



**BRANDING AND POSITIONING**

**GO WEST.**

PREPARED BY 12PT CREATIVE



## **WEST ASHLEY**

BIRTHPLACE OF CHARLESTON

### *Our Inspiration.*

Construction of the historic Ashley River Memorial Bridge in 1926 was a significant event in the 20th century growth of Charleston. It was a link between the economic engine of the Charleston peninsula and the agriculture located in St. Andrew's Parish. It also ushered in the development of residential and business growth West of the Ashley.

To this day, the bridges over the Ashley River connect our greater Charleston community, including the upcoming Ashley River Crossing which follows the path of an old rail line once used to transport commerce between our communities. As the oldest bridge in Charleston, the Ashley River Memorial Bridge is a lasting symbol from our history that serves as a unifying icon within the new West Ashley logos and branding.

# LOGO VARIATIONS // PG1



**WEST ASHLEY**  
BIRTHPLACE OF CHARLESTON



**WEST** *Ashley*  
BIRTHPLACE OF CHARLESTON



# LOGO VARIATIONS // PG2



**WEST ASHLEY**  
BIRTHPLACE OF CHARLESTON



**WEST** *Ashley*  
BIRTHPLACE OF CHARLESTON



LOGO VARIATIONS // PG3



# LOGO VARIATIONS // PG4



**WEST ASHLEY**  
BIRTHPLACE OF CHARLESTON



**WEST** *Ashley*  
BIRTHPLACE OF CHARLESTON



# BRAND COLORS + FONTS //

## PRIMARY COLORS

### DEEP BLUE

PANTONE 7546c

CMYK  
C-86.11 | M-69.14  
Y-50.47 | K-46

HEX #  
243746

### COASTAL BLUE

PANTONE 7702c @ 80%

CMYK  
C-53.83 | M-11.23  
Y-12.36 | K-0.0

HEX #  
71B8D1

### NEUTRAL GREY

PANTONE 428c

CMYK  
C-23.98 | M-16.99  
Y-16.49 | K-0.0

HEX #  
C1C5C8

## FONTS

### THIS FONT IS GOTHAM BLACK SUBHEAD IS GOTHAM BOLD

In 1670, the English ship Carolina brought colonists to the west bank of the Ashley River. These settlers and those who have come to St. Andrews Parish after them built a community that is caring, vibrant and energetic. Traits that have continued into modern day West Ashley.

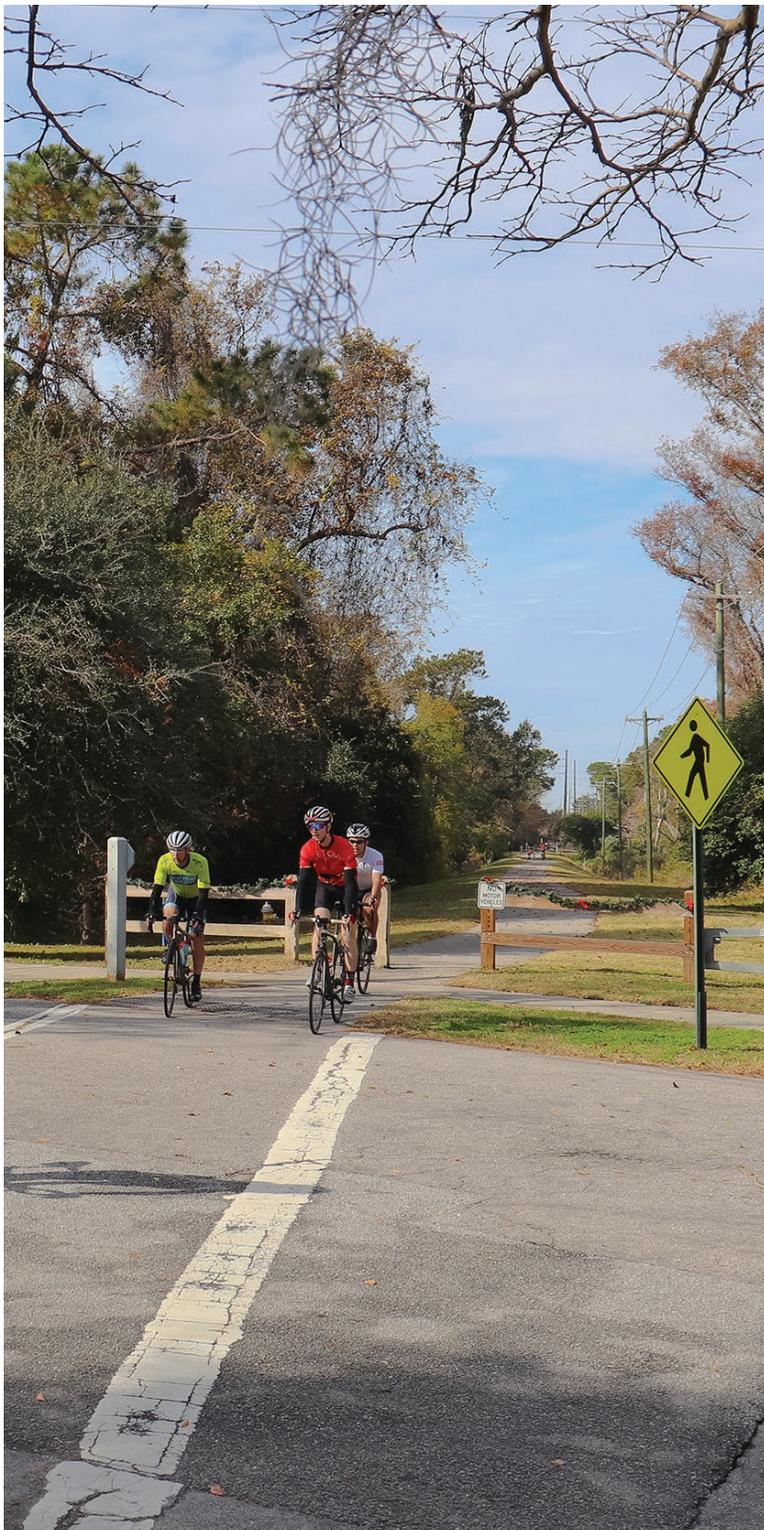
*Script font is Fine Day*

HEADER FONT  
**GOTHAM BLACK**

SUB HEAD  
**GOTHAM BOLD**

BODY COPY  
Adobe Caslon Pro Regular

SCRIPT FONT  
*Fine Day Style Two*



## *Brand Positioning*

A positioning statement is a one-or two-sentence declaration that communicates your brand's unique value to your customers in relation to your main competitors.

### **BRAND STATEMENT**

Charleston was founded in 1670 in West Ashley, a historic community that provides a high quality, family and business friendly way of life.

West Ashley is conveniently located in Charleston and allows for a connected, healthy and vibrant community with Lowcountry charm and a lively sensibility.



## *Positioning Statements*

The following positioning statements are variations of similar messaging specifically targeting 3 distinct areas of focus:

### **1. THE WEST ASHLEY COMMUNITY (COMMUNITY PRIDE)**

West Ashley is a welcoming community with a focus on quality of life. With Lowcountry charm and a vibrant attitude, West Ashley residents embrace a healthy, fun & active lifestyle.

### **2. SMALL BUSINESS**

West Ashley is a vibrant community with a high quality of life and an eager consumer base. Small businesses have the opportunity to thrive with unique, affordable spaces, excellent proximity to residents, and a new business-centric outreach combined with a dedicated City of Charleston point person.

### **3. LARGE JOB CREATION**

West Ashley is a vibrant community with a high quality of life and an eager consumer base. For larger employers & developers there is land available (with room to grow) close to neighborhoods where employees can take advantage of an established, healthy & fun community.

## *Next Steps*

### **IMPLEMENTATION**

- New (Pro-Business) Story of West Ashley Website
  - used to promote small business and larger development in certain areas
  - will reinforce new community theme/development/West Ashley pride
- Additional copywriting development/support
- Small Business Development Deck
- Larger Business Development Deck
- Community Story Branding/Graphic Support





# *Initial Creative Ideas + Direction*

## **DIRECT MESSAGE**

A unifying theme that reflects West Ashley as a significant part of the City of Charleston.

## **VISUAL MESSAGES**

1. Tactical imagery to fight preconceived attitudes concerning traffic and a disconnected community. Reinforce pride in the West Ashley community as a whole.
2. Warm, clever, easy-to-navigate graphics showcasing the best of what West Ashley has to offer. An “essential” list with top destinations within each area, or newest stores, restaurants, neighborhood activities, etc.

## **ADDITIONAL THOUGHTS**

- 4-6 initial suggested West Ashley day trips.
- Colorful way-finder signs with arrows pointing to other West Ashley points of interest.
- Map/Directories in popular points of interest so visitors always know where they are and we can promote the other points of interest in other areas.
- Incentivize small business startups with free listings online, other perks instead of additional fees.
- Improve parking, and promote where parking is available.
- Family friendly public restrooms near parking.
- Photo competition for billboards / website / print collateral



# DESIGN DIRECTION

A FEW MOCKUPS FOR INSPIRATION

# SHOP LOCAL

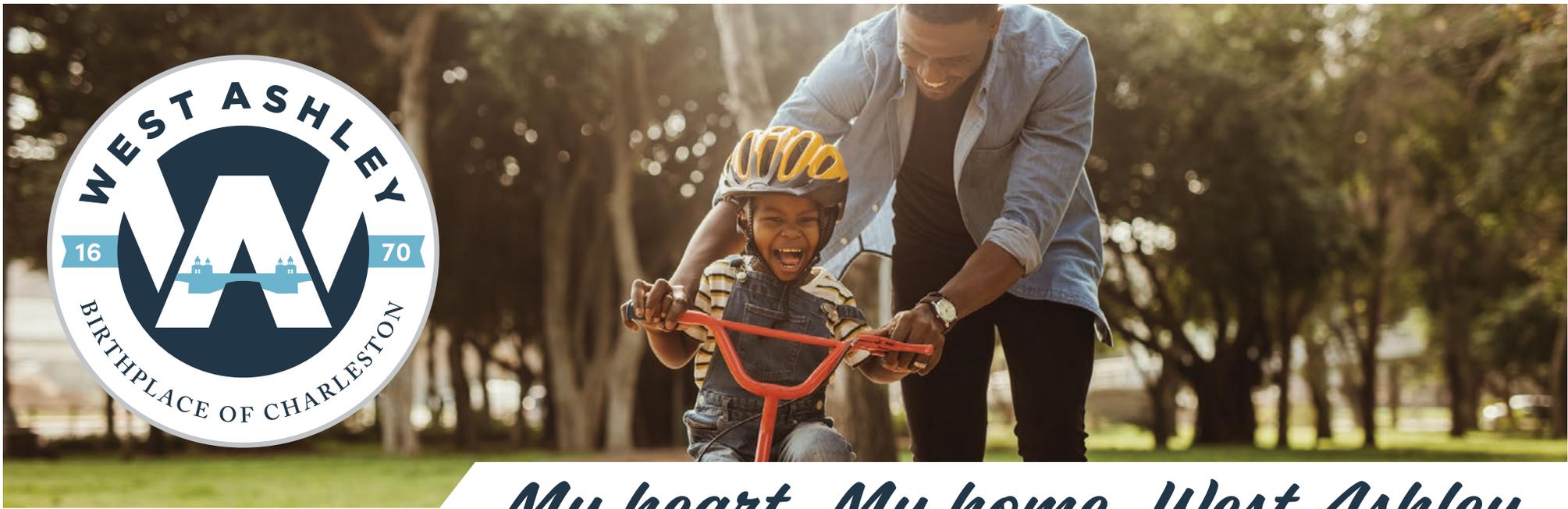
*My heart. My home. West Ashley.*



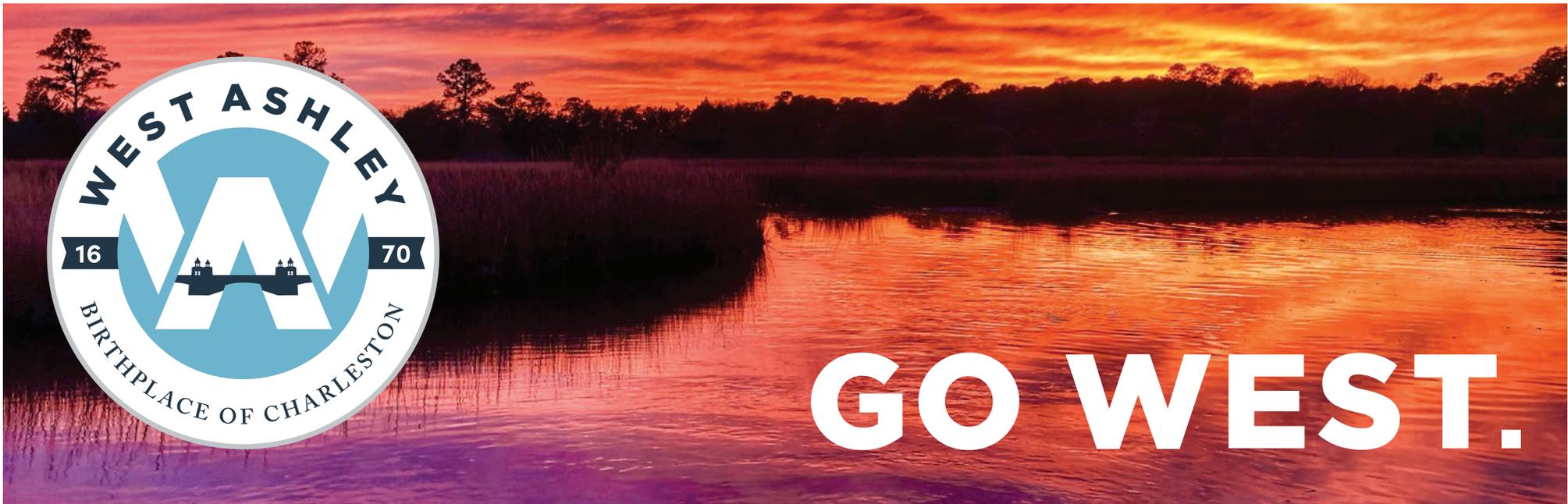
# OPEN FOR BUSINESS

*Building a new West Ashley.*





*My heart. My home. West Ashley.*



**GO WEST.**

# ADVERTISING //



# GO WEST.



LOCAL DINING



CHARLESTON HISTORY



BOUTIQUE SHOPPING

"Go West friends!" There's so much more to Charleston once you hop over the Ashley River. West Ashley is a welcoming community with so much to see and do. With Lowcountry charm and a vibrant attitude, you'll enjoy historic stops, great local dining and shopping, and the Greenway for outdoor exploring and biking. Stop over for lunch or plan a day trip, either way you'll love what life West of the Ashley is all about.



## HISTORIC. WELCOMING. VIBRANT.

# SIGNAGE //



# GEAR //





**THANK YOU!**

WE'RE EXCITED FOR YOUR FEEDBACK  
AND NEXT STEPS.