



Strategic Plan & Complete Marketing Asset Development

The Bristol Development Authority (BDA) works to improve the physical, economic, and social environment for the Bristol Community by serving as the primary governmental organization dedicated to promoting commercial development, to preserving and improving the City's housing stock, and to securing and

administering the resources required to meet specified goals. The BDA fosters an environment that is supportive of economic development and growth. It manages many economic development incentive programs to encourage the retention, expansion, relocation, or creation of new businesses within the City. These incentive programs include grants, tax abatements, and much more. The BDA serves as the lead municipal agency for retail, industrial/distribution, and downtown development, including coordinating the reformed Centre Square downtown development project.

Primary:

- Prospective companies for Bristol, CT
- Current companies that were already financially and emotionally vested in Bristol
- Current residents of Bristol, CT

Secondary:

- Real estate agents for prospective new residents
- Prospective travelers for tourism to Bristol
- Travel agents to promote travel to Bristol, CT
- Prospective residents for Bristol, CT

Objective: Develop awareness, branding, and focused marketing to target audiences

Target: All seven identified target audiences including prospective businesses, current businesses, and current residents.

Summary: The Bristol Development Authority is responsible for economic growth and tax dollars for the City of Bristol, CT. The group is a part of the city government of Bristol, Ct but never had any consistency or strategic plan.


Assets: Develop a logo, key messaging, positioning and all marketing communications assets directed to the primary and secondary audiences.

Results: For the first time, a logo, tagline, and messaging that resulted in more than two dozen new and existing businesses to relocate or expand to Bristol.

Logo, Branding, & Messaging



Branding Guidelines



Brand Standards Guide

These brand standards were developed as a method for protecting the brand of Bristol, Connecticut. It is important to consult with and follow the enclosed guidelines to maintain the City's brand integrity.

Bristol, Connecticut Color Specification Guide

Color Palette

The color palette for Bristol, Connecticut is bright, energetic, and impactful. The palette includes red to highlight the theme of "heart" in the brand and passionate spirit of Bristolites. The red combined with the blue creates a Bristolian patriotism, honoring our strong veterans community. The blue represents the blue collar backbone evident in the hearts of Bristolites, and the reason we have produced great results throughout time. The complementary colors provide neutral and playful tones that can enliven the logo in use materials, like ads.







Production of artwork by different techniques may require the use of different color matching systems. For the most consistent brand palette, the recommended breakdowns are listed below.

Foundation Colors

Bristol Blue and Bristol Red are the brand's foundation. They are to be used whenever possible.

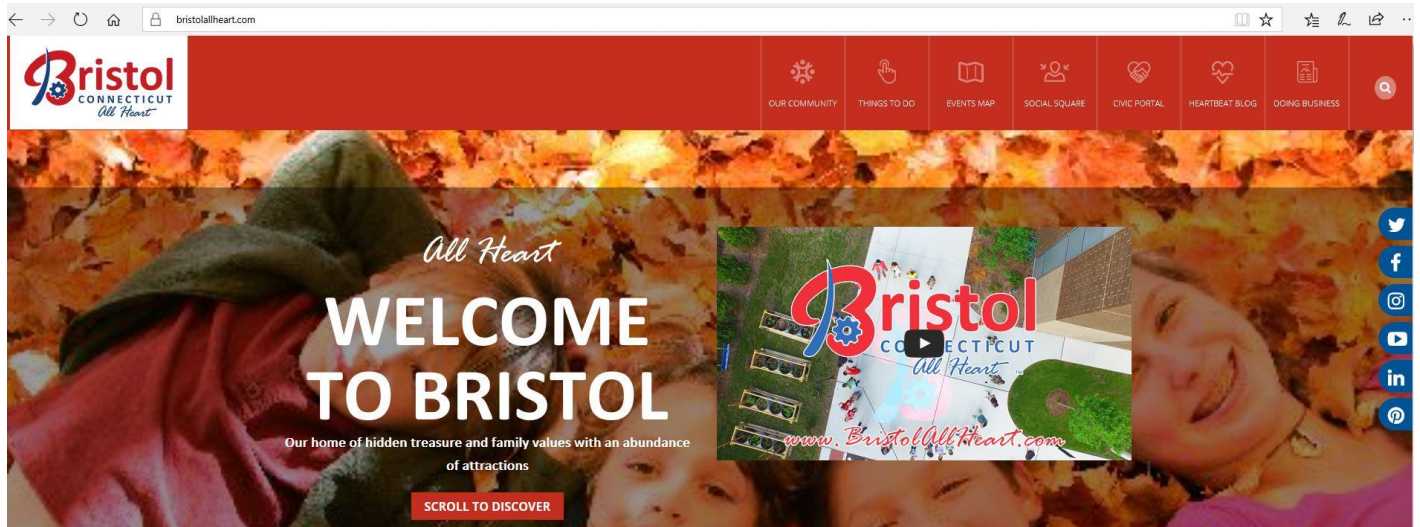
	
Bristol Blue C-100 M-85 Y-23 K-7 PANTONE 7687 C PANTONE 280 U R29 G56 B125 Web #10427D	Bristol Red C-10 M-100 Y-100 K-10 PANTONE 7621 C PANTONE Strong Red U R198 B28 B84 Web #D51C22

Complementary Colors

		
C-57 M-57 Y-64 K-36 PANTONE 411 c PANTONE 419 u R61 G81 B72 Web #E8548	C-26 M-16 Y-3 K-14 PANTONE cool grey 5 c PANTONE cool grey 5 u R102 G179 B196 Web #A3AFC4	C-100 M-60 Y-10 K-53 PANTONE 540 c PANTONE 295 u R2 G54 B96 Web #00355F
		
C-40 M-75 Y-88 K-10 PANTONE 1645 c PANTONE 166 u R214 G170 B122 Web #F16534	C-63 M-10 Y-31 K-10 PANTONE 325B c PANTONE 7465 u R75 G179 B191 Web #48C48F	C-23 M-98 Y-84 K-16 PANTONE 201 c PANTONE 704 u R88 G15 B29 Web #A82331

Website/Internet Marketing

After a new "look and feel" was established in all marketing and communication materials, a vibrant website was created that was full of ever-changing content.



Social Media Properties

Start Up Bristol

Start Up Bristol is a progressive program from the BDA that was a contest to draw new companies to Bristol. It was an annual program where companies could make presentations for new ideas for businesses or expansion of current business in Bristol to win up to \$25, 000 for startup funds. Marketing including press releases, radio spots, social media posts, and email marketing.



TITLE: StartUp Bristol Radio # 2 (Fish) Runs After 3-21

Time Code	Audio	
00:00 – 00:29	<p>Music</p> <p>Hey Fish here. Got an idea for a new business? My hometown of Bristol is doing something really cool called StartUp Bristol. This free program is to help entrepreneurs who have a great concept or an exciting business they want to grow in Bristol.</p> <p>The “All Heart” City is giving you the chance to win a share of \$100,000 for your startup. Some eligibility rules apply but if you are an entrepreneur or seasoned pro looking to expand to Bristol, apply now.</p> <p>Apply now by heading to bristolct.gov/startup or search “Startup Bristol!” on Facebook. Apply now because the deadline is April 11. Your dream could be just a click away!</p>	<p>Music At startup....then underneath spot</p>
	<p>Music Fades.....</p>	

Social Media Strategy

