

# COTTAGE CITY BRANDING PLAN 2018

## Situation analysis

Cottage City, Maryland, is a small, ethnically mixed Port Town community on the border of Washington, D.C. with a population of about 1,300. The town, once a presidential retreat, is rich with history and home to the trailhead for the Anacostia River Trail. Easily accessible by multimodal transportation, the town boasts a country feel in a city setting with the amenities of Washington, D.C. and the arts district of Hyattsville at your fingertips.

The city aims to attract new businesses along Bladensburg Road that will foster the community atmosphere the neighborhood cherishes. Residents are looking for cafes, coffeehouses, and other gathering-place type businesses to shape the neighborhood. This will also draw consumers from the surrounding area who are interested in walkable towns.

## What's next

Each initiative should include a launch event to generate interest and create community buy-in of the brand. Consistent repetition is what makes a brand successful.

### LOGO AND BROCHURE

- Create a logo and color palette and use it consistently. The repetitive use of a logo, style, and color scheme will create brand recognition.
- Create a brochure touting the town's amenities and population to draw in new businesses along Bladensburg Road.

### SIGNAGE AND WAYFINDING

- Community markers along Bladensburg Road are key to identify the boundaries of Cottage City.
- Improve the trail markers throughout the city to highlight wayfinding.
- Use the logo on all signs for cohesion and consistency.

### WEBSITE

- The website is the face of your community to a newcomer.
- Businesses will begin their research through your website. It should be attractive, current, and offer information about your community that would attract a business.

### SOCIAL MEDIA

- Use social media to promote community activities and encourage the community to engage with Cottage City social media accounts.
- Run contests to have the community post their best photo from Cottage City to improve community pride.

### IDENTIFY BRAND AMBASSADORS

- Find a diverse group of key influencers in your community who can help sell the new brand to all residents and increase brand buy in. Keep them informed.
- Appoint someone as the brand police to ensure consistency.

## Objectives

1. Increase brand recognition of the town to showcase its location and amenities.
2. Attract new businesses along Bladensburg Road to diversify the town's offerings and improve the aesthetic.
3. Build on the established community atmosphere and regular events to keep welcoming feel to the town.
4. Evoke pride in the neighborhood to encourage residents to take care of property.

## Mission

Celebrate our diverse, close-knit community of residents who rely on the walkability of their tree-lined, artists' haven to foster a stoop culture.

## Vision

Remain a safe enclave nestled adjacent to city amenities that attracts residents, businesses, and consumers who desire an engaged and cooperative community.

## Values

1. Respect and celebrate each other's rights and differences.
2. Take pride in our community, its appearance, and its diversity.
3. Use sustainable practices and take care of our environment.