



## **WHAT IS A BRAND?**

A brand is the single most valuable asset of any product, company or destination. A brand is everything you stand for. It's what people think of when they hear your name. It's the feelings that live in the mind of your potential visitors.

It's also helpful to know what a brand is not. It's not a location. It's not a logo. It's not an ad campaign.

## **WHAT IS THE CLEVELAND BRAND?**

First and foremost, Clevelanders are proud of who we are. We don't follow anyone else's rules. We make our own.

The Cleveland brand expresses this pride by illustrating the following: In case you're keeping score, Cleveland's story has changed. If you expect to see us down, you're looking in the wrong direction. The only thing burning here is passion and desire. And if we're still surprising you, you're not paying attention. Pressure doesn't just make diamonds, it creates artists, innovators and visionaries who thrive in the face of it. We make things that matter. We've never wanted to be anyone else but us. Unafraid. Unapologetic. Unstoppable. The fabric of The Land is woven tightly. We may win some. We may lose some. But we'll never be defeated. Because when you're used to risking everything, anything is possible. And for that, you're still welcome.

## **WHY DOES OUR BRAND MATTER?**

It aligns everything we do. Every piece of communication from the longest TV commercial to the shortest tweet supports it. By creating a cohesive brand that the local community can rally around, the entire city can become a steward of the Cleveland brand. When everyone associated with the brand follows the established guidelines, we can ensure that we promote the brand in a consistent manner across all mediums.

## **WHAT IS CHANGING?**

Elements of the brand – such as design, colors and imagery – have been updated to better reflect our community and to incorporate new amenities and experiences. Visuals and content will feature more of our city's greatest asset: our people. You will see the brand evolution in updates to our website, social channels and visitor guides. Certain elements remain, including the Cleveland script logo and a focus on promoting experiences that make our destination unique.

## **WHAT ARE WE COMMUNICATING NOW?**

It's time to be boldly positive while holding on to our underdog mentality. This is The Land. The Land for keeping 'em talking. The Land for getting inspired. The Land for living it up. We're never losing sight of who we are or who we were always going to be. The Land. For life.