



Portell Works

The Communications of Place

South Lincoln Homes
Redevelopment
Brand Identity Report

November 15, 2010



Branding Objectives

The Denver Housing Authority branding initiative for the South Lincoln Homes Redevelopment began in May 2010. The objective was to create a distinct brand identity for South Lincoln to:

- Differentiate it from competing projects
- Create awareness among target markets outside of the immediate area
- Generate interest in home buying/leasing among target markets

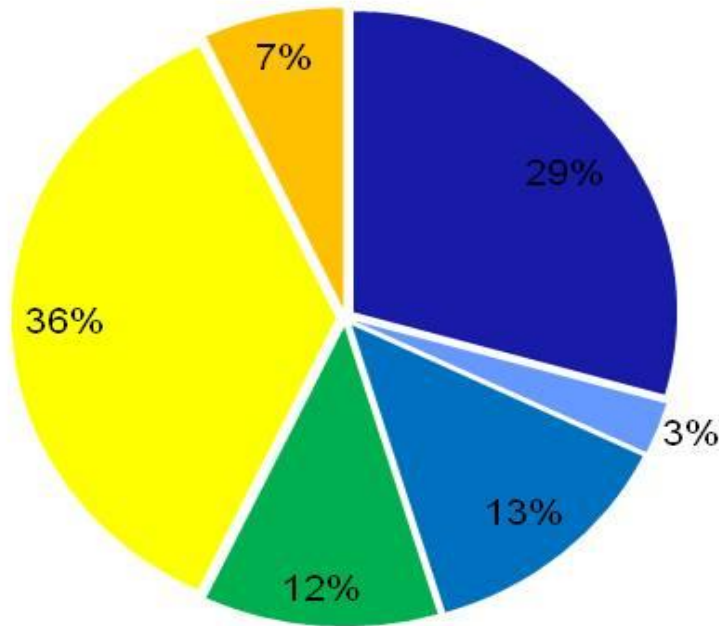
Primary Market Area

The primary market area, identified in market research by ArLand Land Use Economics, encompasses inner-ring neighborhoods circling Downtown Denver. This includes La Alma/Lincoln Park, Baker, West Washington Park, Golden Triangle, Uptown, Capital Hill, Alamo Placita, West Cheesman Park, Five Points, Highlands, Sunnyside, Lakeside, and the Auraria campus. A new trend of “creative empty nesters” moving back to city neighborhoods from suburban areas was identified and merits further research.



Housing Mix

More than half of the new housing at South Lincoln will be offered at market rate prices and rents. The community branding should appeal to a widespread, diverse group of potential homebuyers and renters.



- DHA Rentals: Flats/Townhomes 1-2 bedroom (224 units)
- DHA Rentals: Flats/Townhomes, 3-4 bedroom (21 units)
- DHA Rentals, Senior Apartments, 1-2 bedroom (100 units)
- Market Rate Apartments, 1-2 bedroom (89 units, \$700-1,100/mo)
- For Sale Flats, 1-2 bedroom (274 units, \$150-250K)
- For Sale Townhomes, 3 bedrooms (53 units, \$280-350K)

* DHA also has 31, 2-3 bedroom homes in the surrounding neighborhood

Target Markets for Apartments

Several target markets were identified for the market rate residential homes planned for South Lincoln. Consumer profiles were based on the geographic market area, anticipated home pricing and a wide variety of socioeconomic and demographic characteristics. The ESRI Community Tapestry market segmentation tool was used to help identify profiles.

“Metro Renters” are present in large numbers throughout the South Lincoln market area. These prospective apartment tenants are in their 20s and 30s, in college or recently graduated. They like to live near downtown, often with roommates. They work in downtown restaurants, banks, law firms and ad agencies; at Denver Health (entry level nurses, lab techs) and the Auraria Campus (junior faculty, staff, students). Their annual household income is \$35,000 to \$50,000. Transit access is key for this diverse, active group.



Target Markets for Apartments

Another primary market for the South Lincoln apartments is called “Industrious Urban Fringe.” This group tends to live in urban outskirts neighborhoods, including those in and around South Lincoln. About 60% of residents are of Hispanic origin and more than ¼ are foreign born. Most households are occupied by families, but about one-third rent and some are single parents. They work in manufacturing, construction, retail and the arts, with an annual household income of \$35,000 to \$45,000.



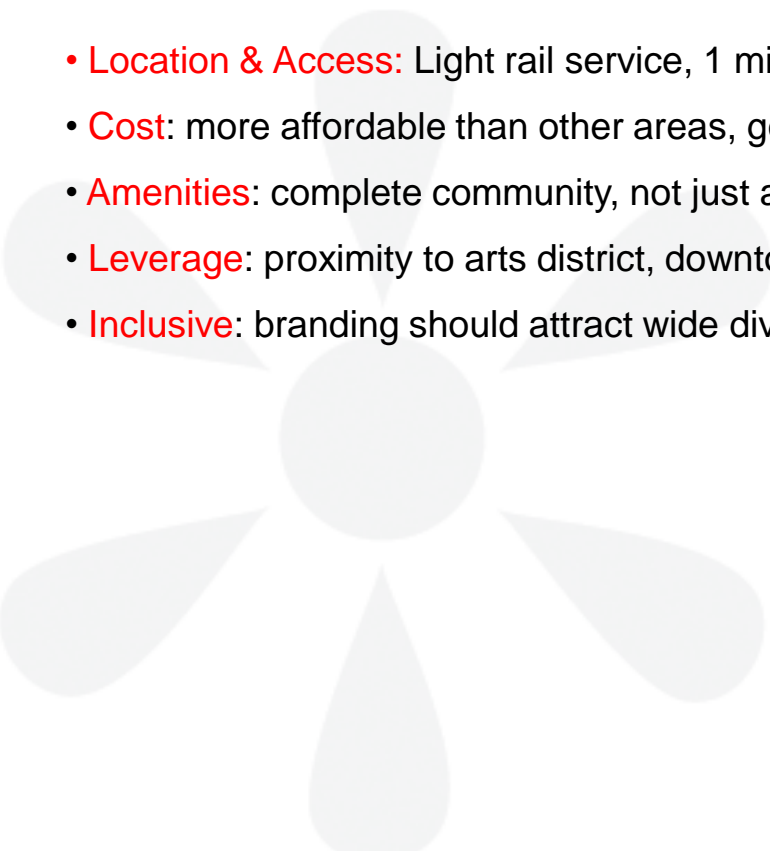
Target Markets for Condos, Townhomes

“Metropolitans” will likely be drawn to the planned condominiums and townhomes. These diverse, urban professionals live in neighborhoods close to downtown. They are singles and couples in their 30s and 40s; some are empty nesters. They tend to be civically involved and actively seek out multicultural experiences. They work throughout Denver, including downtown, Denver Health (mid-level nurses, paramedics), the Auraria Campus (faculty staff) and the Santa Fe Arts District (business owners/visitors).



Branding Focus Group—Brokers

A focus group of Realtors who work in the La Alma/Lincoln Park and Northwest Denver neighborhoods was convened in June. Participants were asked how they would sell the South Lincoln Redevelopment to a client, what key benefits and challenges they saw, and what they would emphasize in the project branding. Key comments are below:

- **Location & Access:** Light rail service, 1 mile from everything
 - **Cost:** more affordable than other areas, good investment for younger buyers
 - **Amenities:** complete community, not just a building; recreation center
 - **Leverage:** proximity to arts district, downtown, local history/culture
 - **Inclusive:** branding should attract wide diversity of prospective buyers, renters
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Community Focus Group

A group of about 20 community stakeholders participated in a branding workshop in June. They were asked how they would describe South Lincoln to a friend, how it would feel to stand in the plaza on a summer day, how South Lincoln is different than other neighborhoods, what its personality would be. Their comments are summarized below:

- Diverse, inclusive, welcoming
- Latino flair
- Real urban community
- Art, music, gardens, cooking
- Creative, active, energetic
- Being fully alive, living with soul, spirit, in the center—La Alma
- Images: community, art, food, plants, diversity, colors



Positioning Statement

All of the research was consolidated into a concise positioning statement. The positioning statement forms the basis for the branding and communicates how the project is different than others and why people should rent or buy here. Future marketing tactics or community identity elements should be consistent with the themes and personality of the positioning statement.

“The South Lincoln Redevelopment is a **creative urban community with Latino flair**. It is **inclusive**, with people of many colors, backgrounds, ages and occupations; interesting buildings and public art. There is a sense of being **fully alive**, nourished in spirit and in the **center of things**. There are signs of this everywhere: in **art, music, food and celebrations**. **Cultivate your life** in an affordable neighborhood with a light rail station, shops and recreational **amenities**. It’s **located** in the historic La Alma/Lincoln Park Neighborhood, just a few blocks from the Santa Fe Arts District and Downtown Denver.”



Naming

A variety of names were considered for the South Lincoln Redevelopment, based on historical and cultural references, the project's overall feeling and flavor, Spanish and English names that are easy to say and remember and the need to communicate the destination to those new to the area. An initial list of 50 possible names was shortened to 5 after staff and consultant input. The 5 finalists were presented to the South Lincoln Steering Committee for input:

Aldea

Avenue Centro

Mariposa District

Melodia

Osage District

There was much consensus around the name "Mariposa" because of its local and cultural significance. Denver Housing Authority selected it as the official project name in July.

Graphic Standards

The following standards should be followed for all applications of the Mariposa logo in order to preserve the integrity of the brand.

Logo

More than 20 logo concepts were developed and reviewed by staff, consultants and steering committee members. The final logo was selected in October. The design communicates the “creative urban community with Latino flair” positioning. Mosaics as an art form are found throughout the world, and the butterfly as a symbol of spirit or soul, and transformation, was meaningful to many people involved in the process.



Graphic Standards

The following standards should be followed for all applications of the Mariposa logo in order to preserve the integrity of the brand.

Logo Colors

Full color is the preferred usage for print and electronic media.



Black only usage is for one-color publications, such as newspaper.



Typeface is 80% Black: **MARiPOSA**

Color Palette: PMS and CMYK



PMS Process Magenta	PMS Violet	PMS 294	PMS Process Cyan	PMS 314	PMS 326
C 0	C 98	C 100	C 100	C 100	C 94
M 100	M 100	M 58	M 0	M 0	M 0
Y 0	Y 0	Y 0	Y 9	Y 9	Y 100
K 0	K 0	K 21	K 30	K 30	K 0



PMS 355	PMS 376	PMS 178	PMS 152	PMS 124	PMS 1795
C 94	C 50	C 0	C 0	C 0	C 0
M 0	M 0	M 59	M 51	M 28	M 94
Y 100	Y 100	Y 56	Y 100	Y 100	Y 100
K 0	K 0	K 0	K 1	K 6	K 0

Graphic Standards (cont.)

Using the Logo

Allow at least this much space around logo:



Do not change the proportion or distort the logo:



Minimum size of the logo:



Do not change the colors of the logo:



Do not rotate the logo:



Do not crop the logo:



Do not use the logo on a busy background:



Graphic Standards (cont.)

Typefaces

The wordmark in the Mariposa logo is set in Boton.

Available at www.myfonts.com

This text is set in Boton Medium

The recommended typeface that works well with the logo for headings, subheadings and body copy is the Avenir family.

Available at www.myfonts.com

Please use the Arial family if Avenir is not available.

This text is set in Avenir Book

This text is set in Avenir Book Oblique

This text is set in Avenir Heavy

This text is set in Avenir Heavy Oblique

This text is set in Avenir Medium

This text is set in Avenir Medium Oblique

This text is set in Avenir Black

This text is set in Avenir Black Oblique