One Brand
Many Connections

a brand development plan for the northwest metro region
ACKNOWLEDGEMENTS

HENNEPIN COUNTY
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Patricia Fitzgerald
Kyle Mianulli
Philip Hussong
Andrew Gillett
Kerri Pearce Ruch

METROPOLITAN COUNCIL
Sam O’Connell
Sophia Ginis
Alicia Vap

CITY OF MINNEAPOLIS
Jim Voll
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ROBBINDALE
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Megan Donahue
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CRYSTAL
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GOLDEN VALLEY
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BROOKLYN PARK
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BLUE LINE EXTENSION ADVISORY COMMITTEES
Blue Line Business Advisory Committee
Blue Line Community Advisory Committee

COMMUNITY GROUPS
CAC
BAC

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Blue Line Coalition member organizations: African Career, Education and Resource, Inc. (ACER); The Alliance; CAPI; Harrison Neighborhood Association; Heritage Park Neighborhood Association; Lao Assistance Center of Minnesota; Masjid An-Nur; Metropolitan Interfaith Council on Affordable Housing; Northside Residents Redevelopment Council; Urban Small Business Alliance

POLICYMAKERS – CONNECT BLUE LINE NOW!

COALITION MEMBERS
Hennepin County Commissioner Mike Opat
Hennepin County Commissioner Irene Fernando
Brooklyn Park Mayor Jeff Lunde
Golden Valley Mayor Shep Harris
Golden Valley Councilmember Joanie Clausen
Brooklyn Center Mayor Mike Elliot
Robbinsdale Mayor Regan Murphy
Crystal Councilmember Julie Deshler
New Hope Mayor Kathi Hemken
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BACKGROUND INFORMATION

The METRO Blue Line Extension plan has been in the works for over a decade, and is currently slated for completion in 2024. If approved, there will be 11 new stations along 13.5 miles in the northwest metro region. This area is currently referred to as the “Bottineau Corridor.”

The Hennepin County Bottineau LRT Community Works project was established in 2015 to leverage this important investment by partnering with cities along the corridor to help plan for and implement critical changes “beyond the rails.”

Understanding the transformative power of light rail transit (LRT), cities and communities along the line are preparing for potential opportunities and benefits. Station area plans were developed for the neighborhoods of North Minneapolis and the cities of Golden Valley, Robbinsdale, Crystal and Brooklyn Park. These plans identified current gaps, in addition to opportunities, for the future health and well-being of the cities and communities along the corridor. This includes infrastructure and city planning and zoning, bike and pedestrian connections, economic development, placemaking, community building, identity development, and marketing and branding.

Regardless of the ultimate LRT outcome, there is a great need to inspire growth in this promising region by positioning it as a “go to” destination for people, business, development and investment. To support this goal, the need for a regional brand has been established. The brand is intended to inspire continued collaboration for collective corridor growth, ensure equitable action for cities and communities along the corridor, and reinforce why light rail is so important for this promising region.

An aspirational regional brand direction has a significant opportunity to:
- Create a vision that resonates with people
- Amplify regional pride
- Celebrate current regional assets
- Pave the way for future opportunities
- Elevate the region as an area that deserves to be acknowledged, respected and supported
- Reinforce the power of collaboration within the corridor

To ensure awareness, interest and support of this region, a consistent and compelling brand effort is needed.
PROJECT PURPOSE

Our overarching goal was to create one regional brand to inspire greater development, support and prosperity in the northwest metro. It was clear that a successful outcome would need the help of a highly-collaborative approach between cities, communities, advocacy groups and the county. It would also take a smart plan of action.

MANY Strategic Steps
- Uncover an authentic corridor identity and begin to develop an effective brand to represent the corridor as a whole
- Create strategies and tools to help partners market the corridor
- Highlight potential and opportunity in the corridor
- Tell the story of the corridor
- Build unity in the corridor
- Help articulate a long-term vision for the corridor

ONE Brand Benefits
- Encourage legislators and investors to commit unmitigated support
- Inspire more businesses to dream, create and expand
- Showcase efforts for workforce excellence
- Reinforce and drive residential desirability
- Attract more talent, business and community opportunities
ENGAGEMENT PLAN

OVERARCHING OBJECTIVE
Build awareness, interest and belief in the viability of the northwest metro region.

AUDIENCES
County staff, Met Council, steering committee, city staff (marketing), city staff (BTIC), policymakers (mayors, council members, advisory board, commissioners), Blue Line Coalition, community organizations, Business Advisory Council, Community Advisory Council, residents, businesses, and workers.

COMMUNITY ENGAGEMENT STRATEGY
Involve all stakeholders, community members and influencers in the brand development process. Meaningful engagement and buy-in will help:
- Gain unmitigated support of legislators and policy officials
- Foster continued collaboration between city staff and stakeholders throughout the corridor
- Establish shared goals beyond the city borders between residents and businesses
- Amplify and celebrate the region’s assets
- Shape the brand direction—naming, identity and messaging
- Create passionate brand ambassadors, influencers, advocates and users

Community engagement approach
The brand will only be successful if it’s wholeheartedly adopted by communities within the region. That’s why meaningful involvement through key aspects of the brand development process is crucial. This plan leverages learnings from previous station area plan engagement efforts developed for the Bottineau LRT as well as primary research conducted by Neka Creative. We’ve utilized the engagement infrastructure that includes the region’s cities, community stakeholders, city and county staff. In addition, we’re conducting community engagement activities alongside Cultivate Bottineau events. Other engagement activities have been incorporated as well.

Engagement participation levels based on IAP2 Spectrum of Public Participation

<table>
<thead>
<tr>
<th>ENGAGEMENT LEVEL</th>
<th>DESCRIPTION</th>
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</table>
| Outreach         | - Provide balanced and objective information  
|                  | - Assist in issue analysis, opportunities and solutions  
|                  | - Keep audience informed |
| Consult          | - Obtain public feedback  
|                  | - Keep audience informed, listen to, acknowledge, provide feedback |
| Involve          | - Work with audience throughout process  
|                  | - Ensure concerns and aspirations are reflected in the work |
| Collaborate      | - Partner at each aspect of decision making  
|                  | - Seek advice and solutions from partners |
| Shared Leadership| - Final decision making  
|                  | - Implement leadership decisions |
## Section Two – Engagement

### Engagement Plan

#### Phase: Brand Project Awareness

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<tr>
<th>Audience</th>
<th>Engagement Level</th>
<th>Tactic/Action</th>
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<tbody>
<tr>
<td>Steering committee</td>
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<td>Kick-off meeting</td>
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<td>Collaborate</td>
<td>Kick-off meeting, email/letter</td>
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<td>Email, website notification</td>
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<td>Businesses</td>
<td>Outreach</td>
<td>Website notification, social media</td>
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<td>Residents</td>
<td>Outreach</td>
<td>Website notification, social media</td>
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#### Phase: Engagement Planning

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<td>One-on-one meetings, plan review and approval</td>
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<td>Website notification, social media</td>
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#### Phase: Brand Strategy

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<td>review and approval</td>
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<td>review and approval</td>
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<td>Workshop, notification of outcomes</td>
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<td>Residents</td>
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<td>Workshop, notification of outcomes</td>
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## ENGAGEMENT PLAN

### Phase: Naming

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<th>TACTIC/ACTION</th>
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### Phase: Identity

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<td>Shared leadership</td>
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<td>Involve</td>
<td>Presentation, input</td>
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<td>Email or presentation—review, input</td>
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<td>Email, social media—notification of outcome</td>
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<td>Residents</td>
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<td>Email, social media—notification of outcome</td>
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### Phase: Messaging Matrix

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<th>TACTIC/ACTION</th>
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<td>Review, approve, support engagement activities</td>
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<td>City staff</td>
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<td>Review, approve, support engagement activities</td>
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SECTION TWO – ENGAGEMENT

ENGAGEMENT ACTIVITIES

A robust engagement plan was put in place that included stakeholder interviews, policymaker meetings, community events and a brand workshop.

STAKEHOLDER INTERVIEWS

Objectives:
– Learn about current sentiments, hopes, dreams, concerns about the assignment
– Find community members to involve in the project

Methodology:
– One-on-one interviews with steering committee members, city staff & community advocates
– City visits — North Minneapolis, Crystal, Robbinsdale, Golden Valley & Brooklyn Park

Key insights:
– Growing buy in—but also skepticism
– City pride is big—some have it, some are trying to garner more
– Not every city has clearly defined who they are
– All cities have “hidden gems”
– Excitement exists for access to other “hidden gems” along the corridor
– Perceptions and desires not aligned with Met Council and MnDOT
– Some communities are more engaged than others
– Marketing and communication infrastructures vary along the corridor
– Great spirit and desire for continued collaboration
– There is excitement for a unified corridor brand elevating all cities
– Important to provide incentives & remove all obstacles for engagement participants
– Accessibility is a must—location, time of event, transit options

POLICYMAKER MEETINGS

Objectives:
– Generate awareness of the brand development project/seek their council

Methodology:
– Presented at Connect Blue Line Now monthly meeting
– Held meetings with Commissioner Opat & Commissioner Fernando
– Had discussions with other public officials during community engagement activities

Key insights:
– Although the brand is focused on the five cities, impact is for the broader region
– This area has been overlooked for economic development opportunities—desire to realize the same opportunities as Southwest & Hiawatha
– All communities will benefit as the region becomes stronger
– Imperative for community members to find themselves in the new brand vision
– Concern that the region will come out short
– Strong opportunity to create regional pride
– Support & champion the power of collaboration within the corridor

“We have an opportunity to be the go-to place.”

“I want a brand that associates with the corridor.”

“We need to make it real.”

“You have the opportunity to be the go-to place.”

“I want a brand that associates with the corridor.”

“We need to make it real.”

“Will it even happen?”

“There’s so much economic development potential!”

“We’ve bought into it...so should they.”
SECTION TWO – ENGAGEMENT

ENGAGEMENT ACTIVITIES

COMMUNITY EVENTS

Objectives:
- Gain community & city insights for future messaging/content development
- Discover commonalities within the region
- Start engaging people about the branding initiative

Methodology:
- Conduct engagement activities at various events to find what people love about where they live/work/play
  - What’s cool about your city?
  - Attendees could draw, write or post their response on social media
  - Bold and engaging posters to get attention
  - Engagement specialist invited participation/talked about the project
- Social media campaign
  - Social media handles on Twitter, Instagram & Facebook—CoolBlueLineEXT
  - Used to amplify the community engagement efforts
  - People encouraged to share what they love about their city using specified hashtag, #cool(city name)
**ENGAGEMENT ACTIVITIES**

**COMMUNITY EVENTS**

Key insights:

**North Minneapolis**
- “The awesome people.”
- “I like all the bike lanes and greenways.”
- “Physical programming that focuses on heart health and farming within the community.”

**Golden Valley**
- “Art Festival and biking trails”
- “Great library...accessible, well stocked and friendly.”
- “Parks”

**Crystal**
- “Crystal has an amazing cultural vibe! Embrace diversity!”
- “All of the parks so close to home.”
- “Non-chain options, local businesses.”
SECTION TWO – ENGAGEMENT

ENGAGEMENT ACTIVITIES

BRAND WORKSHOP

Objectives:
– Tap into the aspirations, values & key differentiator for the corridor

Methodology:
– 2-1/2 hour interactive workshop
– Participants included a cross section of residents, business owners & workers from each city
– Discussions included city dreams, corridor gems, personality & vision

Key insights – City Desires

North Minneapolis: To be a colorful, walkable, friendly & diverse place where people respect each other
Crystal: To celebrate public art & have community gathering places
Golden Valley: To make Golden Valley a destination, building local pride & identity
Brooklyn Park: To be known for its arts & entertainment options & innovative green technologies
Robbinsdale: To have more locally-owned businesses, gathering places & a walkable city

Key insights – Corridor Gems
– An integrated health services hub: world-class healthcare, women’s clinic, hearing center, etc.
– Regional/city parks & lakes
– Art community, e.g., Elision Play House, upcoming NHCC center for the arts
– Historical landmarks such as Prince’s home
– Many cultures make it a foodie haven

Corridor Personifications

Eagle representing aspiration, national recognition, optimism
Giraffe representing strength of today with the vision of new horizons
Food Truck representing community and corridor gems
Stools representing sturdiness, community
The following takeaways are a result of primary and secondary research conducted with diverse community groups, organizations and city stakeholders.

**A regional brand is critical for future growth.**

The region, for all intents and purposes, has been overlooked and undervalued. It hasn’t received the same level of support as other areas in the Twin Cities. This needs to change.

Stakeholders understand the benefits of a unified corridor brand and see it as an important way to elevate individual cities and communities while also paving the way for new opportunities.

There is a strong appetite for continued corridor collaboration with each city in the region.

**Corridor pride is a significant opportunity.**

Pride is a common thread…of what already exists and what could be.

Stakeholders are very hopeful about the possibility of Twin Citians discovering the many “hidden gems” along the corridor. There is also genuine enthusiasm for northwest metro cities to explore each other’s hidden gems:

- Authentic cultural experiences
- Destination restaurants
- Beautiful lakes
- Outdoor adventures
- Charming historic locations
- Must-see attractions (e.g., where Prince grew up)

There are impressive assets along the corridor to entice home buyers, renters, businesses and developers:

- Affordable housing
- Exceptional health care facilities
- Highly-regarded education facilities
- Emerging and well-established businesses

**While there is excitement for the Blue Line Extension, there are also concerns.**

Many wonder if the Met Council and MnDOT are really on board. There is skepticism that it will actually happen, especially since so much time has passed. And while development opportunities are exciting, there are also some concerns:

- Gentrification
- Increased property values
- Congestion, noise and loitering
- Potential crime

**Not all cities are alike.**

Some cities and communities are more engaged than others. Some cities are further ahead with their branding efforts and marketing/communications infrastructures. Others have not yet clearly defined who they are.
KEY TAKEAWAYS – CITY ENGAGEMENT

NORTH MINNEAPOLIS
– North Minneapolis is unique in many ways, one being that it’s not a standalone city.
– It’s a very diverse area (white, African American, Hmong, Hispanic, Native American and other immigrants).
– Many residents were displaced to Brooklyn Park and Brooklyn Center after the 2011 tornado but still have many cultural connections to North Minneapolis.
– There are strong neighborhood associations and an impressive concentration of education facilities (11 educational institutions within a mile).
– Great potential exists for economic development in this area.
– There is 50/50 engagement with the Blue Line extension—many don’t believe it will happen.
– There are concerns North Minneapolis will be viewed as “pass through” LRT stops.
– Community members want it to be seen as the “go to” place.
– With a singular focus on roads, MnDOT is not in sync with community needs.

ROBBINSDALE
– Robbinsdale is very proud of their small-town charm and historic downtown within walking distance to the proposed LRT station.
– People are passionate about maintaining their independence and historic status.
– There are beautiful lakes in and around the city.
– There’s also a thriving commercial district with attractive restaurants, shopping and entertainment options.
– Housing is affordable and diverse.
KEY TAKEAWAYS – CITY ENGAGEMENT

- Residents and businesses are very engaged with the LRT initiative and see it as a great opportunity to be known as a must-visit destination (“I want to stop at the bird”).
- The city identified and invited people who live and work in the city to join a community working group.

CRYSTAL
- Crystal is the most affordable suburb in the region with modest single-family homes—it’s known as “the value suburb.”
- Perceptions remain of Crystal being an older, blue-collar community but recently, younger families have started to move in.
- Crystal has a very diverse population which includes people from Europe, Asia, Africa and Latin America.
- The city is currently reconstructing Becker Park ($6 million) to better suit the needs of its residents.
- Adjacent to the park is a concentration of immigrant businesses.
- Crystal enjoys strong collaboration with neighboring cities (Robbinsdale, New Hope and Brooklyn Park).
- They re-launched their city brand with a new logo and flag.

BROOKLYN PARK
- Brooklyn Park has suffered from negative perceptions, especially since it was previously known as a crime ridden area.
- The city has changed and they’re quick to note they’re not Brooklyn Center.
- 90% of people who live in Brooklyn Park, love it.
- Many don’t realize that Brooklyn Park is a food haven.
- The city is home to big corporations (Tesla, Target and Takeda)
KEY TAKEAWAYS – CITY ENGAGEMENT

- It was recently announced that they are the largest solar powered city in Minnesota—they are 100% sustainable.
- There is a great mix of culture with people of color comprising 54% of the area—they have the largest population of Liberians outside of Liberia; also Kenyan, Nigerian, Asian and Latino.
- Engagement activities include community events, meetings, public commentaries, surveys, churches, women’s groups, mosques, breaking bread after prayer, parks, etc.
- A new brand was recently introduced, the tagline is “Unique. United. Undiscovered.”

GOLDEN VALLEY

- Golden Valley is preparing to develop a new brand direction.
- Currently viewed as a bedroom community, they want to be seen as more urban and active vs. small town.
- With substantial open space, the city is reinvesting in new commercial business.
- Golden Valley has a lot to offer, including green spaces, golf courses, hiking trails, winter skiing, local art festivals, vibrant retail and lots of good restaurants.
- The daytime population is 30,000 and the nighttime population is 20,000.
- They developed an equity task force and are proud of putting themselves out in front with open arms.
- The community is diverse, including LGBT, Jewish, Russian residents.
- Engagement is strong with upper middle class, white families—need more diversity.
SECTION TWO – ENGAGEMENT

ENGAGEMENT STATISTICS

ONE ON ONE INTERVIEWS
8 interviews between 7/1/19 and 8/30/19

STEERING COMMITTEE MEETINGS
- 8/28/2019, 16 invitees, Purpose: engagement plan input/outreach activities
- 10/3/2019, 15 invitees, Purpose: brand workshop debrief/next steps
- 10/29/2019, 12 invitees, Purpose: name consensus
- 12/13/2019, 19 invitees, Purpose: image system presentation
- 1/30/2020, 20 invitees, Purpose: messaging input
- 3/5/2020, 20 invitees, Purpose: wrap-up

CONNECT BLUE LINE NOW MEETINGS
- 8/6/2019
- 10/17/2019
- 12/2/2019

SURVEYS
- Brand workshop (9/3/19): 55 respondents
- Bottineau Corridor Input (11/7/19): 12 responses
- NW Crossing Logo color/design (12/3/19): 22 respondents
- NW Crossing Brand Review (2/7/20): 30 unique email addresses viewed page

WORKSHOP
- Brand Workshop (9/25/19): 48 attendees

COMMUNITY ACTIVITIES DURING CULTIVATE BOTTINEAU
- North Minneapolis (8/24/19): ~50 people engaged
- Golden Valley (9/15/19): ~300 people engaged
- Crystal (9/28/19): ~75 people engaged

We received approximately 150 input cards from community activities, and 3 received $50 gift cards to local restaurants via social media.
Section Three
BRAND DEVELOPMENT
SECTION THREE – BRAND DEVELOPMENT

BRAND DEFINITION

The word brand stands as a surrogate for the word reputation. A brand acts like a person, and when you know a person’s reputation you can predict his or her behavior. Great brand strategies are timeless and completely ownable. They:

- Resonate with audiences over time
- Facilitate decision making
- Define your reason for being
- Inspire people to stretch resources and capabilities
- Unite people toward the pursuit of ONE common goal
- Reflect idealistic motivations for doing the organization’s work

BRAND BLUEPRINT DEFINITION

The brand blueprint captures the entire strategic direction in one aspirational, easy-to-understand document. It helps:

- Inform strategic, marketing and communications decisions
- Inspire and unite everyone in the system toward one common purpose
- Maintain brand integrity and consistency

VISION

Your aspirational goal on the horizon

MISSION

How you achieve that goal—why you exist

FUNCTIONAL BENEFITS

Tangible outcomes

EMOTIONAL BENEFITS

Personal connection

BRAND CHARACTER

Attitude, style and voice

CORE VALUES

Beliefs that drive actions

BRAND PROMISE FILTER

Guide to delivering a consistent customer experience

BRAND POSITION

What makes you different in the eyes of your customers?
**Vision**
Became nationally known as a culture-rich destination ripe with potential for vibrant experiences & economic growth.

**Mission**
Cultivate enthusiasm for exploring the many assets, experiences & opportunities within the area.

**Functional Benefits**
Corridor-wide growth & prosperity

**Emotional Benefit**
Corridor-wide pride

**Brand Character**
Fearless Explorer
Visionary · Open · Curious

**Core Values**
Collaborative · Accepting · Optimistic

**Brand Promise Filter**
Will our efforts promote or lead to opportunities for vibrant discovery?

**Brand Position**
The culture-rich area to discover vibrant experiences & economic growth.
IDENTITY

NAMING RATIONALE
Great names are both memorable and easy to say. NW Crossing accomplishes that while also being descriptive. "Northwest" describes the geography. "Crossing" represents connection.

LOGO RATIONALE
This is a bold and self-contained mark. The lower case “n” and upper case “W” create interest while the mosaic pattern in the “W” represents vibrancy, cultural diversity and the many hidden gems along the corridor.

TAGLINE RATIONALE
"You’re Welcome Here” is the tagline for NW Crossing. It represents the region as the culture-rich area to discover vibrant experiences and economic growth. It’s a warm and inviting way to encourage that discovery with new visitors, residents, businesses and investors.
**MESSAGING MATRIX**

The messaging matrix is an easy-to-follow tool that helps everyone involved tell a consistent brand story for the NW Crossing. The matrix identifies messaging objectives, strategies and benefit-oriented messages for each audience group. It also includes a suggested elevator pitch to help explain what the NW Crossing is and why it should be supported.

### SECTION THREE – BRAND DEVELOPMENT

The messaging matrix is an easy-to-follow tool that helps everyone involved tell a consistent brand story for the NW Crossing. The matrix identifies messaging objectives, strategies and benefit-oriented messages for each audience group. It also includes a suggested elevator pitch to help explain what the NW Crossing is and why it should be supported.

#### INVESTORS
- People, developers and businesses looking to invest in this corridor:
  - Commercial and residential real estate developers
  - Affordable housing developers
  - Site selectors
  - Businesses looking to relocate or expand
  - New and growing businesses
  - Land trusts and other cooperative land management models
  - Foundations and nonprofits supporting community and economic development activities in the corridor
  - Property management companies

#### COMMUNITY MEMBERS
- People, organizations and businesses interested in seeing this corridor succeed:
  - Met Council’s Blue Line Extension Business Advisory Committee and Community Advisory Committee
  - Institutions, e.g., education, healthcare, workforce, etc.
  - Business owners/businesses, e.g., large corporations, mid-size businesses, small businesses
  - Community organizations and coalitions
  - Residents
  - Workers

#### STAKEHOLDERS
- Those who are tasked with or have a vested interest in seeing this corridor thrive:
  - City staff
  - County staff
  - Chambers of commerce
  - Metropolitan Council
  - Leaders of major institutions and businesses in the corridor (e.g., North Memorial, North Hennepin CC, Target)

#### POLICYMAKERS
- Elected leaders and influencers determined to make a difference in this corridor:
  - State and national representatives
  - Regional: Hennepin County commissioners
  - Local: city council members, mayors, chamber representatives

#### GENERAL PUBLIC
- People interested in new experiences:
  - Twin Cities/Minnesota visitors
  - Media
  - General public
  - Bus and light-rail riders
  - Twin cities residents who are unfamiliar with or may have misperceptions of the corridor

### MESSAGING OBJECTIVES

<table>
<thead>
<tr>
<th>AUDIENCE PROFILE</th>
<th>MESSAGING OBJECTIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>INVESTORS</td>
<td>Create a strong interest in investing and developing in the NW Crossing.</td>
</tr>
<tr>
<td>COMMUNITY MEMBERS</td>
<td>Create passionate brand ambassadorship for the NW Crossing.</td>
</tr>
<tr>
<td>STAKEHOLDERS</td>
<td>Increase interest and energy for: i) advancing economic development and ii) attracting investment and development progress in the NW Crossing.</td>
</tr>
<tr>
<td>POLICYMAKERS</td>
<td>Increase the determination to support infrastructure improvements and direct public resources to improve the NW Crossing.</td>
</tr>
<tr>
<td>GENERAL PUBLIC</td>
<td>Introduce the NW Crossing as a vibrant place to discover.</td>
</tr>
</tbody>
</table>
## SECTION THREE – BRAND DEVELOPMENT

### INVESTORS
Spark ENTHUSIASM for advancing development in the NW Crossing.

### COMMUNITY MEMBERS
Stimulate PRIDE in the NW Crossing and a sense of ownership in the regional brand.

### STAKEHOLDERS
SUPPORT stakeholder efforts to champion economic growth and investment in the NW Crossing.

### POLICYMAKERS
Encourage policymakers to direct resources and accelerate RESULTS in the NW Crossing.

### GENERAL PUBLIC
Inspire interest in VISITING the many hidden gems in the NW Crossing.

The NW Crossing is a collection of flourishing communities in Minnesota’s largest metropolitan area. It’s one collective region bursting with rich resources and assets throughout North Minneapolis, Golden Valley, Robbinsdale, Crystal and Brooklyn Park.

Through increased awareness, the NW Crossing will be recognized as the place to go for new investments, post-secondary education attainment, affordable housing, business growth and vibrant experiences. This is what makes the region attractive to investors, business owners and visitors. It’s also what makes residents proud of the place they call home.

Enthusiastic support of the NW Crossing will help the area become nationally known as a culture-rich destination ripe with potential for vibrant experiences and economic growth. It may even accelerate progress with the METRO Blue Line Extension. But well beyond that, the NW Crossing is ready to welcome greater prosperity and growth.

### MESSAGING MATRIX

<table>
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</tr>
</tbody>
</table>

The NW Crossing is the culture-rich area to discover vibrant experiences and economic growth.
There are many reasons to be proud of the NW Crossing. Not only is it rich in community and cultural assets, it’s on the verge of greater community and economic growth. Collaborating with the other cities in this region, bolstered by a shared set of values, will lead to greater access to:

- Amenities and services
- Career opportunities
- Affordable housing
- Health care services
- Business growth
- Entertainment options
- Recreational activities

More awareness will increase pride for the region and enhance the cultural and natural richness that already exists in the NW Crossing:

- Diverse communities that live, work and play together in harmony
- Beautiful lakes, parks and green spaces for all to enjoy
- Attractive housing at affordable prices
- Exciting career opportunities with expanding businesses
- A foodie haven dishing out the spices, colors and tastes of many cultures

The NW Crossing is an exciting place to discover. It’s an area rich in culture, opportunity and adventure. In this unique area of the Twin Cities, you’ll find:

- Diverse communities that live, work and play together in harmony
- Beautiful lakes, parks and green spaces for all to enjoy
- Attractive housing at affordable prices
- Exciting career opportunities with expanding businesses
- A foodie haven dishing out the spices, colors and tastes of many cultures

Collaborating with other policymakers, you’ll ensure greater success and opportunities for residents, communities and businesses in the NW Crossing. It’s time for the area to receive the same level of support as other areas in the Twin Cities. By collaborating with other policymakers, you’ll ensure greater success and opportunities for residents, communities and businesses in the NW Crossing. By collaborating with other policymakers, you’ll ensure greater success and opportunities for residents, communities and businesses in the NW Crossing. By collaborating with other policymakers, you’ll ensure greater success and opportunities for residents, communities and businesses in the NW Crossing. By collaborating with other policymakers, you’ll ensure greater success and opportunities for residents, communities and businesses in the NW Crossing. By collaborating with other policymakers, you’ll ensure greater success and opportunities for residents, communities and businesses in the NW Crossing.
Section Four
IMPLEMENTATION
RECOMMENDATIONS

A participatory approach is essential for the successful branding of the NW Crossing. This people-centered strategy will involve residents, businesses and workers in a collaborative effort to bring the NW Crossing brand to life. Here are some preliminary ideas to energize progress:

SOFT LAUNCH
- Establish ambassadorships to advocate, promote and sustain the brand over time.
- Develop a public relations and engagement plan to ensure brand clarity and buy-in with all communities.
- Build a brand culture action plan with community members—culture is a key factor in attracting future residents, business, visitors and developers.
- Create a NW Crossing strategic alliance team. The team will be responsible for aligning the NW Crossing’s strategic direction with each city’s goals, focusing on things such as economic development, investment, residential growth, community health, workforce and tourism. This alignment will provide the direction to guide the corridor’s objectives, priorities and marketing direction.

HARD LAUNCH
Visitors and residents:
- Position the NW Crossing as the culture-rich area to discover vibrant experiences & economic growth.
- Celebrate the creative, historical and natural wonders of the NW Crossing:
  - Guide visitors to city murals throughout the corridor with themes linked to the history, vision and inspiration of each local artist.
  - Improve awareness of the rich historical landmarks throughout the region.
  - Generate interest in the many arts and entertainment activities in the region.
  - Increase awareness of the lush parks and lakes throughout the area.
- Establish the NW Crossing as a foodie destination, promoting diverse cuisine through traditional and non-traditional campaigns.
- Celebrate local artists through corridor murals and other art initiatives.
- Establish the NW Crossing as a destination for cutting-edge education and healthcare.
- Maintain/increase enthusiastic participation at city and community events.
- Build NW Crossing pride through consistent engagement efforts, events, social media channels and marketing.
- Encourage new and repeat visits to the NW Crossing through compelling marketing, event and incentive programs.

Businesses:
- Attract business investment with a NW Crossing dashboard (economic performance, graduation rates, community well-being, etc.).
- Improve awareness of the NW Crossing as an admired destination for post-secondary education.
- Position the NW Crossing as an attractive destination for businesses through marketing campaigns and compelling storytelling. Messaging to focus on high graduation rates, number of post-secondary institutions, richness of the community diversity, commitment to workforce development, successes, etc.
### NW Crossing Rollout Plan

#### SECTION FOUR – IMPLEMENTATION

**Primary Column** | **Description** | **Month 1** | **Month 2** | **Month 3** | **Month 4** | **Month 5** | **Month 6** | **Month 7** | **Month 8** | **Month 9** | **Month 10** | **Month 11** | **Month 12**
--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | ---
**Branding tools** |   |   |   |   |   |   |   |   |   |   |   |   |   
1 | Contaminated materials for NW Crossing sites | NW Crossing business cards, letterhead, etc. |   |   |   |   |   |   |   |   |   |   |   |   
2 | Collateral templates | NW Crossing handhelds, brochures, etc. |   |   |   |   |   |   |   |   |   |   |   |   
**Environmental** |   |   |   |   |   |   |   |   |   |   |   |   |   
3 | Wayfinding | Internal signage |   |   |   |   |   |   |   |   |   |   |   |   
4 | Street signage | Promotional signage throughout the corridor |   |   |   |   |   |   |   |   |   |   |   |   
5 |橱窗 | Brand visibility in retail centers, supermarkets, and other public areas |   |   |   |   |   |   |   |   |   |   |   |   
**Public relations** |   |   |   |   |   |   |   |   |   |   |   |   |   
6 | Internal stakeholder outreach tools | Brand visibility in community gathering places such as parks, recreation centers, etc. |   |   |   |   |   |   |   |   |   |   |   |   
7 | Videos | Utilization videos to emphasize the essence, culture and benefits of the corridor-based |   |   |   |   |   |   |   |   |   |   |   |   
8 | Websites | Online websites to reinforce brand understanding/evocation/image with internal stakeholders |   |   |   |   |   |   |   |   |   |   |   |   
9 | Email | Online tools to reinforce brand understanding/evocation/image with internal stakeholders |   |   |   |   |   |   |   |   |   |   |   |   
10 | Collateral | Physical materials to reinforce brand understanding/evocation/image with internal stakeholders |   |   |   |   |   |   |   |   |   |   |   |   
**External audiences branding tools** |   |   |   |   |   |   |   |   |   |   |   |   |   
11 | Articles | NW Crossing website highlighting the region's personality & promise |   |   |   |   |   |   |   |   |   |   |   |   
12 | NW Crossing Publication | Ongoing stories to stimulate interest, trial & repeat visits |   |   |   |   |   |   |   |   |   |   |   |   
13 | Social media strategy | Brand awareness campaign showcasing appealing activities, assets & hidden gems in the region |   |   |   |   |   |   |   |   |   |   |   |   
**Branding process** |   |   |   |   |   |   |   |   |   |   |   |   |   
14 | Core team | Brand awareness strategy focusing on the region’s unique attributes |   |   |   |   |   |   |   |   |   |   |   |   
15 | Collaborative | Brand awareness campaign showcasing the region’s unique attributes |   |   |   |   |   |   |   |   |   |   |   |   
16 | Internal | Brand awareness campaign focusing on the region’s unique attributes |   |   |   |   |   |   |   |   |   |   |   |   
17 | Public | Brand awareness campaign showcasing the region’s unique attributes |   |   |   |   |   |   |   |   |   |   |   |   
**Comprehensive strategy** |   |   |   |   |   |   |   |   |   |   |   |   |   
18 | Social media | Social media strategy showcasing appealing activities, assets & hidden gems in the region |   |   |   |   |   |   |   |   |   |   |   |   
19 | NW Crossing Publication | Ongoing stories to stimulate interest, trial & repeat visits |   |   |   |   |   |   |   |   |   |   |   |   
20 | Collateral | Printed vehicles to reinforce brand understanding/adoption/usage with internal stakeholders |   |   |   |   |   |   |   |   |   |   |   |   
21 | Intranet | Online site to reinforce brand understanding/adoption/usage with internal stakeholders |   |   |   |   |   |   |   |   |   |   |   |   
22 | Webinar series | Online vehicles to reinforce brand understanding/adoption/usage with internal stakeholders |   |   |   |   |   |   |   |   |   |   |   |   
23 | Videos | Motivational videos to reinforce the essence, culture and benefits of the corridor brand |   |   |   |   |   |   |   |   |   |   |   |   
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**One Brand Many Connections**
LOGO USAGE

CORRECT LOGO USAGE
Our identity represents our brand and what we stand for. It is important that the NW Crossing identity be placed correctly, consistently and without distortion of any kind. Always print the identity in the approved NW Crossing colors (see color palette on page 3). Always use the created logo files; never recreate the logo.

CLEAR FIELD
A clear field equal to the height between nw and crossing in the nw crossing logo (labeled X). It must surround the logo at all times. No graphic elements of any kind should invade this clear field.

MINIMUM SIZE
For the greatest impact and readability, a minimum identity size has been established. This is the smallest size at which the identity should ever be reproduced. Smaller versions are difficult to read. The minimum size of the identity is based on its width; it should never be less than 0.3".
INCORRECT LOGO USAGE

It is important to maintain the integrity and consistency of the NW Crossing identity. The identity must always be presented in a clear and legible manner.

- The identity must always be reproduced from the approved files
- Alterations to the identity are strictly forbidden

Additional factors to consider when using the identity include colors, backgrounds and the clear zone. Although not an exhaustive list, this page illustrates common incorrect uses of the identity.
COLOR PALETTE

The identity should be printed in the approved NW Crossing colors. NW Crossing colors were carefully chosen to complement our brand personality. Please note that some of the colors may have different numbers for Pantone coated versus uncoated. See the chart for CMYK and RGB breakdowns of these colors. Use RGB values when creating electronic media such as web, digital presentations, video, mobile, etc.

<table>
<thead>
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<th>C</th>
<th>M</th>
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<th>K</th>
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</tbody>
</table>

WEB SAFE | OB2042 | FCB116 | CC2027 | F57E20 | 035A4A | 0498A8
In order to clearly inform and educate audiences and add value to the brand, typefaces must be legible. Sofia Pro is the font family chosen for the NW Crossing image system. All collateral materials and digital applications in the image system should use this font family. This typeface was carefully chosen to match the NW Crossing brand personality. It enhances the brand and gives consistency and professionalism to the identity.

**Sofia Pro light**
ABCDEFghijklmnopqrstuvwxyz 1234567890

**Sofia Pro light italic**
ABCDEFghijklmnopqrstuvwxyz 1234567890

**Sofia Pro regular**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz 1234567890

**Sofia Pro regular italic**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz 1234567890

**Sofia Pro bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz 1234567890

**Sofia Pro bold italic**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz 1234567890
The “deconstructed mosaic” design lends itself to a variety of uses, while also adding to the diversity of the NW Crossing. The colorful squares, however, are limited to set number of configurations. Refer to examples on this page.
CO-BRANDING

Use the NW Crossing/PROUD CITY logo on identity and marketing/communication materials to identify your participation in the NW Crossing.

Natalie Davis
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PROUD CITY

City of Robbinsdale

John Tingley
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City Hall: (763) 537-4534
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E-mail: jtingley@ci.robbinsdale.mn.us

PROUD CITY

BRAND GUIDELINES
Co-branded signs provide opportunities to communicate the many exciting things to do and experience in the NW Crossing.

Co-branding - Wayfinding

- Station
- Business District
- Conservatory

2-Sided Directional Sign

2-Sided Information Kiosk

Place 1
Place 2
Place 3
Place 4
Place 5
Place 6
Place 7
Place 8
Place 9