

BRANDING

LOUISVILLE

Greater Louisville has come of age



Welcome to a city where dreams get introduced to a can-do attitude. Where people share a belief in the creative power of opportunity, expression and imagination.

Alive with potential and inspired with a progressive spirit of possibility and aspiration, Louisville is a very special place — somewhere between “way out there” and “feels like home.” It’s a thriving one-of-a-kind-don’t-take-no-for-an-answer sort of city. It’s an open, accessible, connected bunch of ambitious-but-caring individuals and families drawn together by the promise of the future and the quality of a life richly lived. It’s the urban-but-green, nearby-but-expansive, inventive-but-roll-your-sleeves-up, surprising, bustling, energetic community that always gets things done with a smile.

The Place to Be

Ten years or so ago we were a small city with big ideas — but now, thanks to the effort and vision of many in our community, we’re being recognized as one of the hottest (and coolest) places in the country for growing healthy businesses and supporting a rich, fulfilling quality of life.

With this dynamic growth has come a whole new set of questions, like — how do we spread the word about what makes Louisville so special? We don’t just want to reach those within our community, but externally, to the millions of people out there who might someday consider us a destination, or better yet, a home.

Enter: The Greater Louisville Community Branding Project, a sustained initiative designed to develop a new brand strategy and marketing plan to interpret and communicate Louisville’s value to residents, visitors, rising talent and businesses.

Unique in its institutional DNA — a public/private partnership (composed of Greater Louisville Inc., Louisville Metro Government and the Greater Louisville Convention and Visitors Bureau) steered and overseen by the Branding Project Alliance, a coalition of city and corporate leaders. The Project team engaged Horizon Research International to conduct a comprehensive research program. And, over succeeding months, using an interactive mix of research, experience and intuition, Red7e worked with the Project team and Horizon to reveal the essence of what they believe makes Louisville authentically unique.

Bringing Out the Best

The Greater Louisville “brand” is not something made up or “created.” It’s not something that a bunch of executives sat in a room to “decide on.” The “brand” is not determined by research. The essence of Louisville was already here. It’s been here a long

time. What it has lacked is a coherent voice, exposure to the light, and substance. The “brand” is simply putting in place words and actions that help illuminate the essence of a great city. And that essence must be authentic. Louisville’s brand essence resonates because it is credible and based on reality.

Core to the Project’s goals was an understanding that whatever this process illuminated could not be captured in a graphic mark or a simple slogan (Though there would be a logo and maybe a slogan eventually). But, the aim was to capture and render something far more profound and essential — a feeling, a sense, an understanding of something that actually moved people.

And more, there was an undergirding appreciation that this was something not only from the people, but by the people. It was not only a brand to be embraced and shared, but, like the city itself, a brand in a perpetual state of evolution and growth. The marks and words would be open to input and interpretation. Unlike our contemporaries’ monolithic city brands, ours would be a brand that was organic and inviting; a brand that never stood still, that provoked interest, that encouraged — perhaps even depended on — discussion and involvement from citizens and businesses alike.

It’s a Team Effort

Once the essence and brand structure had been approved and formalized, a communications team composed of three different agencies — Guthrie-Mayes for PR; Doe-Anderson for Word of Mouth/Interactive; and Red7e for advertising — was selected and engaged, first to draft a comprehensive and long-term plan, and then, to manage its ongoing implementation, crafting a brand whose tactics and strategies allowed for inclusivity, participation and flux.

Ultimately, carefully driven by a commitment to a refreshing brand-revelation philosophy, we’ve arrived at a meaningful place: a place that has captured an emotion that resonates with everybody who’s touched by it. A place whose eccentricities endear us and attract others. A place rich with promise, infused with a sense of opportunity, enriched by surprise and creativity and embraced by a spirit of humanity.

It’s a place called Louisville, where anything’s possible.

A CITY OF POSSIBILITY

Powered by inventiveness, fostered by serendipity, and instilled with the spirit of aspiration, the Greater Louisville brand is designed to encourage involvement and promote creativity. The logo can be represented in a range of colors. And the slogan — well, let’s just say that with a bit of imagination, anything’s possible. . . .



. . . where a two-minute race creates two weeks of celebration.



. . . where you can experience all four seasons — and still play golf 11 months a year.



. . . where the passion for the visual arts will create a 62-story architectural wonder.



. . . where the greatest fist-fighter of all time can create an institution dedicated to world peace.

Louisville
DREAMS WITHIN REACH.

Louisville
UNLIMITED.

Louisville
IT'S POSSIBLE HERE.