



LA CROSSE CENTER BRANDING

JULY 7, 2020



AGENDA

- Process
- Brand recommendations
- Next steps



PROCESS



PROCESS

- Review of prior research
 - Listening sessions with community
 - Online survey of community
- Brand strategy session with marketing subcommittee
- Listening session with architect and interior design firm
- Interviews with stakeholders
 - La Crosse Center clients
 - Government officials
 - Partner organizations
- Review and input by marketing subcommittee
- Review and input from stakeholders



BRAND RECOMMENDATIONS



BRAND RECOMMENDATIONS

- Brand position
- Brand messaging/story
- Logo
- Tagline
- Design system/usage

BRAND POSITION

WORLD-CLASS RIVER LOCATION

- Directly-on-the-river location
- Beautiful river views
- River-inspired architecture
- Natural world connections
- Access to Riverside Park
- Historic downtown river town
- Bluff and river recreation
- River industry history

BRAND STORY

La Crosse, Wisconsin, now offers a new place to **gather**, meet and celebrate on the river in the newly renovated La Crosse Center.

A dramatic **evolution**, this beautiful, modern convention center overlooks the mighty Mississippi River in historic downtown La Crosse. The building reflects and **enriches** La Crosse's rich history and culture as a center for river trade and industry, while offering the most modern amenities and welcoming customer service.

From conferences to concerts, meetings to celebrations, the breathtaking river views and well-appointed interiors serve as perfect settings for a variety of **memorable, magical** events.

Hosts and their guests **enjoy** the walkable downtown location featuring award-winning hotels, shopping, craft taverns and an array of impressive restaurants that are transforming La Crosse into a food destination.

While in town for an event at the La Crosse Center, people enjoy **exploring** the **majestic** bluffs and **magnificent** waters by hiking, biking, boating, paddling, fishing, golfing and skiing—all within a 15-minute drive.

CRITERIA FOR A SUCCESSFUL LOGO

- Is it strategic? Based on your brand ideals?
- Does it appeal to your target as well as internal audiences?
- Can the viewer interpret it on a personal level?
- Is it unique?
- Is it clever without being gimmicky?
- Is it a mature idea; not a cliché?

LA CROSSE CENTER

LA CROSSE CENTER

SUCCESSFUL TAGLINE CRITERIA

- Strategic (related to positioning)
- Overarching for all audiences
- Benefit-oriented
- Has longevity
- Authentic to brand
- Aspirational
- Complements function statement
 - Events & Conference Center

LA CROSSE CENTER

MAJESTIC. MEMORABLE. MAGICAL.

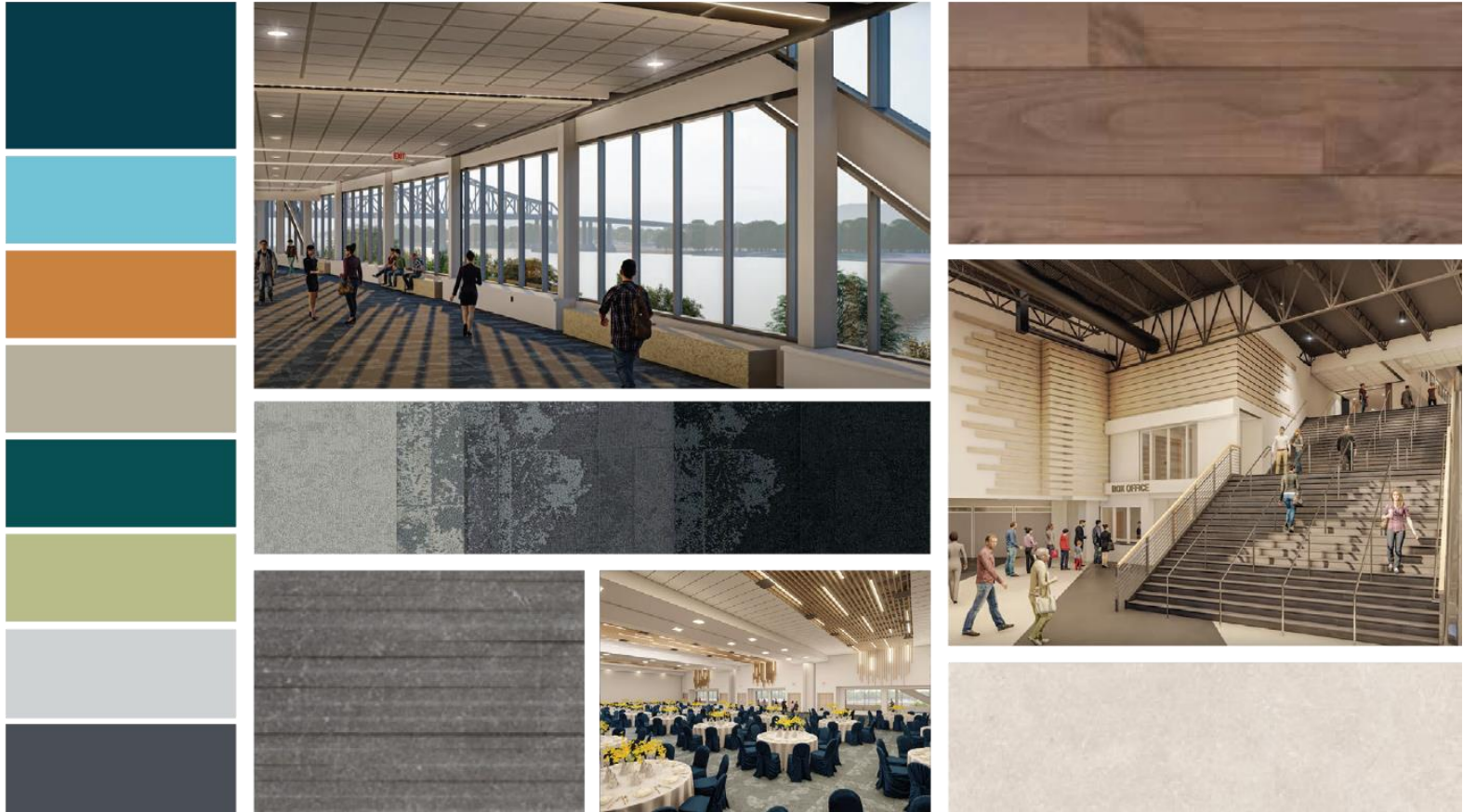
WHY A DESIGN SYSTEM?

- Consistency builds trust and shows unity
- Ensures longevity
- Provides appropriate flexibility
- Considers all possible applications of brand
- Head start in developing communications
- Each communication reinforces the previous
 - Build awareness
 - Influence perception
 - Create momentum

Color palette



Color and space



Icons

MAIN



Sun moon

SUPPORTING



River banks



Cattail

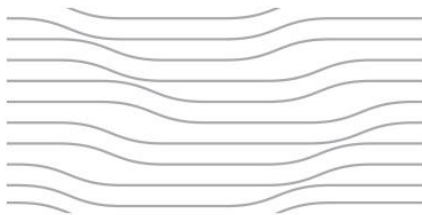


Bluffs



Heron

Textures



Imagery













LA-CROSSE CENTER

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur.

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur

Sed ut perspiciatis unde omnis iste natus



Lorem ipsum
Lorem ipsum dolor

Tel.: + 00 000 000 00
Lorem ipsum dolor@Lorem ipsum

123 Lorem ipsum
Lorem ipsum dolor

Lorem ipsum
Lorem ipsum dolor

LA-CROSSE CENTER

LOREM IPSUM

Neque porro quisquam



Lorem ipsum
Lorem ipsum dolor

Tel.: + 00 000 000 00
Lorem ipsum dolor@Lorem ipsum

LA-CROSSE CENTER

123 Lorem ipsum
Lorem ipsum, GA 10101





NEXT STEPS



NEXT STEPS

- Feedback/approval of brand recommendations
- Finalize and standardize (brand standards guide)



THANK YOU

