City of Kent Branding Study, Fall 2006

Design Team
School of Visual Communication Design
Kent State University
Professor: David Middleton
Students: Anne H. Berry, Ernie A. Fosco III, Irene Giffi and Kayne Tuckson

Client
City of Kent and Kent State University

Project Description
<table>
<thead>
<tr>
<th>Creative Brief Summary</th>
<th>1.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target Market</td>
<td>2.0</td>
</tr>
<tr>
<td>Logo Development</td>
<td>3.0</td>
</tr>
<tr>
<td>Tactics</td>
<td></td>
</tr>
<tr>
<td>Ad: Bus Shutter Application</td>
<td>4.0</td>
</tr>
<tr>
<td>Ad: Window Application</td>
<td>4.1</td>
</tr>
<tr>
<td>Ad: Print Application</td>
<td>4.2</td>
</tr>
<tr>
<td>Website</td>
<td>4.3</td>
</tr>
<tr>
<td>Art District Banners</td>
<td>4.4</td>
</tr>
<tr>
<td>Historical Exhibit</td>
<td>4.5</td>
</tr>
<tr>
<td>Lighting Program</td>
<td>4.6</td>
</tr>
<tr>
<td>Creative Brief</td>
<td>5.0</td>
</tr>
</tbody>
</table>

**Table of Contents**

City of Kent Branding Study, Fall 2006

**Design Team**
School of Visual Communication Design
Kent State University

**Professors**
David Mabry

**Students**
Anna M. Beery, Brian A. Fosco II, Laura Griffin, and Kaylee Tooton

**Client**
City of Kent and Kent State University

**Project Description**
Introduction
Due to its rich history and growth potential, there are many ways in which the City of Kent could benefit from a defined brand strategy that would ultimately help make the city distinct, foster appreciation for the area and encourage business investment.

With that in mind, the focus of this project has been to create a comprehensive plan for repositioning the City of Kent and improving its image.

The Problem
The City of Kent wants to tap into potential revenue from students living and working in the area because students currently do not take their business downtown or seek the downtown area out as a destination.

Current Business Environment
- Business revenue is down; the downtown area of Kent is not attracting the amount of business it once had in the past.
- Residents drive out of the city for dining and retail shopping.
- Kent is not perceived by the surrounding community as a particularly profitable place for business growth. Nor do students take much of their business downtown.

Assignment and Objectives
- To help foster business growth and interest in the downtown area of Kent by 1) creating a branding system and 2) repositioning the city through advertising and design tactics.

The Solution
In order to successfully reposition and define the City of Kent, design solutions must utilize the best of what already exists as the basis for developing ideas to improve the city's image.

Originality and Believability
Researching Kent's history and demographics is an important step in understanding the target market and, consequently creating a brand strategy that is both authentic and appropriate for the area and its audience.

The Most Important Promise
To help the City of Kent realize its potential as an exceptional environment for the growth of ideas and the realization of a unique vision.

Tactics
- New logo, tag line and positioning statement
- Public art and sculpture
- Banner program for downtown and Kent Arts District
- Splash page for web site
- City sponsored promotions: Newspaper ads, flyers, posters, ad campaign bus shelter, billboards, etc.
- Events and installations

City of Kent Branding Study, Fall 2006

Design Team
School of Visual Communication Design
Kent State University

Professor: David Middaugh
Students: Anne M. Barry, Erin A. Fusco III, Irene Gillin and Kaylee Talcocia

Client
City of Kent and Kent State University

Project Description
Branding Scheme - Branding for the City of Kent, Ohio: Development of identity system, positioning statement, and branding tactics.
The primary target market is made up of university students who are looking for a
town that has an inviting atmosphere with
things to do and places to shop, eat and be
entertained.

The secondary target market includes local
residents and current/potential business
owners who could contribute to and benefit
from revitalization through their presence
and participation.
Examples of logo considerations. The logo designs and tagline help to redefine the City of Kent both visually and conceptually. They are rooted in existing elements that represent Kent in the present but also hint at how the city would like to be perceived and/or see itself in the future.

City of Kent Branding Study, Fall 2006

Design Team
School of Visual Communication Design
Kent State University

Professor: David Maddux
Students: Aree M. Buxy, Errie A. Fosco III, Irene Gill and Kaylee Toepken

Client
City of Kent and Kent State University

Project Description
Ad campaign based on historical and well-known figures associated with the City of Kent and Kent State University—people with big ideas.

**Ads: Bus Shelter Application**

Examples include David Sedaris, Captain Brady, Deva, and the Black Squirrel.

---

City of Kent Branding Study, Fall 2006

**Design Team**
School of Visual Communication Design
Kent State University

Professor: David Middletor
Students: Anne M. Bany, Eme A. Fosco III, Irene Giller and Kayne Tuckerton

**Client**
City of Kent and Kent State University

**Project Description**
Ad: Bus Shelter Application (cont.)

An example of an ad featuring David Sedaris posted on a bus shelter located on Main Street, an area with heavy traffic flow.

City of Kent Branding Study, Fall 2006

Design Team
School of Visual Communication Design
Kent State University

Professor: David Middleton
Students: Anne H. Bozy, Erma A. Fusco III,
Irene Grant and Kayne Ticknor

Client
City of Kent and Kent State University

Project Description
Branding Seminar - Branding for the City of Kent, Ohio. Development of identity system, positioning statement, and branding tactics.
DEVO was formed on April 18, 1973 at KSU and gained notoriety in the following years. The band's music was filled with biting social commentary on industrial culture and mass consumption and would inspire the synthpop of the 1980s.

Check out DEVO's albums at SPINMORE RECORDS, 165 E. Main Street.

* * *

Tactics

Ad: Window Application

The ad campaign can be applied to storefront windows to draw in customers.

City of Kent Branding Study, Fall 2006

Design Team
School of Visual Communication Design
Kent State University

Professor: David Middleton
Students: Anne H. Batty, Enna A. Fosco III, Irene Gilber and Kayne Tuckerman

Client
City of Kent and Kent State University

Project Description
SUSAN

is no EINSTEIN

and her regulars are happy that her local coffee shop isn’t either. She doesn’t serve bagels, but most think her coffee and muffins are the best in town, and there are plenty of couches and chairs to relax, study, talk to your friends, SUSAN’S, an authentic KENT establishment, right across from campus.

RAY’S

has great burgers
and that’s no kroc

the ATOMIC BURGER, BLEU COW and MOTH are favorites, served with hand-cut fries, and at RAY’S, when you say golden, it only comes in a bottle stop at RAY’S up or down, day or night. RAY’S, an authentic KENT establishment since 1925.

WOODSEY’S

the music is not from
ear buds

so you think that you’ll impress her with that little white bow with a wire on it? how about a little skill and creativity for a change? check out WOODSEY’S tremendous line of acoustic and electric instruments, and you can take lesson’s too. WOODSEY’S MUSIC, an authentic KENT destination for music lovers.

City of Kent Branding Study, Fall 2006

Design Team
School of Visual Communication Design
Kent State University
Professor: David Middelton
Students: Ariane M. Bany, Emer A. Fosco III, Imran Gilar and Kayna Tuckerton

Client
City of Kent and Kent State University

Project Description
Welcome to Kent, Ohio.

Long known as a center of learning and mecca for the arts, Kent, home of Kent State University offers you a place to buy unique gifts from artisans, craftsmen, and merchants. PLUS, visitors can enjoy live music and eateries in a cozy nostalgic atmosphere. Kent, the original Tree City USA, has an extensive park system as well as many festivals and events throughout the year that capture the local flavor.

Kent—small town, big ideas.