



# RB OPPENHEIM ASSOCIATES

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## **MEMORANDUM**

TO: City of Alachua Community Redevelopment Agency Board

FROM: Rick Oppenheim, President/CEO  
RB Oppenheim Associates

DATE: March 7, 2018

SUBJECT: Presentation of Main Street Alachua Logos

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Thank you for this opportunity to present our “final” recommendations for your review and approval of a logo to visually represent the branding for your CRA’s downtown area.

This project began in November 2017 when we were awarded a contract to develop brand materials to enable the City of Alachua CRA and its downtown area to project a brand that (per its RFP) is “identifiable and distinguishable” and conveys “a strong and singular message to the public when implementing events, marketing campaigns and capital projects.” Our scope of work included development of:

- A logo for the Community Redevelopment Agency
- A logo for downtown Alachua
- A style guide for the downtown brand
- A slogan for downtown Alachua
- Messaging to be used for targeted audiences

To accomplish this we reviewed the City’s website; conducted Google searches; reviewed the City’s Wikipedia listing; reviewed the CRA Market Study & Economic Development Implementation Plan; searched and reviewed branding of other similar-sized southern cities; conducted “discovery” meetings on December 11 with the CRA Advisory Board, the Mayor, two Commissioners and a working group of city staff to discuss aspects and traits that distinguish the downtown brand and also took a walking a driving tour of the area; and conducted internal brainstorming, strategic planning and creative development.

Subsequently, we provided:

- Recommendations for the branded identity for downtown; “Main Street Alachua” was selected (though at its February 26 meeting, the CRA Advisory Board expressed interest in considering the use of “*Historic* Main Street Alachua”).
- Twelve options for positioning statements (aka, taglines, slogans); “Discover the Good Life,” which is complementary to the City’s tagline of “The Good Life Community,” was selected.
- A draft of recommended messaging (including an “elevator speech” and “key messages”), this was revised after feedback from the Advisory Board and staff and finalized.

- More than 30 variations of Main Street logos and 14 CRA logos have been submitted for consideration and feedback by the Advisory Board and staff during January and February, with staff changes executed, culminating in a formal presentation by RB Oppenheim Associates to the CRA Advisory Board on February 26. After receiving specific instructions for additional changes, revisions were made resulting in the versions being presented today.

We are submitting for your review and selection two options for layout and two options for tagline. They all have the same graphic illustration that contains four iconic elements that visually represent downtown: a Bradford pear tree, a lamppost, Downtown's winding road and the arches of the Theatre Park.

Options 1A and 1B are vertical and horizontal versions of the same logo, with the illustration presented in free-form (without frame or border) and an old-fashioned font displaying "Main Street Alachua" with a more modern font showing the tagline, "Discover the Good Life".

Options 2A and 2B show vertical and horizontal versions of the same logo – the only difference being that the tagline now adds the word "Historic".

Options 3A and 3B show vertical and horizontal versions with a slightly different presentation of the illustration – now cropped and framed in a circle, with the tagline "Main Street Alachua".

Options 4A and 4B are vertical and horizontal versions of the same circle-framed logo but with the alternate tagline, "Historic Main Street Alachua".

We invite you to make two decisions today: (1) select which tagline you prefer – "Main Street Alachua" or "Historic Main Street Alachua"; and (2) select which logo style you prefer – free-form (as in 1 and 2) or framed in a circle (as in 3 and 4).

Thank you for your interest, attention and consideration in this important matter that will help create a brand identity and have a great impact on the economic vitality of Alachua's downtown district. It is our great pleasure and privilege to serve you.

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