



City of Waco, TX
Branding Project

Monica Sedelmeier

Director of Communications and Marketing

Anna Minkinen

Executive Creative Director

VISION FOR THE FUTURE

City
Identity
Rich History
Diverse Community
Growing Economy

Wide
variety
of
Audiences.

REQUEST

Scope:

Conduct Qualitative and Quantitative Research

Audit Current Branding Elements

Develop Positioning and Messaging Statements

Articulate Brand Guidelines

Create Brand Identity Strategy



About Us

loyalcaspar



We are a
**Creative
Branding
Agency.**

loyalkaspar



We work
with
partners
like
these.

loyalkaspar



COMPASS



AccuWeather



Microsoft



STARZ



ESPN

Hewlett Packard
Enterprise

hulu

PARTNERSHIP

**When you work with us,
you will also be working
with our strategic partner**





Some of Versive's partners.

Yale Medicine



LinkedIn

Brookfield
Properties



amp[∞]

KOMAR

LAFCO
NEW YORK

PERMA[®]
STEEL



reΔction

DISQO

STARZ



We
think like an agency,
design like a studio &
create like a production
company.



We
launch
reinvent &
strengthen
brands.



CITY OF WACO BRANDING PROJECT
YOUR WACO TEAM



CHRISTINA SUMMERFIELD
Co-Founder, Versive



ANNA MINKKINEN
Executive Creative Director, Loyalkaspar



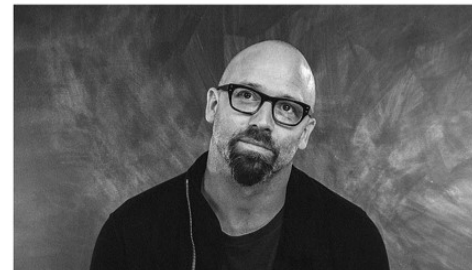
SCOTT LAKSO
Executive Producer, Loyalkaspar



KATE BURGESS
Creative Strategist, Versive



SHANNON HALL
Senior Producer, Loyalkaspar



BEAT BAUDENBACHER
Chief Creative Officer, Loyalkaspar



DAVID HERBRUCK
President, Loyalkaspar



Strategy

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We know that
a strategic approach
is foundational for
success.



We work collaboratively
to **uncover opportunity**
and align on true brand
and business needs.



OUR PROCESS IS SIMPLE.

We:

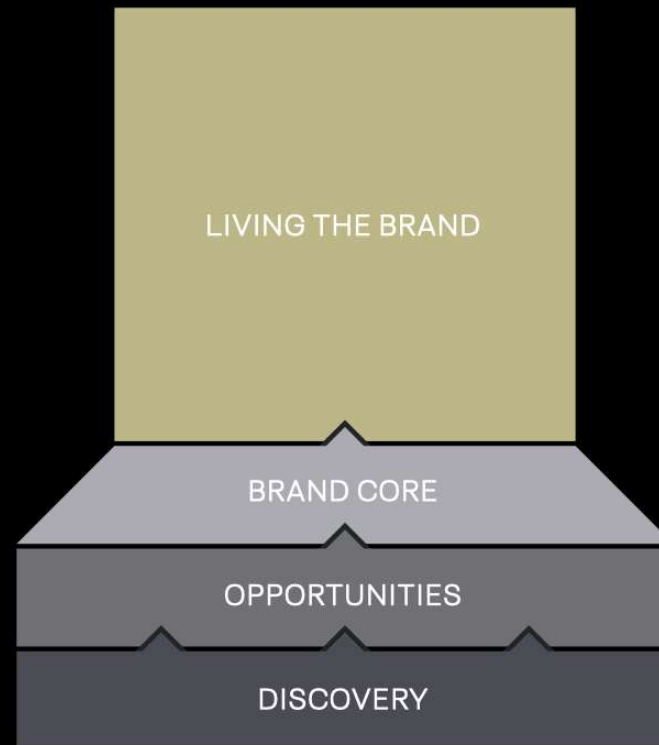
Rely on insights over assumptions.

Leave room for experimentation and exploration.

Build consensus every step of the way.



STRATEGY





POTENTIAL STRATEGIC DELIVERABLES:

Qualitative and quantitative research

Brand strategy

Brand architecture

Naming

Positioning

Voice definition and guidelines

Roll out and analytics



Creative Strategy

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PROCESS

INTAKE & DISCOVERY

STRATEGY

CREATIVE STRATEGY

CREATIVE DEVELOPMENT

When it comes to the different steps along the way...it's not step one, check and move on...



PROCESS

INTAKE & DISCOVERY

CREATIVE STRATEGY

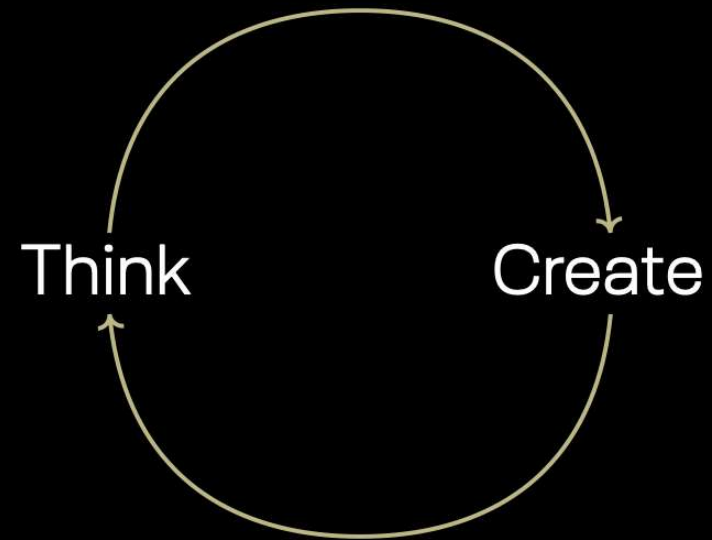
STRATEGY

CREATIVE DEVELOPMENT

But rather, staggered. We benefit in overlap between the stages.



PROCESS



Because we are strategists and makers, thinking and creating are always informing one another along the way.

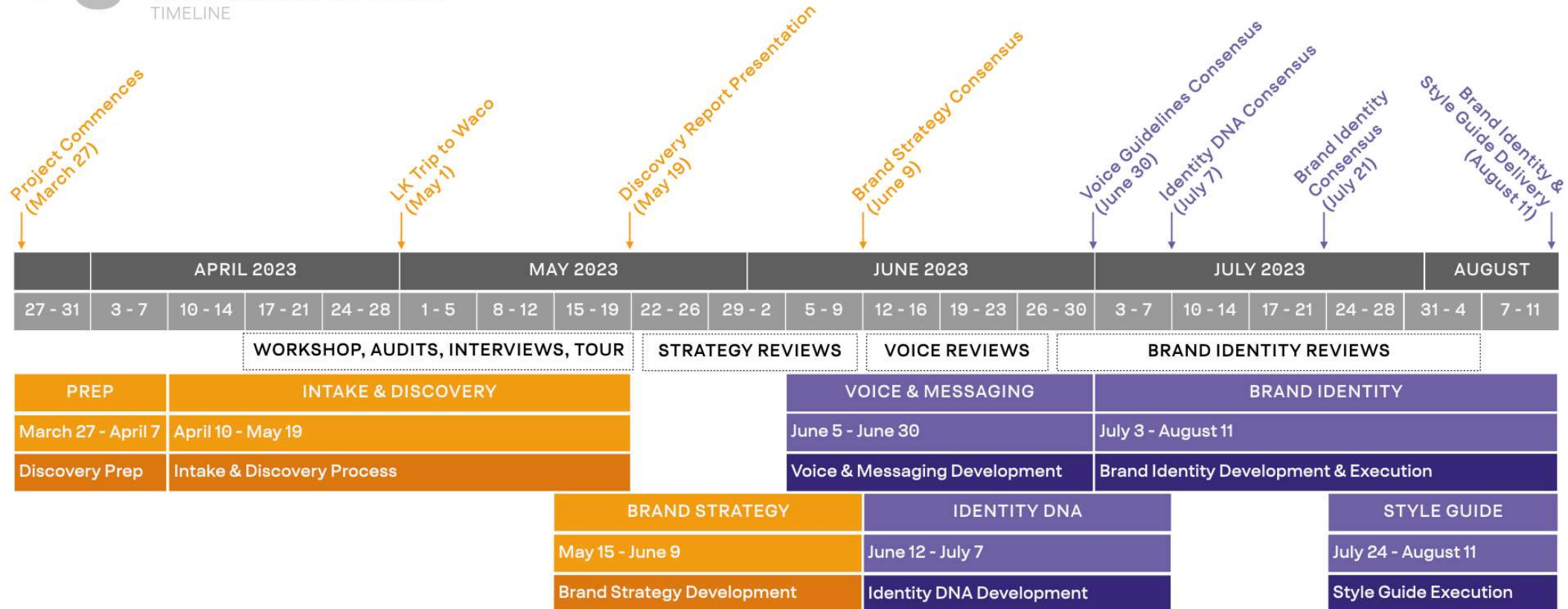


The collaborations we have with each client allow for each project to be unique
and truly custom to the brand.



Proposal

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Deliverables

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Intake & Discovery

- Brand Vision Workshop
- Brand Audit
- Stakeholder Interviews
- Master Survey
- City of Waco Tour
- Competitive Analysis
- Discovery Report

Brand Strategy

- Brand Purpose
- Pillars & Values
- Mission Statement
- Vision Statement
- Positioning Statement
- Brand Summary
- 'Living the Brand' Guidelines

Voice & Messaging

- Voice & Tone
- Language Guidelines
- Tagline System across various brands (e.g. Downtown, Business Development, Tourism)
- Use Case Examples

Identity DNA/System*

- Brand Logo Usage System (B&W)*
 - RGB / Hex, CMYK, Pantone
- Brand Logo Usage System (Color)*
 - RGB / Hex, CMYK, Pantone
- Color Palette
 - Hero Color
 - RGB / Hex, CMYK, Pantone
 - Secondary Colors
 - RGB / Hex, CMYK, Pantone
- Typography Hierarchy
 - Hero Typeface
 - Secondary Typeface

Brand Identity

- Logo Architecture & Lockup System
- Email Newsletter Template
- Animated Graphics Package / Toolkit
- Website Redesign Examples
- Social Media Design Examples
- Print Design Examples (showing examples of various needs across City of Waco depts.)
- Out of Home / Signage Design Examples
- Digital Design Examples

Style Guide

- Brand Strategy Guidelines
- Voice Guidelines
- Identity DNA Usage Guidelines
- Brand Identity Usage Guidelines

Implementation Strategy

- Written and visual examples of rolling out the brand identity across Waco
- Breakdown of this strategy across various sectors (Downtown/Business Development/Tourism)

*Regarding the logo system:

We will be fundamentally maintaining use of the 'Flying W' in the Waco brand identity, but HOW we use that element will be explored and explained in the identity system. The logo system and any additions to that system will be shown relative to its varying uses (Downtown/Business Development/Tourism).



Think Creatively. Create Thoughtfully.

This is our motto.
We love what we do and we love doing it with great people.

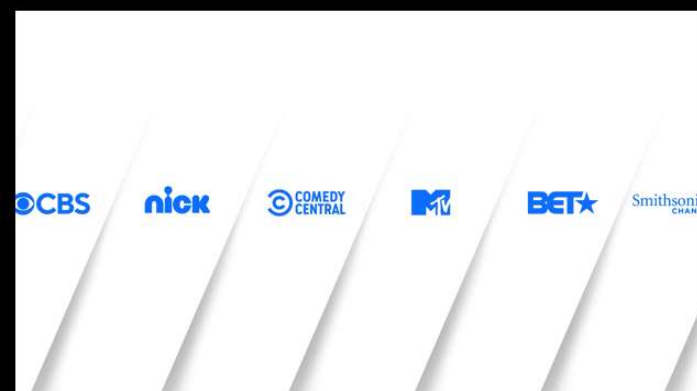
Thank you!

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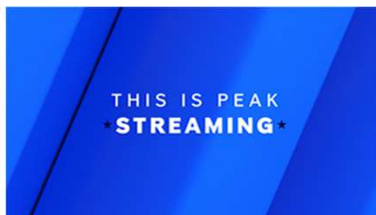
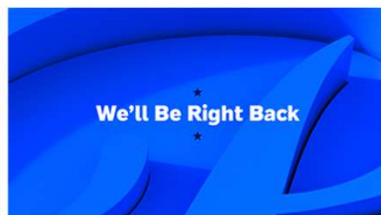
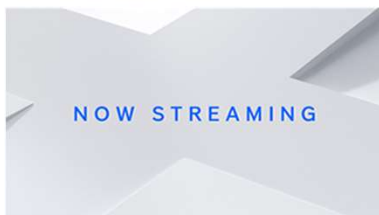
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"People who try hard to do the right thing always seem mad"

THE STAND • SEASON 2



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HITS STREAMING ON
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