

TO  
SUSTAIN...  
GROW...  
DOMINATE™



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# Downtown Boca Branding

**HAS TO REFLECT: COLLECTIVE PERSONALITY-NOT JUST ONE GENRE**

- **Retail/Shopping**
- **Dining**
- **Nightlife**
- **Culture**
- **Business**
- **Family**
- **Parks & Recreation**
- **Residential**
- **History**

# Downtown Boca Branding

LOGO: ABSTRACT TO WHICH WE GIVE MEANING



# Downtown Boca Branding

## LOGO:

- **Fit Personality of City**
  - Sophisticated, Upscale, Embracing, Balance: Business/Family
- **Fit Its Vision/Goals “Dress What You Want To Be”**
  - Vibrant, Attracting, Successful, Community, GREEN
- **Work Well With All Building Colors**
- **Complement Current Citywide Signage**

# Downtown Boca Branding

## LOGO: NEEDS FIT VARIOUS APPLICATIONS

- Color and Black & White
- Entry Statements and Other City Signage
- Vertical and Horizontal Usages:
  - Banners
  - Ads
  - Website
  - Posters
  - Window Clings
  - Tent Cards
- Premiums
  - Wear-ables, Mugs, Tote Bags, Beach Towels

# Downtown Boca Branding

## TAGLINE NEEDS TO:

- Simple and clear, easily repeatable
- Accurately convey current positive reality while setting the positioning for what we want to become
- Convey forward movement/activity mindset
- Invigorate for “vibrant” mission
- Inspire viral connectivity and communication
- Be a collective mantra that can be used and promoted by the various Downtown genres
- Be the springboard from which to promote economic development for a variety of business missions



# Downtown Boca Branding

## WHAT DO YOU SEE?

- Contemporary
- Elegance
- Sophistication
- Vitality
- Growth
- GREEN



- Martini Glass
- Birds – *Taking Flight*
- Palm Tree/Palm Frond
- Waves
- Sun Kissed
- Parks & Recreation

*All In Downtown Or Leading To It*

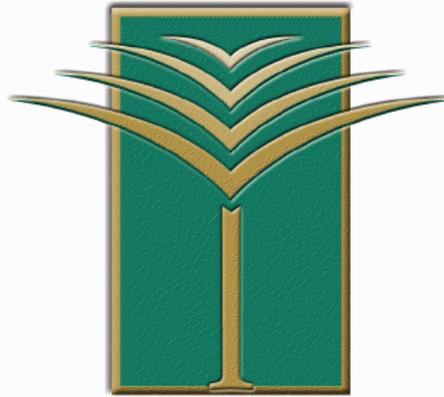


# DOWNTOWN BOCA



# DOWNTOWN BOCA

*It's Happening!*



# DOWNTOWN BOCA

*It's Happening!*



# DOWNTOWN BOCA

*It's Happening!*



DOWNTOWN  
BOCA

*It's Happening!*



DOWNTOWN  
BOCA

*It's Happening!*





*It's Happening!*

DOWNTOWN  
BOCA



*It's Happening!*

DOWNTOWN  
BOCA

# Downtown Boca Branding

What about maintaining the consistency and while adding a family of targeted meanings?

- **Attract, Speak To, and Guide Re: Interests Of Different Audiences**
- **Use To Direct Folks To:**
  - Geographic areas-quarters
  - Venue locations or audience categories by color code
    - Website Applications
    - Brochures
    - Maps



DOWNTOWN  
BOCA

*It's Happening!*



DOWNTOWN  
BOCA

*It's Business*



DOWNTOWN  
BOCA

*It's Shopping*



DOWNTOWN  
BOCA

*It's Parks & Recreation*



DOWNTOWN  
BOCA

*It's Historic*



DOWNTOWN  
BOCA

*It's Culture*



DOWNTOWN  
BOCA

*It's Dining*



DOWNTOWN  
BOCA

*It's Living*



DOWNTOWN  
BOCA

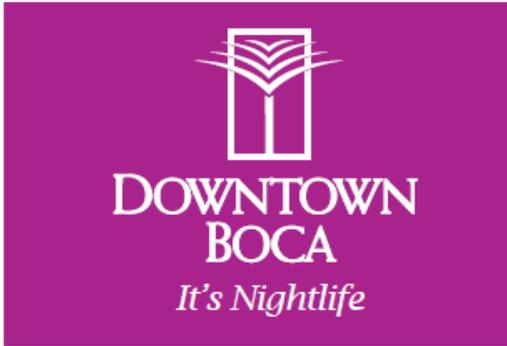
*It's Nightlife*



DOWNTOWN  
BOCA

*It's Families*





















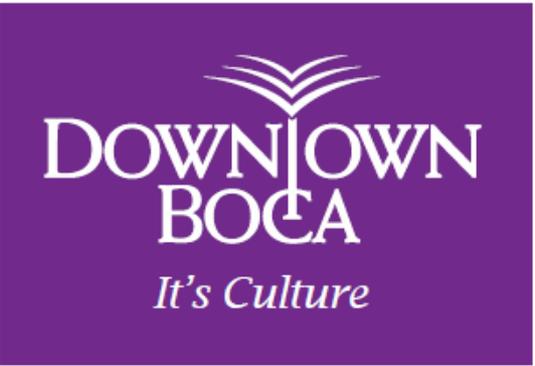


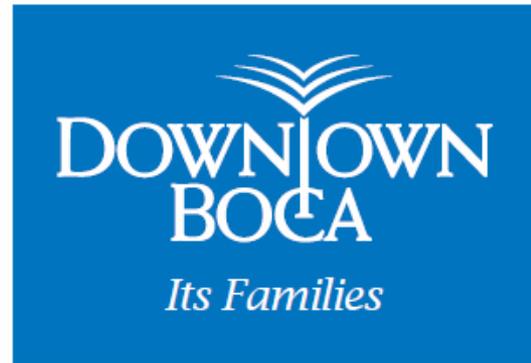
# Initial Logo Design Treatments













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*It's Happening!*



DOWNTOWN  
BOCA

*It's Happening!*



DOWNTOWN  
BOCA

*It's Happening!*



DOWNTOWN  
BOCA

*It's Happening!*



# DOWNTOWN BOCA

*It's Happening!*



*It's Happening!*  
DOWNTOWN  
BOCA



DOWNTOWN  
BOCA *It's Happening!*