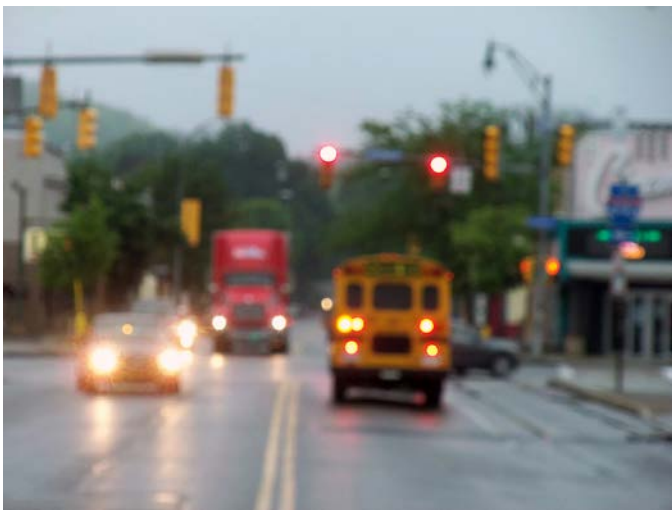


South Clinton Avenue (page 1)

Project: Destination branding

An example of "destination branding", the South Clinton Merchants Association wanted to increase the public's awareness of this Rochester, NY neighborhood's retail and commercial opportunities, in an effort to attract visitors and new businesses.



Background

South Clinton Avenue, located in proximity to Rochester's hip Southwedge neighborhood, is an internationally diverse area where you'll find specialty shops featuring items from all around the world, sitting side-by-side with services you need every day.

Challenge

Our client, the South Clinton Merchants Association (SCMA) – whose mission is to promote a strong business environment that in turn supports a healthy and vibrant neighborhood – wanted to increase the public's awareness of the neighborhood's retail & commercial opportunities, including many flourishing international eateries, in an effort to attract visitors and new businesses. The new branded image was intended for use on street banners, and in marketing activities such as an annual international festival. Research conducted during our Discovery Phase yielded several brand attributes:

(con't)



SOUTH CLINTON AVE

▲ NEW LOGO



▲ NEW LOGO DETAIL



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South Clinton Avenue (page 2)

Project: Destination branding

- **Variety:** Of people, food, times, places, stores, industry, transportation
- **Urban:** Proximity to downtown Rochester
- **Community:** Strong neighborhood identity
- **Nodes/ Intersections/ Crossroads:** The avenue has many intersections with thoroughfares leading to other neighborhoods, and it is in proximity to major highways leading in and out of the city, suburbs, and beyond.
- **Changing texture:** The avenue expresses a range of moods/physicalities/topographies
- **Historic:** Dating back to the heyday of the Erie Canal and earlier
- **International:** A diversity of food, stores, residents, etc from all over the world

Solution

The logo we created conveys as much of the neighborhood’s brand personality as possible, using an amalgam of icons in four color blocks which form a street grid. Imagery in each block is grouped together in established categories which represent each aspect of the business community:

- Food/drink
- Entertainment
- Services
- Retail

Illustrations of people participating in typical activities, such as a mother and child or waiter serving drinks in a restaurant, adds warmth, humanity, and a sense of community.

Results

The logo and its application to street banners up and down the street reveals the South Clinton Avenue neighborhood as a clear destination – a place with a diversity of amenities and a fun, friendly feel.

The logo is highly adaptable for a range of applications, and can be used in a horizontal or “stacked” format. ☺



▲ STREET BANNERS



▲ STREET BANNERS (PRELIM DESIGN)



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