE ARCHITECTS

INTERIOR DESIGNERS

OPERATIONS SPECIALISTS

PLANNERS

URBAN DESIGNERS

ENGAGEMENT EXPERTS

ARCHITECTS

Agenda

INTRODUCTIONS (10 MIN)

PROJECT SCHEDULE (5 MIN)

“BRAND KARAOKE” (30 MIN)

POSITIONING WORKSHOP (40 MIN)

DISCUSSION (15 MIN)

CONCLUSION AND NEXT STEPS (10 MIN)

Goals

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Generate shared vocabulary for the project, leading to a shared understanding.

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Formulate, with rigor and precision, what makes Oak Park unique and attractive.

A brand is the sum total of the values, culture, history, and talent of a place.

Visual identity, messaging, signage, and communications are most visible expressions of the brand, but they are not the brand itself.

Schedule

Phase One
**Discovery and
definitions**

Phase Two
Positioning

Phase Three
Creative ideation

Phase Four
Development

Full brand toolkit delivered May 2018.

Brand karaoke!

Put yourselves into the heads—and shoes—of other place branders.



Whom is this brand targeting?

Consumers? Residents? Investors?

What is its voice?

Optimistic? Matter-of-fact? Quirky?

What does it want you to do?

Take action? Change your mind? Inspire?

How does the visual execution relate?

Pitch your city!

Target Audience

Who are we speaking to?

Competitive Frame

How do we define our peers /
competitors?

Differentiator

What makes this place
unique among all of our
peers?

What's your position?

A positioning statement is a clear and compelling statement for the way that you want your market to perceive your brand. Your positioning statement is an internal tool that enables you to maintain focus and align all decisions around it.

Evaluating the position?

It is simple and memorable.

It is believable and trustworthy.

It is ownable.

It can be used to evaluate marketing decisions.

What's Next?



Website



Thank You