

Branding Programming

Team Relic



Topics:

- Objective Statement
- Brand Keywords
- Mood Board
- Color Scheme/Logo Ideas
- Target Audience
- Client Research
- Interview Research

- Interview Consensus
- Prospective Client Profiles
- Location of Searcy
- Spring Park
- Competition
- Comparable Sites
- Moving Forward

Objective Statement

Team Relic intends to unify the town of Searcy, AR across multiple points with a consistent and approachable branding that capitalizes on existing appeals such as community, small business, and family orientation; Relic also intends to elevate the city of Searcy by promoting a brand that cultivates relationships, bridges the gap between generations, and connects to both locals and visitors by emphasizing core values like togetherness, creation, and safety.

Brand Keywords

Bridge

Human and natural flourishing is at the heartbeat of our brand. We want park-goers to witness the natural beauty of our state in healthy community with each other.

Cultivating

As good stewards, we are advocates of caretaking, both agriculturally and interpersonally.

Togetherness

Encouraging a general sense of affection or intimacy among members of the community as a result of their shared humanity.

Ignition

The process of building momentum within the city of Searcy. We want to gift the community with something to be excited about as well as unify them.

Wellspring

Human and natural flourishing is at the heartbeat of our brand. We want park-goers to witness the natural beauty of our state in healthy community with each other.

Wellspring



Bridge



Cultivating



Color Scheme / Logo Ideas

- Natural earthy feel
- Bright tone to contrast against neutrals



#eec0b8



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#e69c77



#b5bfa1



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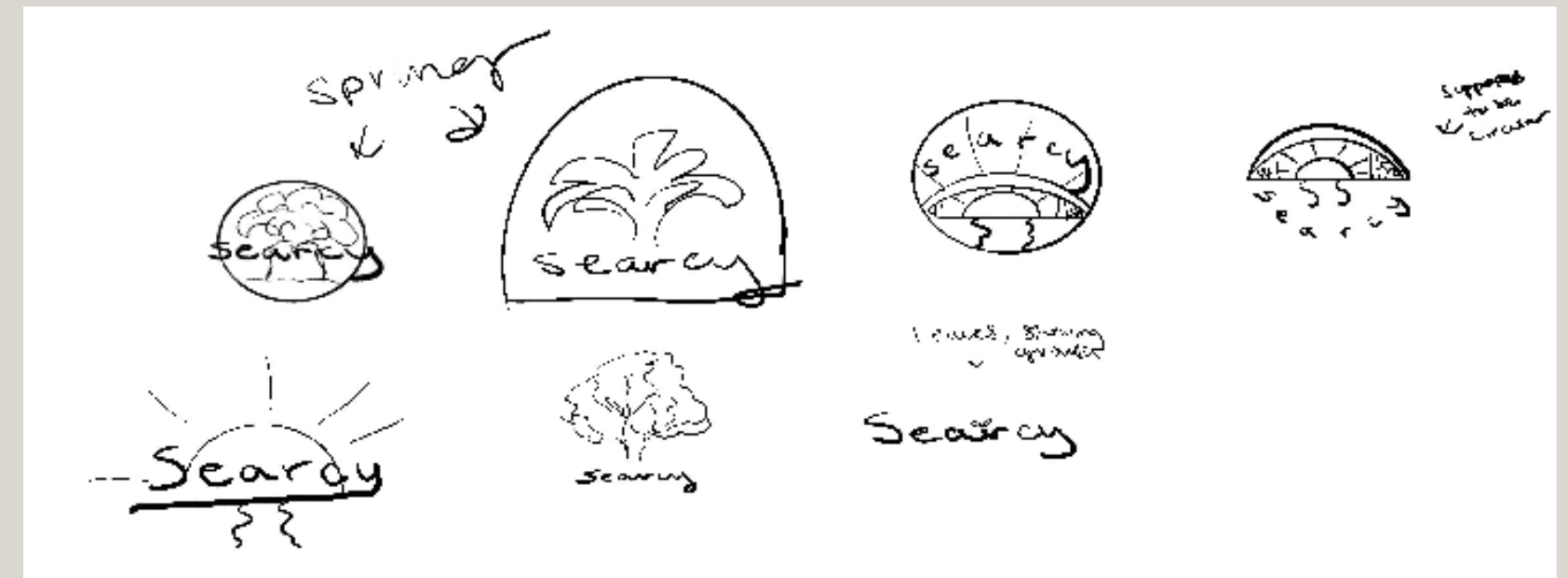


#6ba5a1

Searcy
Bridging the Gap

Searcy
since 1851

S.
Bridging the Gap





Target Audience

Client Research

Searcy Demographics and Stats:

Population: **23,098**

Persons under 18 years of age: **21.7%**

Persons 65 and older: **15%**

Female/Male split: **51.9% Female; 48.1% Male**

Majority White: **(82.1%)**

Average persons per household: **2.36**

Median house price vs median rent:

\$151,300 vs \$733

Median Income: **\$41,753**

Homeowner rate: **52.1% (Nat Average is 65.5%)**

Poverty Rate: **20.9%**

Percent of stay-at-home dads (*Arkansas*): **1.3%**

Bachelors degree vs. high school diploma:

30.8% vs. 89.9%

Number of Visitors 2021 (*Arkansas*): **40 million**

Interview Research

Myles Kreh - 20s.

College student

- Wants to see Searcy have more of a nightlife and more activity.
- Wants more integration between Harding and Searcy.

Bobby Wright - 40s

Small Business Owner

- Born and raised 10 minutes outside of town.
- Married Searcy girl in '92, had brief stint in St. Lewis in 98, came back in 03, been back ever since.
- Wants to bring the community together through music and local events.

Darla Ino - Mid 50s

Director of Public Library

- Met her Japanese husband when he came to university in the U.S.
- Lives outside of Searcy but works in Searcy.
- Wants Searcy to be a welcoming place with opportunities for immigrants and outsiders to fit in.

Interview Research

Amy Burton - Mid 40s.

Director of non-profit

- Born and raised.
- Wants Searcy to be the best possible for her kids.
- Passionate about community and vibrant downtown.

Jay Simpson - 60s.

Grandfather and university staff member

- Moved to Searcy for school in '81 and has been here ever since.
- Wants the best for grandkids.
- Wants cool new businesses, and wants them to stay open for more than a year.

Consensus:

- Likes the small town feel.
- Wants the best for kids/grandkids.
- Feels that small businesses are the foundation of the town.
- Works hard/provides for family.
- Passion for people and community.
- Open to vibrant, community-building activities.
- Want young people to stay in Searcy.
- "Be the change."

Worker

The working class of Searcy is made up of a wide variety of different people with all sorts of backgrounds. They are providers, who make a living for themselves and their families, when applicable, through many jobs across town.



Mike Young, 39

Mike is a single father of two young teenagers. He works at the Walmart warehouse in Searcy, and he loves going out and having fun with his kids. While he enjoys his job and life in town, sometimes he feels like he and his kids are missing out on something more.

Student

Students of Harding generally fall between the age range of 18-22. They come from across the country, and sometimes the world. As such, they come from a wide range of personal backgrounds representing a diverse array of people groups.



Andrea Brewer, 19

Andrea comes from a family of 5, with two younger siblings and working parents. Searcy is a long way from her hometown of Boston, Massachusetts, and she's glad for a chance to live life on her own. She does not yet have a plan to move anywhere specific after graduation, and may move back home.

Traveler

Whether it is a roadtripper en route to Memphis, a White County commuter from outside communities, or a visitor of Harding, people come through Searcy on a regular basis.



Samuel Smith: 50

Samuel is the father of a family of 4 living in Memphis, TN. On a family roadtrip to Hot Springs, they stopped in Searcy for the night to save money on a hotel. Once they heard that the beloved Beats and Eats event was in full swing, they decided to stay in town...for three full days.

Rural

Searcy is a close neighbor to smaller towns and a sprawling rural populace. Most of them commute to Searcy for day to day necessities or church, or the occasional seasonal event.

These folks regard themselves as highly self-sufficient in many ways and think little of what Searcy has to offer them.



Joseph Beaufort: 34

Joseph has lived a country life all his life, and that's how he likes it. He began doing manual labor in high school and was inducted into his uncle's roofing business in his mid 20s. He married young, has two young children, and a patch of land where he embraces the mainstays of simple country living - raising animals and working in his shop. The outdoors provide the bulk sum of their recreational activity, but Joseph's family is not averse to cool happenings in the entertainment world, particularly if they feel their values are respected.

*Searcy
Arkansas*

Location

Searcy





What was once a drab alley way has since become a tourist spot and general attraction for locals, students, and more.

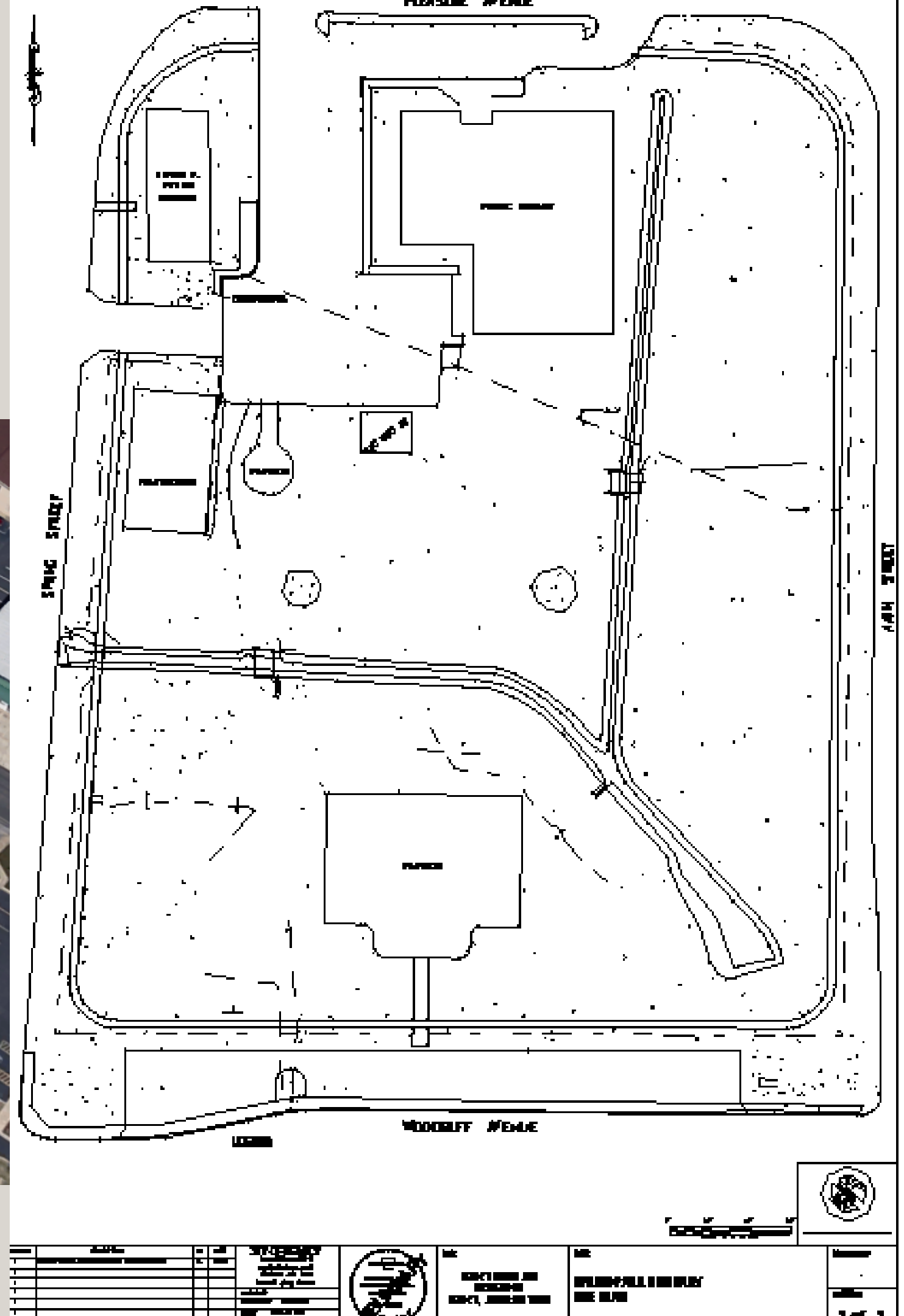


The Rialto Theater is a historic movie theater at Race and Spring Streets in central Searcy, Arkansas. Built in the 1920s and renovated in 1940, it is one of the few buildings in all of White County to exhibit Art Deco styling, and the only theater with that styling.



In 1970, Quattlebaum Music took over the old Robertson's drug store. This timeless music store really sums up the character of Searcy with great instruments and friendly customer service.

Spring Park



Competition



Conway

- Modern, Bright, Energetic, Contemporary style
- Updated website
 - Interactive
- Cohesive Branding
- City for all ages

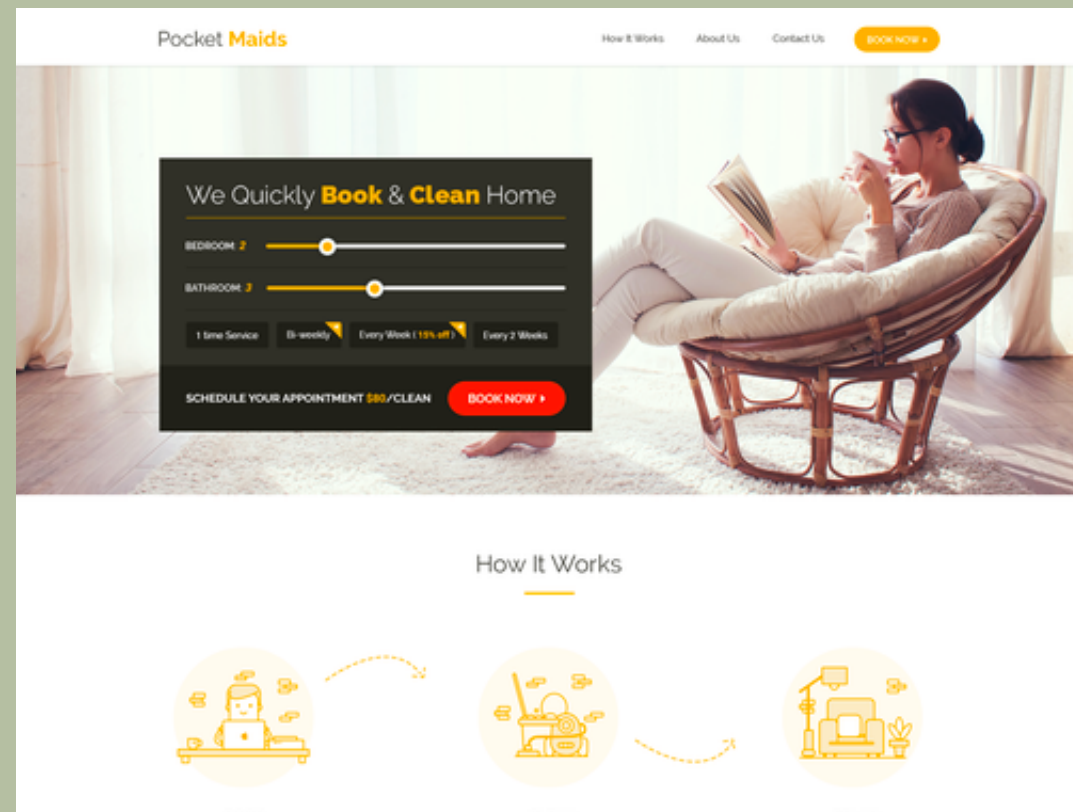
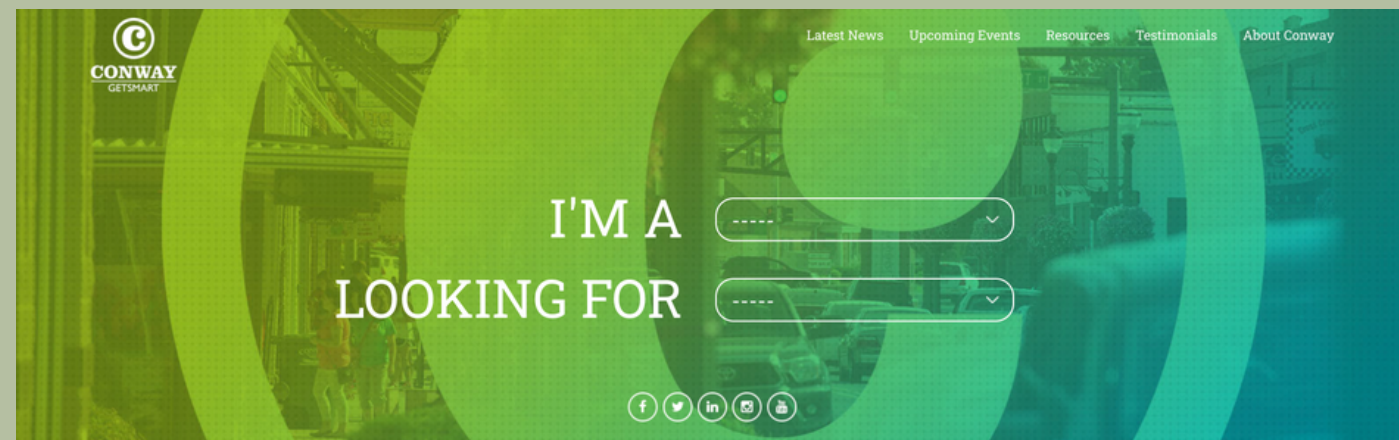


Beebe

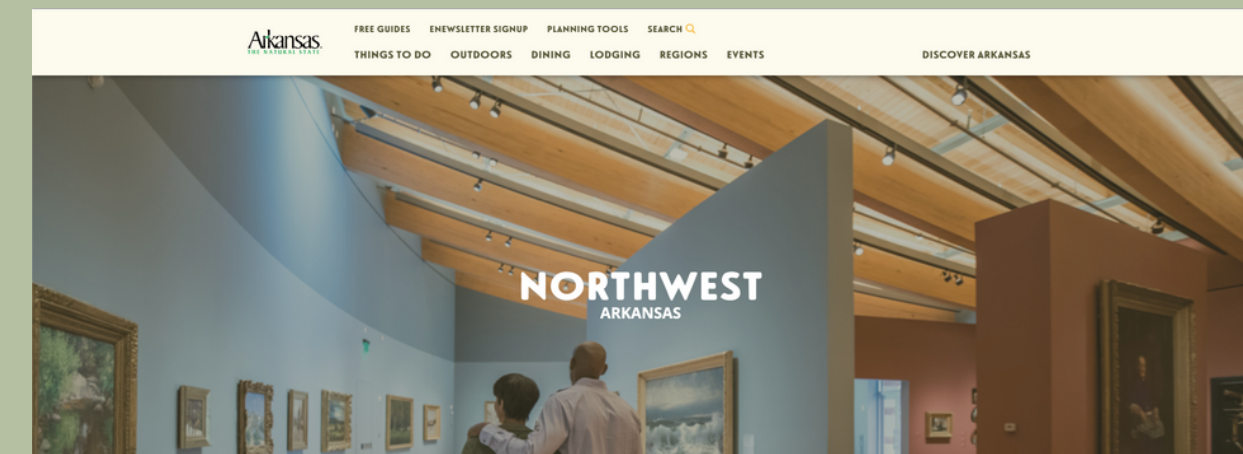
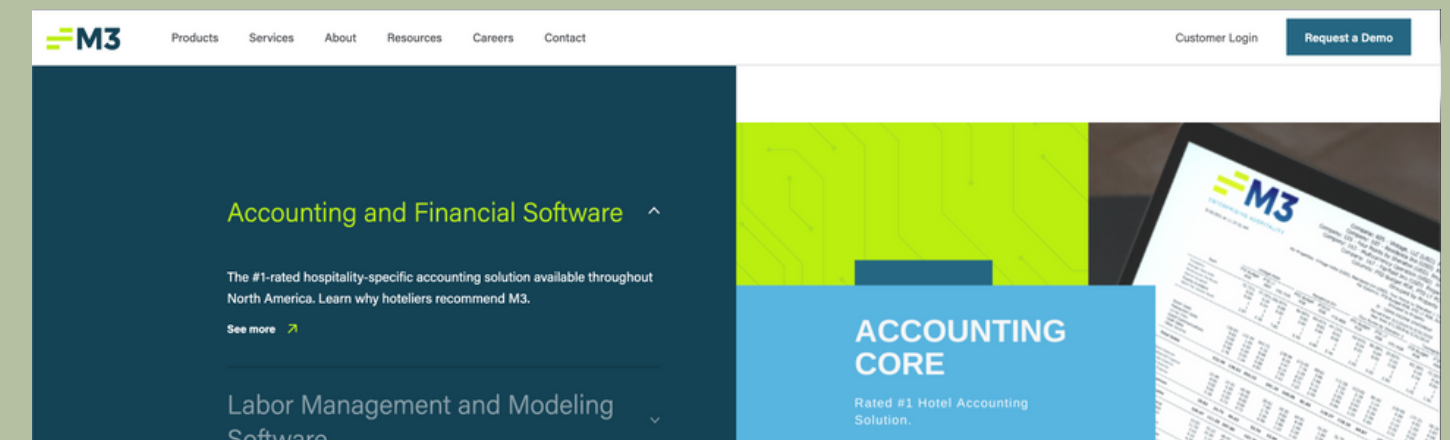
- Simple, Bold, Organic
- Family Community
- Dream home town
- Easy to Navigate
- Event Based

Comparable Sites

Interactive Qualities



Clear Navigation



Consistency

The screenshot shows the 'Pulse of Conway' website. At the top, there is a navigation menu with 'About Pulse', 'Resources', 'News', and 'Events'. The main header features the title 'Pulse of Conway' over a background image of a street scene. Below the header, there are two main sections: 'Categories' on the left, which includes a link for 'COVID-19 Business Resources', and 'Resources' on the right. The 'Resources' section contains two entries: '2022 CALI Program Schedule' (published March 6, 2022) and '2022 Conway Area Leadership Institute Application' (published Feb. 21, 2022). Each entry includes a small thumbnail image and a 'Publish Date' field.

This banner features a testimonial from Charles Nabholz, Chairman Emeritus of Nabholz Corporation. The text reads: "Conway is a great community to live in. It's lively, it's vibrant, the economy is thriving, and the people are wonderful. I grew up in Conway and have lived here all my life. It's great to look back and see all the improvements and growth that has taken place. I'm proud to call this city home." The banner includes a small portrait of Charles Nabholz and a 'See More Testimonials' button.

The 'Development Statistics' page provides data for the Little Rock-North Little Rock-Conway Metropolitan Statistical Area. The statistics are as follows:

FAULKNER COUNTY POPULATION	AREA 4-YEAR COLLEGES	CIVILIAN LABOR FORCE	ADULTS WITH A COLLEGE DEGREE
115,928	6	57,300	40%

Below the table is a 'See More Statistics' button. The footer includes navigation links for 'Home', 'Contact Us', and 'Privacy Policy', along with contact information for the Conway Area Chamber of Commerce: getsmart@conwayarkansas.org, 501-327-7788, and 900 Oak Street, Conway, AR 72032. The logo for 'CONWAY GETSMART' is also present.

The 'Arkansas Destinations' website features a navigation menu with 'THINGS TO DO', 'OUTDOORS', 'DINING', 'LODGING', 'REGIONS', 'EVENTS', and 'DISCOVER ARKANSAS'. The main content area is titled 'ARKANSAS DESTINATIONS' and includes a map of Arkansas divided into five regions: Northwest, North Central, Central, Southwest, and Lower Delta. A text block describes the Northwest region, mentioning the Buffalo National River and recreational activities. A 'SIGN UP FOR OUR NEWSLETTER' button is prominently displayed. To the right, there is a 'GET OUR FREE VACATION GUIDE' button and a small image of the 'ARKANSAS' vacation guide.

The 'City of Beebe' website features a navigation menu with 'Home', 'Commissions', 'Elected Officials', 'Departments', 'Businesses', 'Quick Reference', 'Apply For A Permit', and 'Contact Us'. The main content area is a large banner for 'BASEBALL REGISTRATION' with a baseball and a blue background. Below the banner, there is a 'CITY OF BEEBE' section with a map of Arkansas and a red star indicating the city's location. The text describes Beebe's location on the Arkansas Delta and its proximity to Little Rock, Arkansas.

Moving Forward

- Smoothing out branding
- Internal & External SWAT
- Expanding Cliental
- Refining Personas
- Refining Target Audience
- Expanding on spacial design