

What's the point of a brand for the area?

Central Coast's decision to develop an overarching brand for the way it perceives and presents itself will provide a powerful competitive edge in the way that it positions itself in attracting investment and tourism visitors; and in the way that it continues to build its community strengths, social values and municipal capacity.

Development of a brand establishes the distinctiveness of an area and its special qualities. The brand becomes a crucial force in:

- > creation of a concise visual representation of who and what we are, and what we value;
- > effective, consistent communication;
- > providing guidance for development of new enterprises, services and products;
- > shaping strategic direction; and
- > informing policy development.

In effect, the brand becomes a fundamental tool that is the starting point for all decision-making.

Central Coast's Brand will be a vehicle through which locals, visitors, investors and others can relate to the area's distinct and appealing characteristics. It will also be a tool to ensure that the region stays true to its values.

Developing the brand

The brand development process for Coast to Canyon has drawn on the knowledge and understanding of those who have the greatest affinity for the area and the strongest connections with its strengths – those who live and work here.

Workshops involving local business operators, community members, and representatives of organisations have contributed to the identification of the Brand.

The work so far has concentrated on developing the five parts that work together to create the substance of the brand. These are: attributes, benefits, core values, personality and essence.

Once these have been adopted, then the next steps will involve developing the sixth element, which is the application of the Brand. This determines the way that it gets communicated, including its outward display, such as graphic design and photographs.

At this stage, a general concept for graphic design has been developed, with a couple of examples of how it might be used. This is simply intended to provide a visual reflection of the Brand and to show how it sets the direction for graphic design.

The Brand will bring focus to wide-ranging marketing communications, adapted to the needs of each situation. Specifics, such as photos and text, will vary depending on the medium and audience.

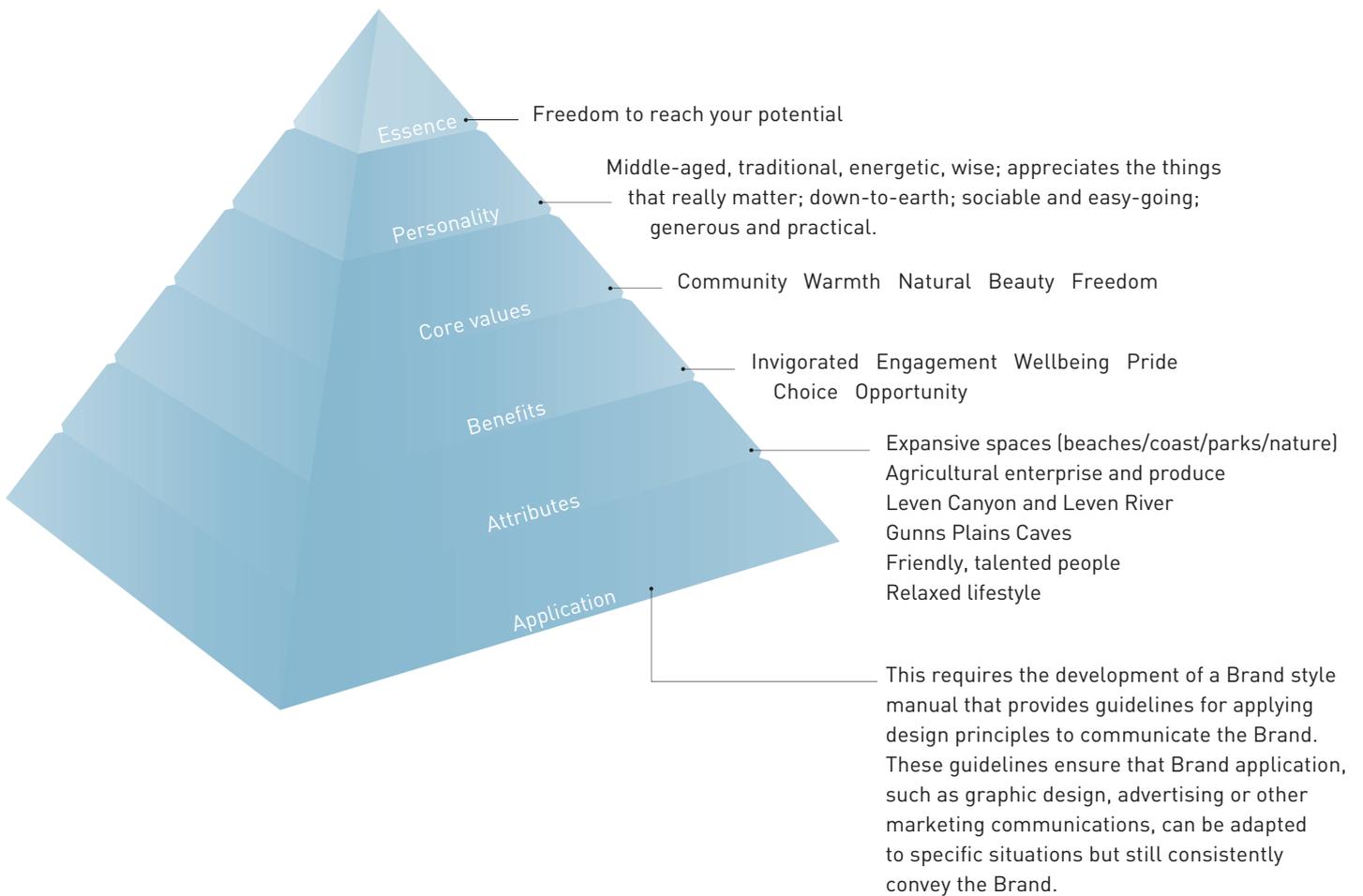


coast to

The brand and how it works

CANYON

The Coast to Canyon brand model



The brand and how it works

This initial graphic design shows the direction for application of the Brand and is a concept only. It requires further development, including a set of agreed guidelines in a Brand Style Manual, before it is ready for use.

Colours, typography and style of design convey Personality and warmth

Images convey Core Values

Overall effect highlights differentiation

coast to
CANYON

All you need to reach your potential ...

Enjoy the freedom of a place of plenty, with all that's needed to invigorate you, your family and your business. There's room to move and to find your own way.

Check out our

- > inviting community
- > abundant nature and resources
- > open spaces
- > friendly locals
- > easy lifestyle

You'll find it hard to leave.

This is a Brand that speaks to locals, visitors, businesses and investors about this differentiation, making a promise on which it can deliver.