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DOWNTOWN DEVELOPMENT AUTHORITY

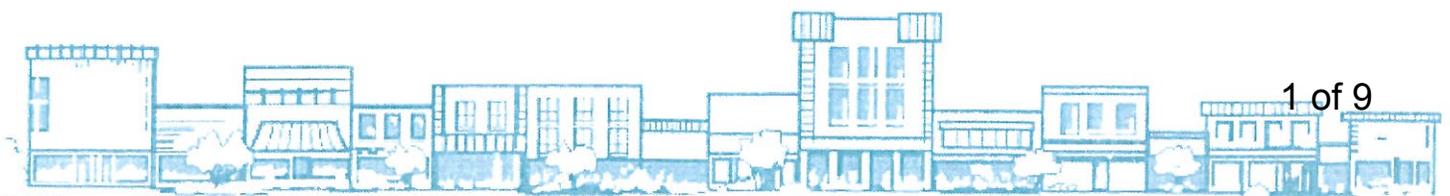
P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

SPECIAL MEETING AGENDA

Monday, July 11, 2011 5:00 p.m.
Conference Room 149B

NOTICE – If any person decides to appeal any decision of the Downtown Development Authority at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

1. **Call to Order**
2. **Roll Call**
3. **Downtown Branding**
4. **Public Comments**
5. **Other Business**
6. **Adjournment**





AGENDA ITEM: 3
THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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MEMORANDUM

DATE: July 8, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Downtown Branding

The special meeting of the Downtown Development Authority (DDA) meeting is for the purpose of a discussion regarding the proposed brand for Downtown. This is a follow-up to the discussion held at the April 2011 meeting of the Authority.

At the April meeting, Mastando Media & Marketing presented four concepts based on initial discussions with the DBPA Promotions Committee. The four original proposals and descriptions presented at the April meeting are attached. At the April meeting, the following was the ranking of the top three logos by the Authority members:

1. Iconic Palm Tree Logo
2. Orange & Palm Logo
3. City on the River Logo

In addition, Mastando Media has developed two additional logos based on the discussion from the Authority's April meeting. The two new logos are attached for your review. Mike Mastando will be at the Authority meeting to present the concepts.

Once the Authority reviews the proposed brand concepts, the next step is for the merchants to review the preferred concepts and provide input on the proposals at a town hall meeting to be held Tuesday morning, July 12. Once the input is provided, the decision on the brand for Downtown will be scheduled for the July regular meeting.

Once approved, the look and feel of the Downtown brand will be used for all joint efforts to promote Downtown. The CRA will use the branding concepts for all types of promotion efforts from attracting new businesses to bringing future development Downtown. The DDA and the DBPA would use the branding concepts for attracting customers to Downtown businesses through promotion materials. All of the promotion materials, such as print or electronic media, would have the same look for promoting Downtown.

LOGO DESCRIPTIONS

Original Logo - Four Pavers/street sign

Symbolism: Icons represent shopping & commerce, entertainment, environment, dining. We wanted to keep symbols as comprehensive as possible to represent the annual Downtown offerings. The diamond shape with softened corners reflects the pavers found along many Downtown sidewalks and roads. In an effort to differentiate Downtown Daytona Beach from your typical high-rise populated, traffic-ridden idea of a Downtown, we felt that using the village-style street sign to "hold" all of the other elements would communicate a quaint, welcoming and nostalgic ambiance, with the addition of a slight upward arc to intimate that it is a lively area filled with activity.

Colors: Similarly to the cityscape logo, bright, lively colors intimate the excitement and energy of the Downtown area. However, in this case, they are grounded by the powerful, elegant black, which communicates class and a little more wealth and formality.

Fonts: With this font, we still added a little whimsy to the first font but with a bit more restraint in order to maintain the village-like feel and the reality of it being a sign.

Iconic Palm Tree Logo

Colors: Earth colors, brown for land, blue for water, green for foliage.

Symbolism: This is an iconic representation of the Downtown, a more simple and abstract interpretation that can be used to represent any business in the district. The palm itself is built from the letters D and B (Downtown Daytona Beach), giving it authenticity from just any drawn palm.

Fonts: Again, we are juxtaposing the fun, frivolity of the Downtown by using one whimsical font with one more grounded font.

Orange & Palm Tree Logo

Overview: A serene yet upbeat and iconic capturing of the beauty of Downtown. Placid blues settle lively golds and oranges, just as the Halifax offers tranquility to juxtapose the lively night life and busy doings of the work day Downtown.

Symbolism:

Orange: An homage to the Downtown area past; the Downtown used to be populated by orange groves before it was populated by people.

Palm Tree: Forward leaning palm tree morphs into the orange, illustrating a connection with the past with a desire to move forward. Straightforwardly, the main image many associate with the Downtown area are the palms that line the streets.

Water/Sunset: The view of the Halifax is what separates Downtown Daytona Beach from other area Downtowns and gives it its "something special."

Fonts: The Avante Garde font family, which has been used as a basis for the logo fonts, has a very retro feel while also seeming amazingly contemporary. Again, this reflects the unique dichotomy of the Downtown area and all of its residents, business owners, and visitors.





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