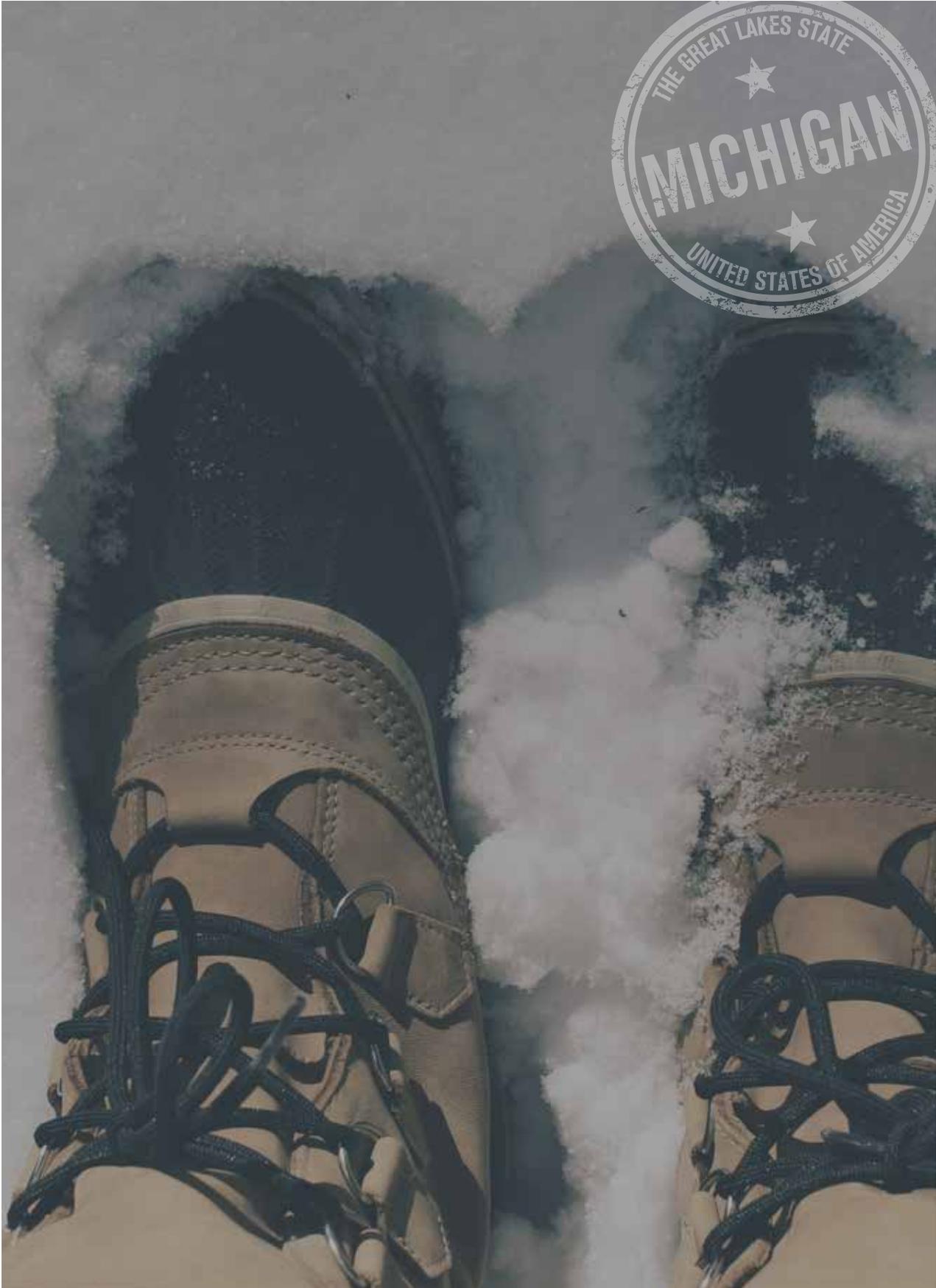




IRONWOOD

IRONWOOD, MICHIGAN

BRAND PLATFORM



VISION:

NURTURING THE TALES OF OUR PAST - BUILDING NEW TRAILS FOR OUR FUTURE.

MISSION:

CREATE A PLACE WHERE PEOPLE WANT TO BE: BE ATTRACTIVE.

CORE VALUES:

- 1) FRIENDLY COMMUNITY
- 2) CONNECTED/COLLABORATIVE COMMUNITY
- 3) ACTIVE COMMUNITY
- 4) A GREAT DESTINATION
- 5) RICH HISTORY
- 6) THRIVING COMMUNITY

“MY ROOTS KEEP
ME STANDING
STRONG”



KEY MESSAGES:

We have a diverse array of interests and opportunities. We aren't just "one thing."
We give you the opportunity to live life.

BRAND PERSONA:

We are strong; resilient; courageous in the face of adversity. We are unpretentious and comfortable in our own skin, and we encourage you to come as you are. Stay for as long as you'd like – you are welcome here! We are proud of where we've been, what we have, and where we're going (but let's not mistake that for arrogance). Our unrestricted natural beauty is rugged, unfiltered, and peacefully wild. Our doors are open to all, and we'll gladly help you find what you're looking for (you'll find it). We're multi-dimensional, with a wide range of interests and a deep appreciation for the arts. We make things happen, help each other out, and get things done. We can be a little resistant to change, but we know that to be prosperous for years to come, we must attract new people to our area, particularly of the younger generation.

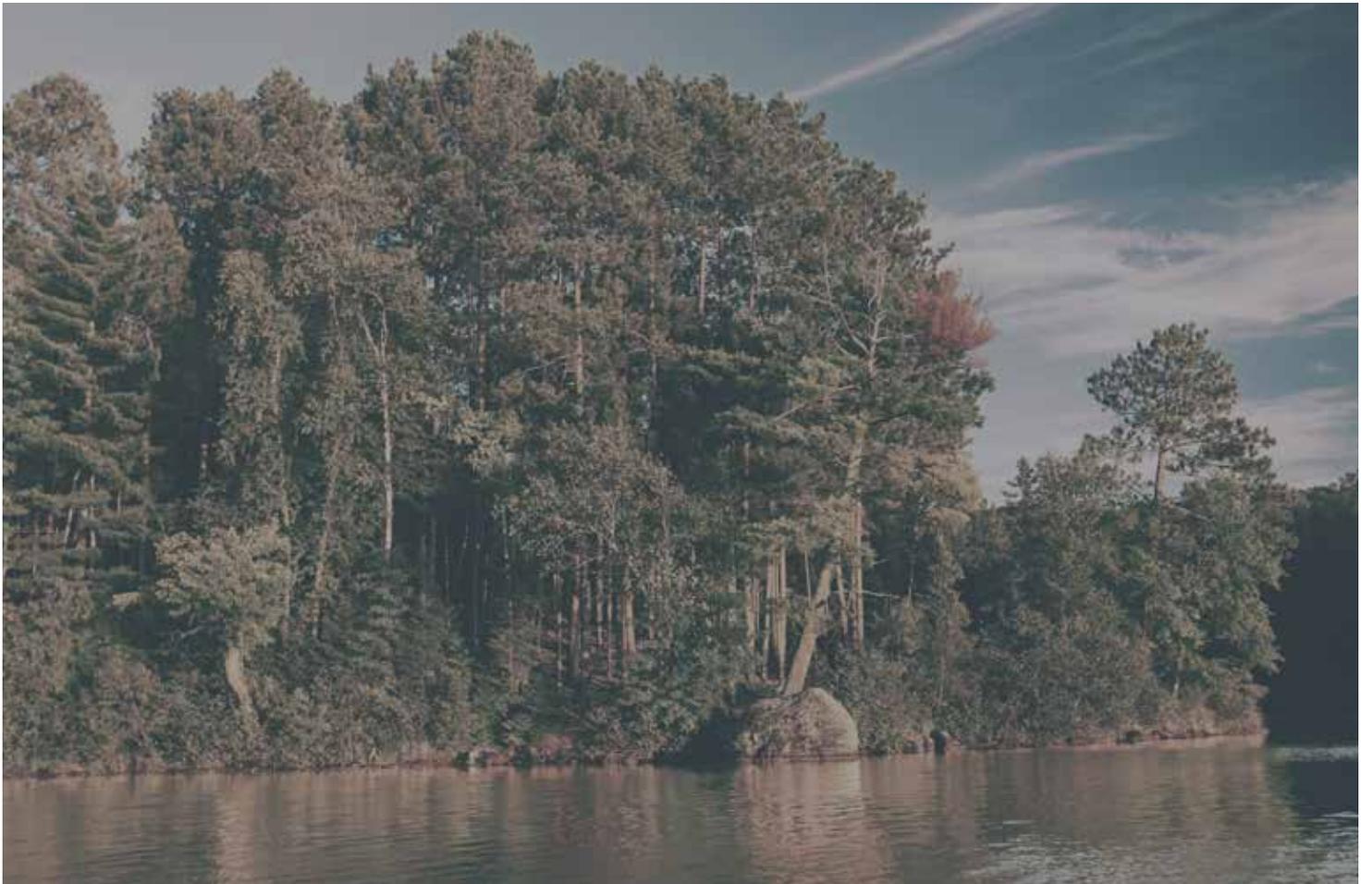
Abundant Enterprising
Non-pretentious
Spirit Unrestricted
Resilient Proudful Adventurous
Genuine Fresh
Steadfast
Historic Artful Rustic
Friendly Unfiltered
Honest Connected
Determined
Alluring Accessible Vibrant
Character Attractive
Thriving
Diverse
SISU
Scenic
Pure
Heart
Inviting
Resourceful

VALUE PROPOSITION:

Ironwood provides you with raw, unrestricted access to the opportunities and adventures that matter most while preserving a quality of that is personally fulfilling. There are those who search to have it all and those who wish to preserve it. That is Ironwood, MI. Set in the wild of the Upper Peninsula, folks here come as they are to experience the unfettered nature and stay to discover the extraordinary.

BRAND POSITION:

For active, artistic, adventurous people who take pride in authentic experiences and seek an honest living, Ironwood is the destination that provides you with unlimited access to nature and a vibrant community of diverse connections, making you feel the spirit of the city and the joy of adventure while creating a place to call home.





FIND YOUR NORTH

What is it that you're truly looking for? You can find it here. This tagline evokes action, mystery and anticipation of what lies ahead. Find a path yet to be taken (literally and figuratively). Find a new shop, a great restaurant, or a new favorite trail. Find a community group and make some new friends. Find an interest in the history that this great city was founded on, and the arts that are breathing new life into it today. Find a local need that is not currently being met, and start a new business. Find your purpose; your niche; your calling. And while "North" embodies one's spirit, it also appeals to those in the cities south of us (Minneapolis, Milwaukee, Madison). Explore our place, discover your passion, find yourself.

RELATIONSHIP TO CORE VALUES

What is it that you're truly looking for? You can find it here. **(all six principles)** This tagline evokes action, mystery and anticipation of what lies ahead. Find a path yet to be taken (literally and figuratively). **(active)** Find a new shop, a great restaurant, or a new favorite trail. **(active, thriving, great destination)** Find a community group and make some new friends. **(connected/collaborative, friendly)** Find an interest in the history that this great city was founded on, and the arts that are breathing new life into it today. **(rich history, thriving)** Find a local need that is not currently being met, and start a new business. **(thriving, active)** Find your purpose; your niche; your calling **(great destination)** And while "North" embodies one's spirit, it also appeals to those in the cities south of us **(Minneapolis, Milwaukee, Madison)**. Explore our place, discover your passion, find yourself. **(all six principles)**

BRAND VOICE:

The brand voice for Ironwood is warm, energetic, and inviting with the intention of connecting with and engaging their community. The brand is excited about where they've been and where they're going and proudly shares this progress on a regular basis. As a representative of the greater city population, the brand does not express strong opinions that would potentially elicit a negative response. Being the approachable city that it is, the brand voice conveys accessibility and willingness to help residents thrive. The language is inclusive of all who reside there, and maintains a simple and comfortable, yet jargon-free standard. With an emphasis on adventure and opportunity, the brand continually seeks out ways to inform, encourage, and educate the residents (and potential residents) of Ironwood, MI about why it is such a fantastic place to be.

PERSONA

ACCESSIBLE	DIVERSE	AUTHENTIC
ADVENTUROUS	HELPFUL	ENTERPRISING
PRIDEFUL		

TONE

HUMBLE	ENERGETIC	FRIENDLY
UPBEAT	RESPECTFUL	INVITING

LANGUAGE

COMFORTABLE	INCLUSIVE	SIMPLE
PROPER (JARGON-FREE)	NEUTRAL (NONPARTISAN)	

PURPOSE

CONNECT	EDUCATE	INFORM
ENGAGE	COLLABORATE	ENCOURAGE



IRONWOOD

MICHIGAN | *Find Your North*

BRAND ELEMENTS:

ICON: The hills and trees are a representation of the areas natural resources and topography. Going through the mountains you see what can be interpreted as “the path ahead” or a natural river. The circle suggest sturdiness, endurance and stability and conveys a sense of inclusiveness and community.

FONT: This font combination reflects a bold strength paired with casual ease.

COLOR: The primary colors of the logo honor Ironwoods rich history as well as the natural landscape. The blue symbolizes steel and water. The reddish brown symbolizes iron ore, the ground, as well as the color of some of Ironwood’s iconic buildings.



IRONWOOD

MICHIGAN | *Find Your North*



IRONWOOD

MICHIGAN | *Find Your North*



IRONWOOD

MICHIGAN | *Find Your North*



IRONWOOD

MICHIGAN | *Find Your North*

IRONWOOD

MICHIGAN | *Find Your North*





IRONWOOD

MICHIGAN | *Find Your North*

