

Woodstock, Vermont

Branding Story
October 2014 - September 2015

teams and process

creative team:

curate ideas, design and refine options

Lev Belford
Keri Cole
Jason Drebitko
Patrick Fultz
Nigel Hollis
Sarit Melmed
Michael Stoner
Charlie Kimbell
Townsend Belisle

management team:

lend direction, select and champion options to broad community

Lev Belford
Phil Camp
Jill Davies
Beth Finlayson
Carolyn Kimbell
Courtney Lowe
Sally Miller
Amelia Rappaport
Alita Wilson
Jeff Zayas



community

Woodstock, Vermont

Branding Story

tagline

project brief

Project Objective

Woodstock wants to build a **brand identity** that differentiates the Village/Town from other places in a meaningful way. A meaningfully different identity is something that can be used to attract visitors to the area, to attract people to live and work here and that the community can embrace.

Issues

1. Right now we have many different "looks" used by different enterprises and no Woodstock brand identity. There are many different ideas of what Woodstock is/should be/could be.
2. Right now there is not a centrally funded marketing budget. Each enterprise is responsible for its own marketing. The Chamber has minimal resources for their current marketing efforts including website and event promotion.
3. We need to get people to work together to support their own brand identity and the Woodstock Brand.
4. Determining a target audience is not easy. There are many different target markets for the different businesses and institutions and they may not be representative of who is in Woodstock today.

Target

Our target is people that add to the economy and vitality of our community.

Our primary target that we want to attract as visitors to the area (and ultimately as residents) are not described by one age or income or family size group but have some characteristics we can describe.

Where do they live?

They live within 4 to 6 hours driving time of Woodstock.... Connecticut, New York, Boston, Montréal, New Jersey, Philadelphia

What do they like to do?

They enjoy taking trips and vacations (weekend escapes, family vacations, taking part in sporting events, hiking) to new and repeat destinations. They are educated and enjoy spending when they travel on the place they stay, their food, activities or shopping. They are looking for a variety of things to do.

What are they looking for in choosing a destination?

They are looking for a place with natural beauty, a sense of place with roots, history, heritage, character and a welcoming community that offers the amenities of the modern world with a simplicity/purity that they can't get from their everyday life.

How can we describe them?

They have or are developing an affinity with Vermont.

They are people for whom a sense of place and community and family is important.

They are independent minded, entrepreneurial, progressive.

They may be interested in their environment and are socially conscious.

They are adventurous – that may be expressed with food, sports or just exploring

- for example trying new foods, trying new restaurants with local foods or participating in sporting events and activities.

They are looking for a place to escape and to disconnect from their everyday life.

The Desired Output

The ideal output is a **brand identity** (words and graphical treatment) that

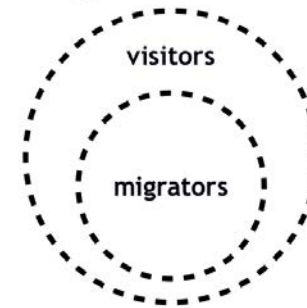
1. sets Woodstock apart from other places in a clearly identifiable, meaningful way that is easy for the target market to understand.
2. will be used by different enterprises in their own promotion, website and other communication material.

direction to strategists

agenda

- 1.project brief
- 2.target audience
- 3.key attributes of woodstock
- 4.addition parameters
- 5.ideas

target audience!



key attributes of Woodstock that ultimately attract most visitors

aesthetic ✓

abundant amenities ✓

direction to strategists

create a single tagline
that delights everyone

additional tagline parameters

**a lure
is better than a
definition**

additional tagline parameters

**a toolkit (theme)
is better than
a single tagline**

top-4 concepts

idea A, theme:

WOODSTOCK VERMONT
Make the time

#makethetime

context:

...the experience is worth the travel.
...for people who value their time.
...nod to "you don't want to miss this."

idea A, variations:

WOODSTOCK VERMONT

Make the time
to explore Vermont's only National Park.

idea B:

WOODSTOCK VERMONT
More and less

#moreandless

context:

...more of what you want, and less of
what you want to avoid.
...play off of "more or less," except
the concept is more AND less.

idea B, variations:

WOODSTOCK VERMONT

More *beauty*, less *distraction*.

idea C:

WOODSTOCK VERMONT
For those who know

#forthosewhoknow

context:

...has a bit of the fear of missing out
concept; exclusivity.
...harkens to it being a secret – a best
kept secret.

idea C, variations:

WOODSTOCK VERMONT

For those who know *true artisans*.

idea D:

WOODSTOCK VERMONT
Better Vermont

#bettervt

context:

...the best of Vermont; Vermont, only better.
...nod to "it's better here."
...the choice - you'd better go to Vermont.

idea D, variations:

WOODSTOCK VERMONT

Better Vermont *farms and tables*.

final tagline

Make the time *to* _____.

Examples:

Make the time *to pick your own.*

Make the time *to breathe.*

Make the time *to have another.*

Make the time *to stroll through the Village.*

Make the time *to escape.*

Make the time *to watch it made in front of you.*

Make the time *to see it in an historic theater.*

Make the time *to buy local.*

Make the time *to Wassail.*

Make the time *to enjoy a #15 from the Farmers Market.*

Make the time *to hike Vermont's only National Park.*

Make the time *to get up here.*

#makethetime #woodstockvt

tagline use parameters

- Positive, complete sentences only
- Use the tagline with the foundation "Make the time" AND ("to... ") qualifier every time; no sole uses of just the foundation line
- Always use "to" at the beginning of the qualifier; no "for" or "you" or "because"
- Use the tagline in sentence case only, with a period at the end; no other punctuation
- The foundation should stand solidly compared to the qualifier; set the foundation without italics and in a darker color; we welcome the qualifier in italics, in a lighter color, and even after a carriage return (new line)
- No prefixes before "Make"
- No profanity
- No limit on word or character count
- Cleverness welcome; #hashtags welcome



Make the time to savor a destination.

A woman in a white shirt and grey apron is working at a counter in a kitchen. A man in a blue striped shirt and grey apron is leaning over the counter, focused on his work. The kitchen has large windows in the background and a white door on the right. The text "Make the time to see it crafted in front of you." is overlaid in white, bold, italicized font across the center of the image.

Make the time to see *it* crafted in front of you.

A wide-angle photograph of a lush green park. The foreground is dominated by a vibrant green lawn, with long, dark shadows cast by large trees. A row of young trees is planted in a line, and a black metal fence runs along the left side. In the background, more trees and a few buildings are visible under a clear sky. The overall scene is bright and sunny.

Make the time *to try a greener pasture.*



Make the time *to have another.*



Make the time *to window shop, door shop, chimney shop, garage shop...*

A photograph of a grocery store produce section. The scene is filled with various fruits and vegetables. In the foreground, there are several crates and baskets of oranges and lemons. To the left, there are trays of cherry tomatoes and other produce. The background shows more shelves stocked with goods, including what appears to be a section for oils or dressings. The store has a rustic feel with wooden beams and pillars. A sign for 'New Arrivals' is visible in the background. The overall lighting is warm and bright.

Make the time *to try a #15, with avocado.*



Make the time *to have as much fun as your kids.*

A simple, light-colored wooden table with a flat top and four legs, standing on a green lawn. The background is a lush garden with various plants and flowers, including yellow and orange blooms. The text "Make the time to craft your own heirloom." is overlaid in white, bold, italicized font across the middle of the image.

Make the time *to craft your own heirloom.*



Make the time *to Wassail.*

Woodstock, Vermont

Branding Story

logo

logo strategy and direction

original / current



mark: calligraphy capital W bleed over square
type: Arial (may be theme placeholder), title case, single bland color

local logos



competition logos



other logos



impressive case studies



impressive case studies



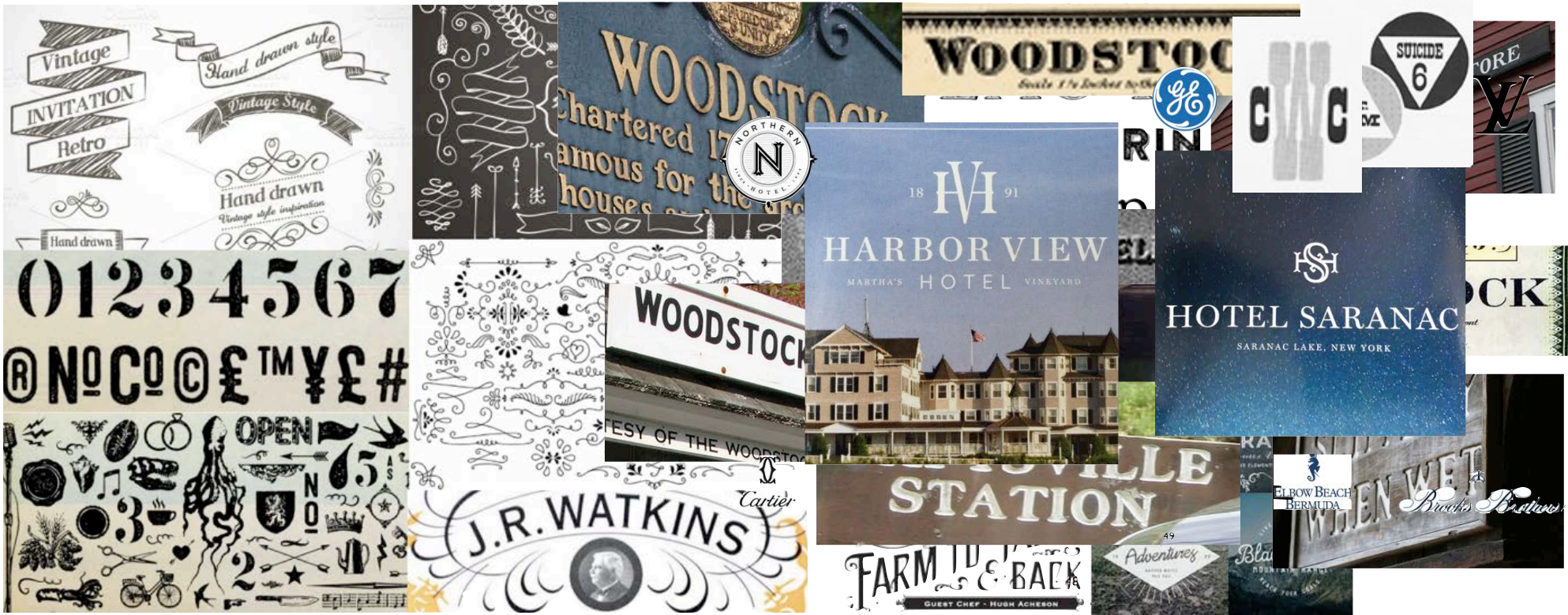
impressive case studies



initial direction to designers

- Mark must be absolutely beautiful and clean (this is what Woodstock is itself)
- Mark must convey historic or vintage look while still looking timeless ("vintage without dowdiness")
- Consider use of both Woodstock and Vermont (or VT)
- No use of architecture (no covered bridges or steeples)
- Should be easily executed in both vertical and horizontal formats
- Consider unique type (think Stowe, NYC or I-heart-NY)
- Consider single-letter or single-icon mark (Paris, Cayman Islands)

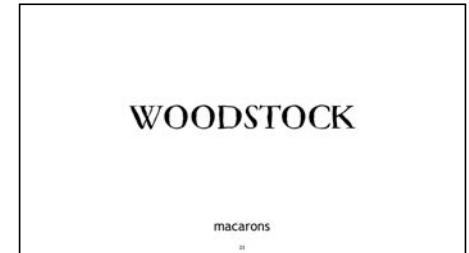
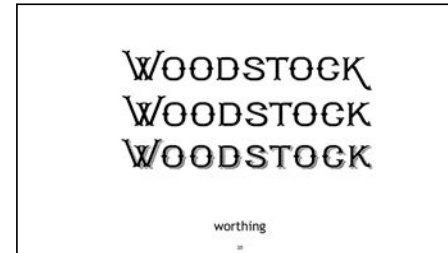
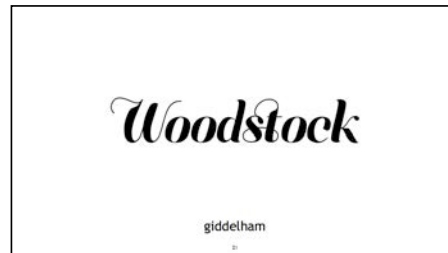
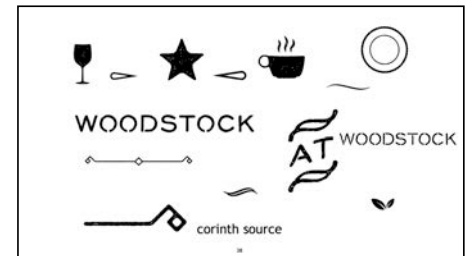
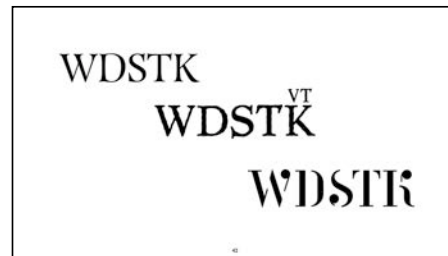
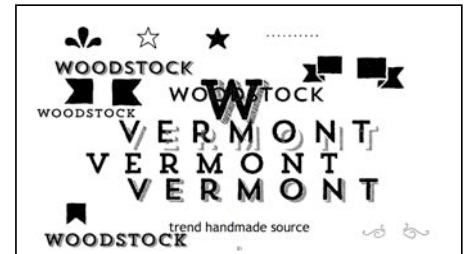
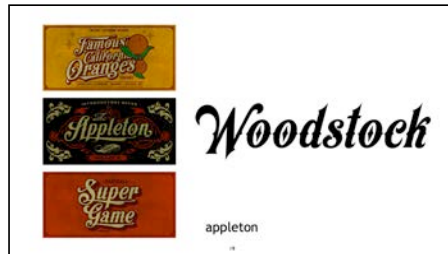
consideration: emblems, glyphs + historic marks



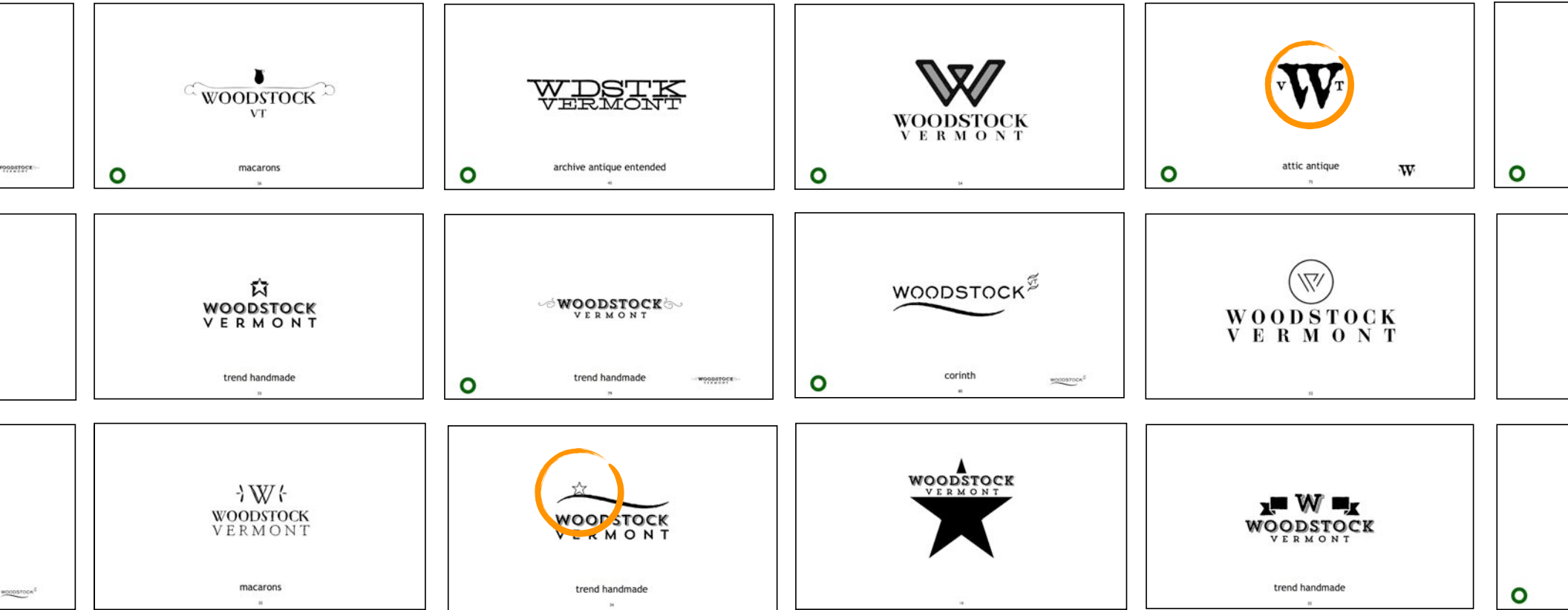
considerations: “w”



type play



logo play



refined direction to designers

mark should depict a 5-point star or “w”;
strongly consider century-like font

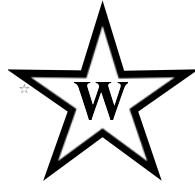
option a:

there is a 30' star on the mountain over-looking the town, seen for miles around; re-depict that star, with a sense of the mountain, too

option b:

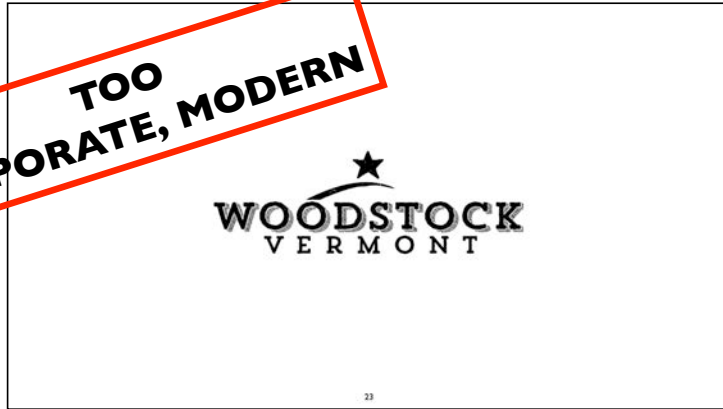
determine a W that is relevant and historic but still timeless

star and “w” play

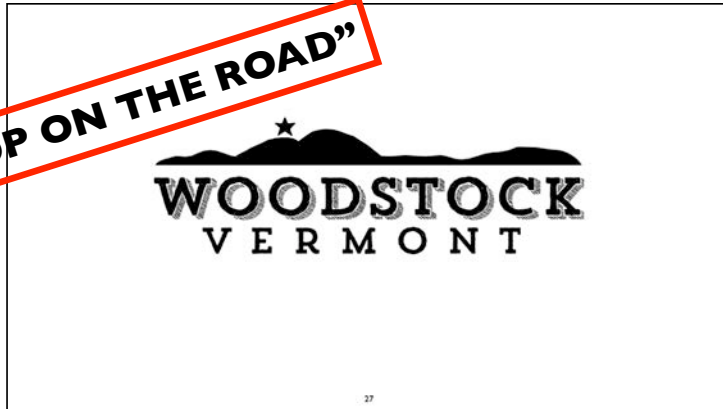


best of w-and-star play

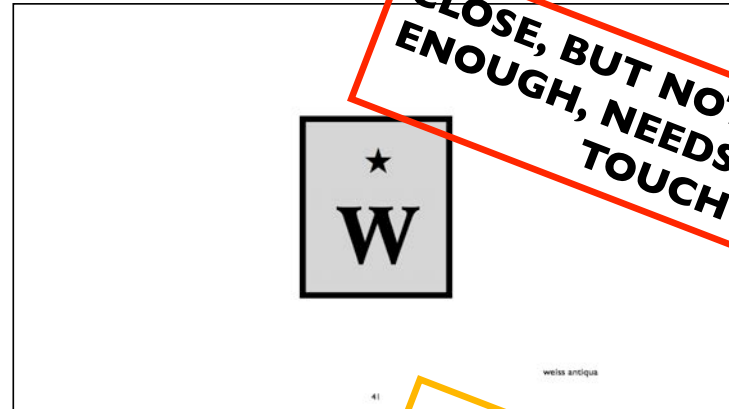
**TOO
CORPORATE, MODERN**



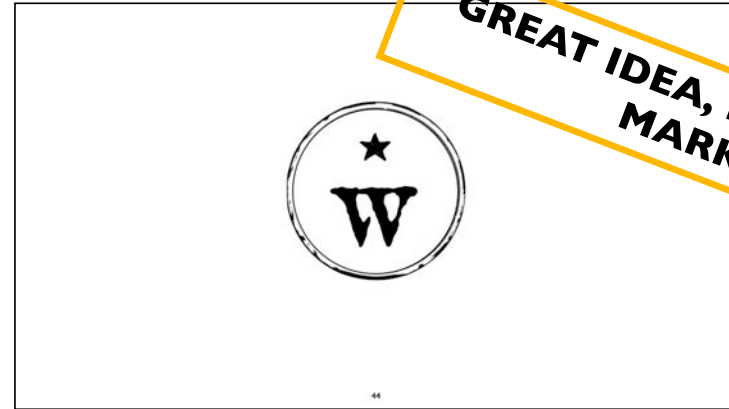
"POOP ON THE ROAD"



**CLOSE, BUT NOT FRIENDLY
ENOUGH, NEEDS HISTORIC
TOUCH**



**GREAT IDEA, REFINE AS
MARK**



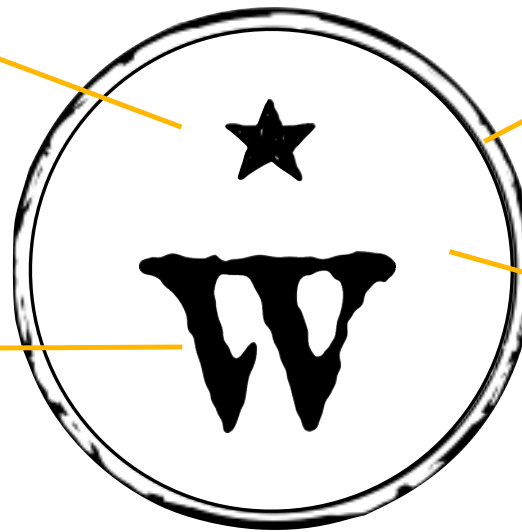
final refinement

**STYLIZE THE STAR
TO MATCH THE W**

**SIMPLIFY THE EDGE;
OPTIMIZE FOR ALL SIZES**

**KEEP THE AESTHETIC
BUT MAKE MORE READABLE**

**FILL THE CIRCLE
JUST A LITTLE MORE**



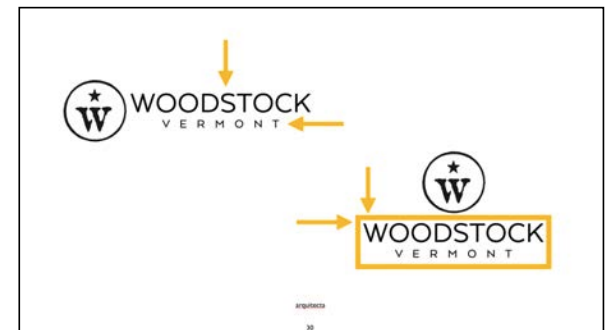
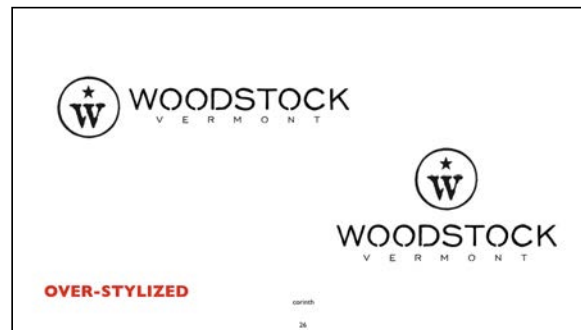
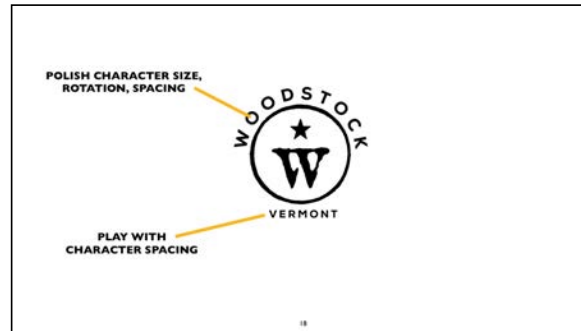
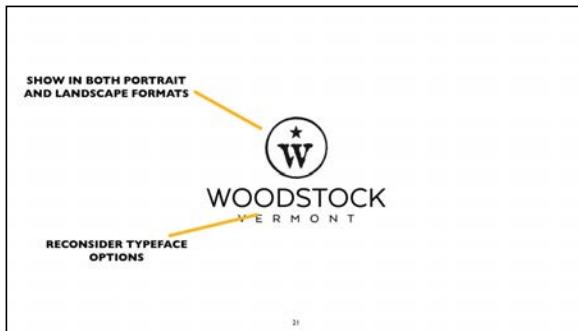
final mark



layout considerations



type considerations



final logo



logo use parameters

- Please use the official logo; it is made freely available to the entire community
- Official logo is in vertical format; use other formats only when necessary
- Official typeface is Nexa, used in all capital letters and letter spaced as shown
- Mark (w-and-star) may be used on its own, separated from type
- Use single color for the entire lock-up; but any single colors may be used
- When depicting over a dark color field, please use single white color (contrast)

application



application



application



application



application



application



application



application



application





Woodstock
Inn & Resort

Make the time to savor a destination.

#makethetime #woodstockvt





farmhouse pottery

Make the time to see *it made in front of you.*

#makethetime #woodstockvt



**Sustainable
Woodstock** 

Make the time *to try a greener pasture.*

#makethetime #woodstockvt



Worthy Kitchen

Make the time *to have another.*

#makethetime #woodstockvt

Williamson
Group

Sotheby's
INTERNATIONAL REALTY

**Make the time *to window shop, door shop,
chimney shop, garage shop...***

#makethetime #woodstockvt





Make the time *to try a #15, with avocado.*

#makethetime #woodstockvt



ShackletonThomas

Make the time *to craft your own heirloom.*

#makethetime #woodstockvt





WOODSTOCK
VERMONT

Make the time *to have as much fun as your kids.*

#makethetime #woodstockvt



WOODSTOCK
VERMONT

Make the time *to Wassail.*

#makethetime #woodstockvt