



THE CITY OF **SAN BERNARDINO**  
*Community of Opportunity*

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San Bernardino has a significant amount of rich history, as well as agricultural and diverse lanscape. Central to mountain ranges, beaches, and deserts, San Bernardino is located only hours away from major Southern California cities, such as: Los Angeles, and San Diego.

San Bernardino is layed out on a gridded road system, making it ideal for manufacturing and warehousing.

San Bernardino offers an affordable housing market, making it ideal for blue collar families, and working class citizens. It also offers affordable space rent for businesses; although, the job market is limited presently, at one point in time San Bernardino businesses thrived. The possibility, for San Bernardino to provide small and large businesses an opportunity to flourish still rings true.

**Oppertunity:** San Bernardino has an extraordinary State University (CSUSB) and Junior College (SBVC). Highly educated and capable residents already occupy San Bernardino, unfortunately, they are forced to find employment elsewhere, this leads to unnecessary traffic conditions and lost revenue.

Near by activities include: Hiking, skiing and snowboarding, motorsports, fishing, music concerts, art festivals, and sporting events. Glen Helen Amphitheater has hosted a wide range of famous musicians and special events.The Orange Show Event Center is also in San Bernardino. The famous Pacific Crest Trail (PCT)runs through the San Bernardino mountains, and offers a unique hiking experience.



SM

Sarah

Small Business Owner



- Digital Media & Marketing
- Entrepreneur

Goals

- Deliver on past sales
- Generate new sales
- Expand the business

Activities

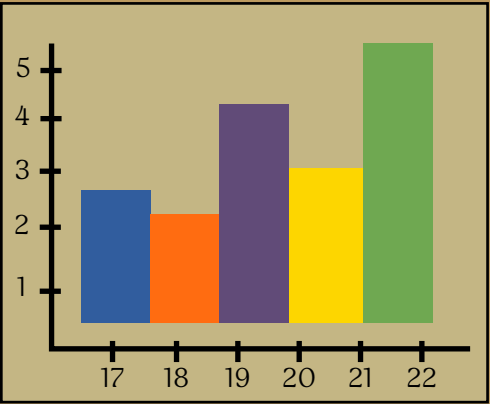
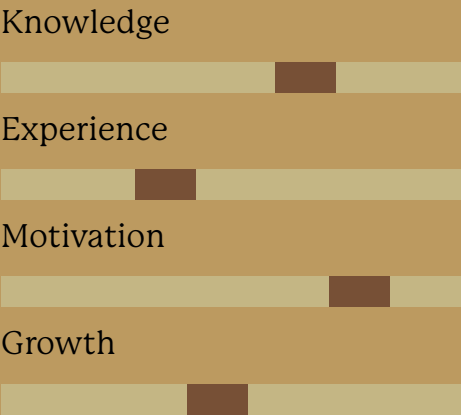
- Hiking and skiing
- Dancing

Demographics

- Female
- 32 - 40
- \$300,000/yr
- Married, no kids
- Urban Location
- Masters Degree

Brands





Tim

Business Owner



- Manufacturing
- Technology

Goals

- Expand Production
- Invention
- Creative

Activities

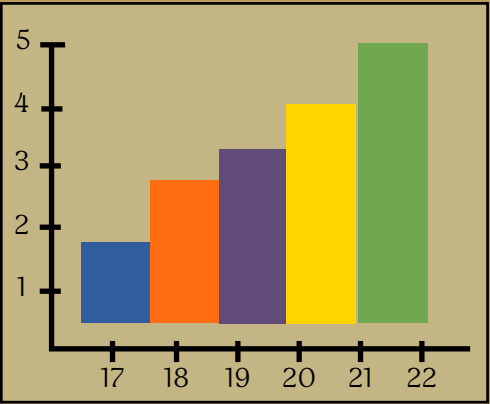
- Surfing
- Tradeshows

Demographics

- Male
- 40 - 55
- \$600,000/yr
- Married, 2 kids
- Silicon Valley
- Ph. D Computer Science

Brands





Project Research:

At one time San Bernardino created cutting edge jobs, manufacturing, agriculture, self-reliance, opportunity, experience of all four seasons, in a location central to Southern California.

- *Easy access to freeways, airports, and public transportation.*
- *Low income, affordable space rent,affordable housing, limited competition for business within the city.*
- *The competition: neighboring cities that have already been re-branded as business friendly.*
- *Historic landmarks: Route 66, Indian Springs Hotel, first McDonalds restaurant, Museums*

Project Summary:

Brand San Bernardino as a small/large business friendly community, in order to attract new money, and create jobs.

- *Utilize existing business buildings, and factories.*
- *Give incentives for business owners to relocate to San Bernardino*
- *Promote the advantages, and central location of San Bernardino*

Target Audience:

The target audience is established entrepreneurs, business owners, corporate sponsors, manufacturing companies, and technology driven business models.

- *By welcoming new businesses, we provide employment to locals, generate revenue, and reduce traveling times for residents.*
- *Leadership qualities*
- *Make San Bernardino less reliant on other cities.*

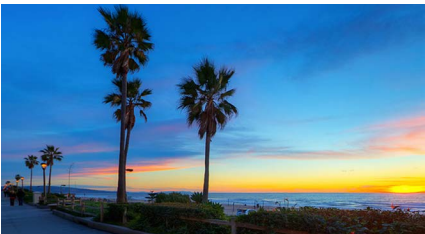
Desired Message:

San Bernardino provides opportunity, great weather, central to major cities, mountains, beaches, deserts, existing warehousing and shipping routes.

Look and Feel:

Fun, Fresh, Royal, Sky

- *Mountains, Deserts, Beaches, Palm trees, agriculture, manufacturing, freeway access*
- *Natural yet fun colors, bright orange fruit colors, pride, opportunity*
- *These images focus on the environment, possibilities, potential, educated and active locals, and less on the stigma of crime and poverty*
- *Promotes growth, environment, and potential to see San Bernardino in a new light.*





PANTONE 668 C



PANTONE 012 C



PANTONE 032 C



PANTONE 7489 C



PANTONE 7684 C



PANTONE 7702 C



MRS EAVES

HEADERS

ITC New Baskerville Std

Body text

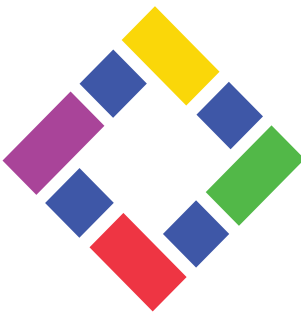
P22 Mackinac Pro

Tagline: Community of Opportunity

VEVEY

LOGO (SAN BERNARDINO)





THE CITY OF  
SAN BERNARDINO



After realizing that the Route 66 events aren't held in San Bernardin anymore, I decided that the airport is more appropriate.



FOR USE LOGO: VEVEY

For Use: Deck/tagline  
Text: P22 Mackinac Pro

	PANTONE 668 C		PANTONE 7489 C
	PANTONE 012 C		PANTONE 7684 C
	PANTONE 032 C		PANTONE 7702 C

For Use: Can be replaced with black, white, or select Pantone colors, depending on shade of "Background."

For Use: Place white behind logo icon, outline text, when placed on non-white surfaces.

## ATTRACTIONS, EVENTS, RESTAURANTS, AND POINTS OF INTEREST

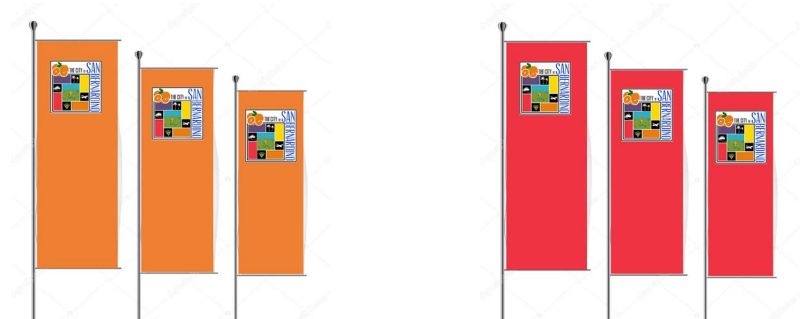
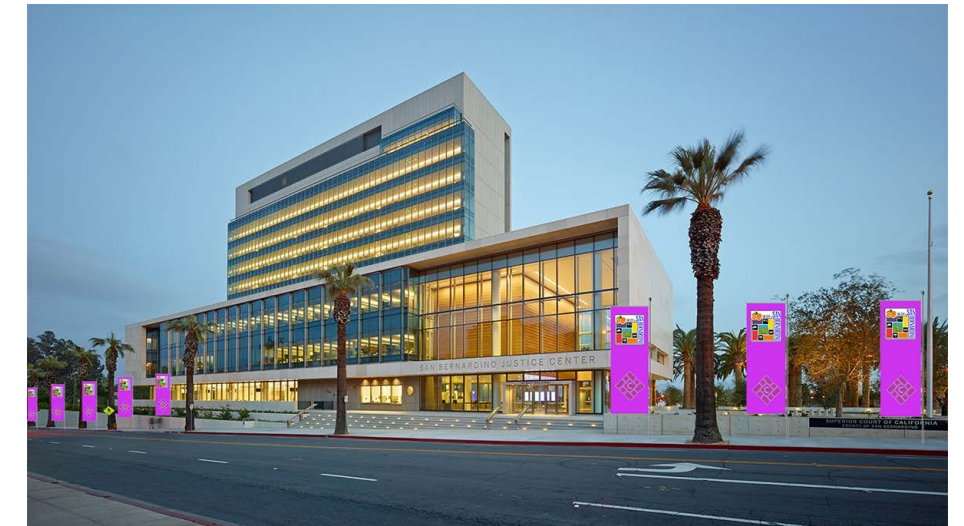
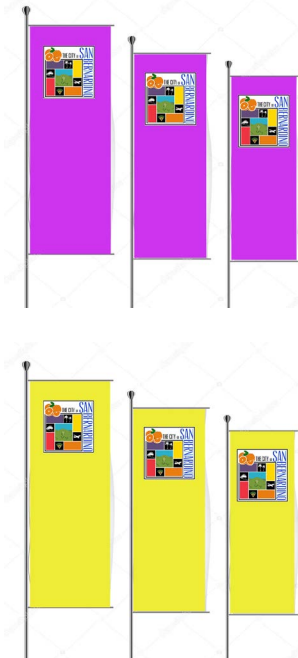
Install touchscreen kiosks maps, that are populated with color coded city highlights, shops, museums, businesses, and county buildings.

**Symbols key:** that can be used to label districts/areas:  
airport, entertainment, food, public transportation, etc..  
Defined by business owners, citizens, city government.  
General: color coded A, B, C, D, etc..  
Specific: A1, A2, A3, A4, etc..



## STREET FLAGS: POINTS OF INTEREST

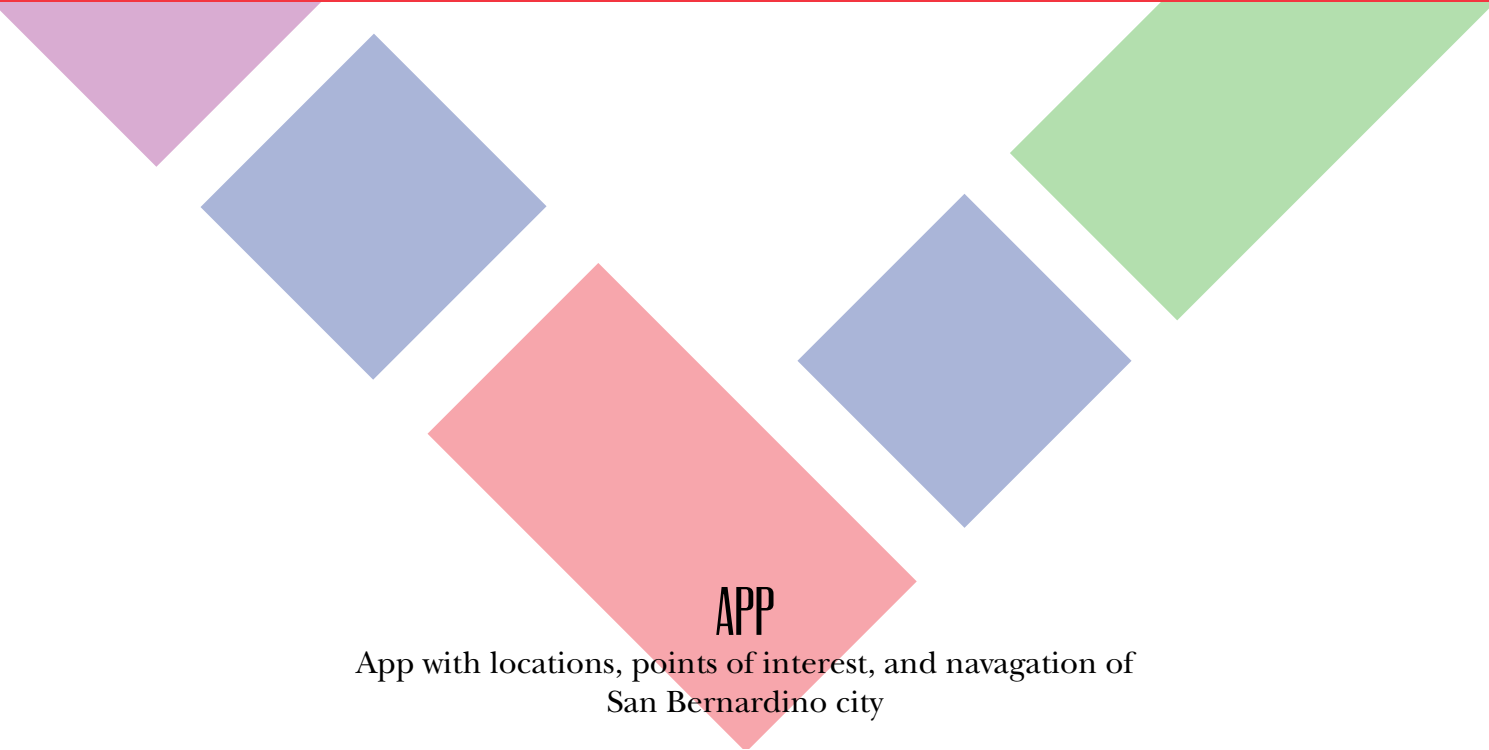
The street flags will be easily identifiable, will correspond with the touchscreen kiosks, and allow residents and tourists alike, to easily navigate San Bernardino.



BROWSER TAB ICON  
Logos Icons



WEBSITE  
Desktop, Tablet, and phone





STATIONERY

Letterhead, envelope, business cards,  
note pad



CITY LOGOS

*Public transportation & work trucks*



PROMOTIONAL GIVEAWAY  
Shopping bag, coffee cups, water bottle



MAGAZINE AD





Bryan Mount  
Art344 Spring 2018  
Rebranding of  
San Bernardino