

Title

Date



- Regional approach to this entire process.
- Began almost 2 years ago with FCEDC leading effort. Need was there to pull narratives / logos together to help tell coordinated story.
- Conducted national search with RFP process, brought in outside organization to help.
- Many places do cities or counties. Not many do such a larger number of partners. Tough, why it took so long.
- Methodical process to pull in opinions of others: more than 4,000 people across community involved in process – electronic surveys, in-person interviews, charrettes, across city/county/Fort Bragg.
- Graduated roll-out
- \$75K in Corp Comm budget to help launch rebrand



Branding Project Genesis:

“ONE Fayetteville”

“Your Town, Your Crown”

“Always On”

“Cumberland County Proud”

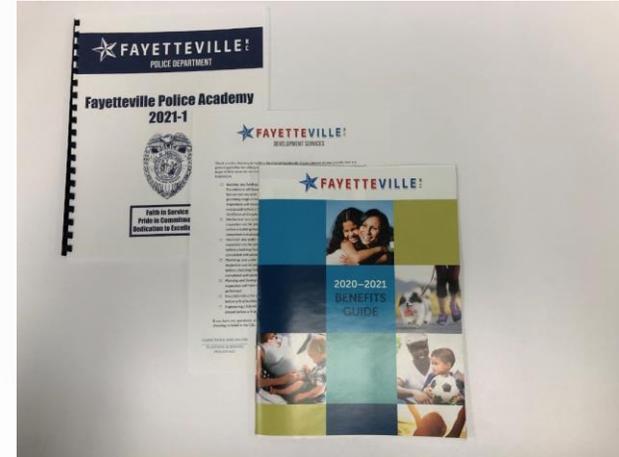


“A Cool Place To Eat, Shop, Live, and Play”

“Where Accessibility Meets Affordability”

“History, Heroes, and a Hometown Feeling”





- FAYETTEVILLE** N.C.
PUBLIC SERVICES
- FAYETTEVILLE** N.C.
CITY MANAGER'S OFFICE
- FAYETTEVILLE** N.C.
DEVELOPMENT SERVICES
- FAYETTEVILLE** N.C.
OFFICE OF THE MAYOR
- FAYETTEVILLE** N.C.
POLICE DEPARTMENT
- FAYETTEVILLE** N.C.
CITY ATTORNEY'S OFFICE
- FAYETTEVILLE** N.C.
HUMAN RESOURCE DEVELOPMENT
- FAYETTEVILLE** N.C.
ENGINEERING & INFRASTRUCTURE
- FAYETTEVILLE** N.C.
CORPORATE COMMUNICATIONS
- FAYETTEVILLE** N.C.
BUDGET & EVALUATION
- FAYETTEVILLE** N.C.
FIRE DEPARTMENT
- FAYETTEVILLE** N.C.
ECONOMIC & COMMUNITY DEVELOPMENT

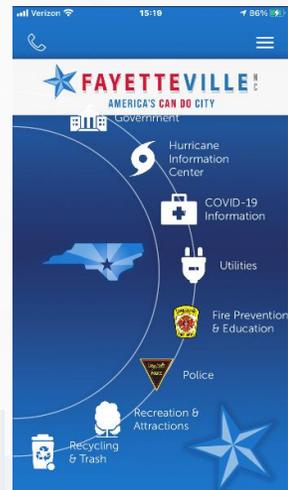
PROGRESS REPORTS

ent Project

Sykes Pond Rd Bridge

FAYETTEVILLE N.C.
AMERICA'S CAN DO CITY

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Senior Administrative Assistant
Corporate Communications
433 Hay Street | Fayetteville, NC 28301
910-433-1451



In Progress Now...



- GOBO
- Canopy change-out
- City ID badges
- Signs for front and back of City Hall
- Continue w/ print advertising
- Lapel pins 
- Banners for light poles in front / back of city hall

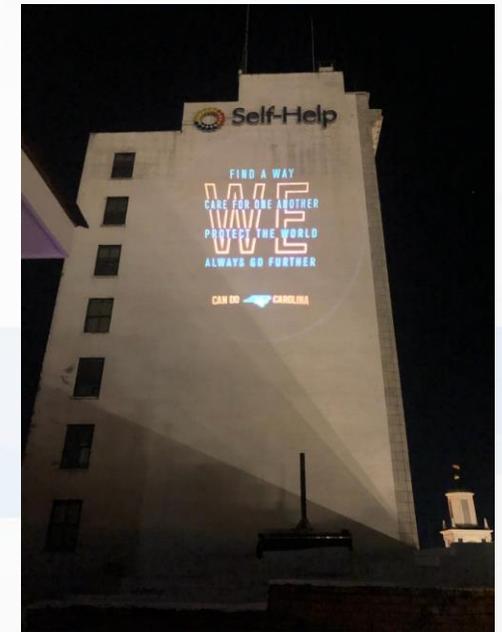
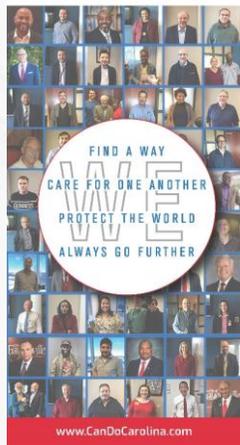


City vehicles

Water Tower near PWC

Stories that support America's Can Do City narrative





- So much more than the logo; it's about the narrative:
 - Can Do Carolina
 - Together We Can
 - America's Can Do City
- How to tell that story.
- Working together with partners to share that story.





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AMERICA'S CAN DO CITY

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