



LA CROSSE CENTER BRANDING

JULY 28, 2020





TAGLINE



A

LA CROSSE CENTER

MEET ON THE MISSISSIPPI

B

LA CROSSE CENTER

ON THE GREAT RIVER

LA CROSSE CENTER

MAGNIFICENT RIVER. MEMORABLE EVENTS.

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LA CROSSE CENTER

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C

LA CROSSE CENTER

MAGNIFICENT RIVER. MEMORABLE EVENTS.



NEXT STEPS



NEXT STEPS

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



THANK YOU

