



ECONOMIC DEVELOPMENT BRAND STRATEGY, ESSENCE & STANDARDS



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BACKGROUND & OPPORTUNITY

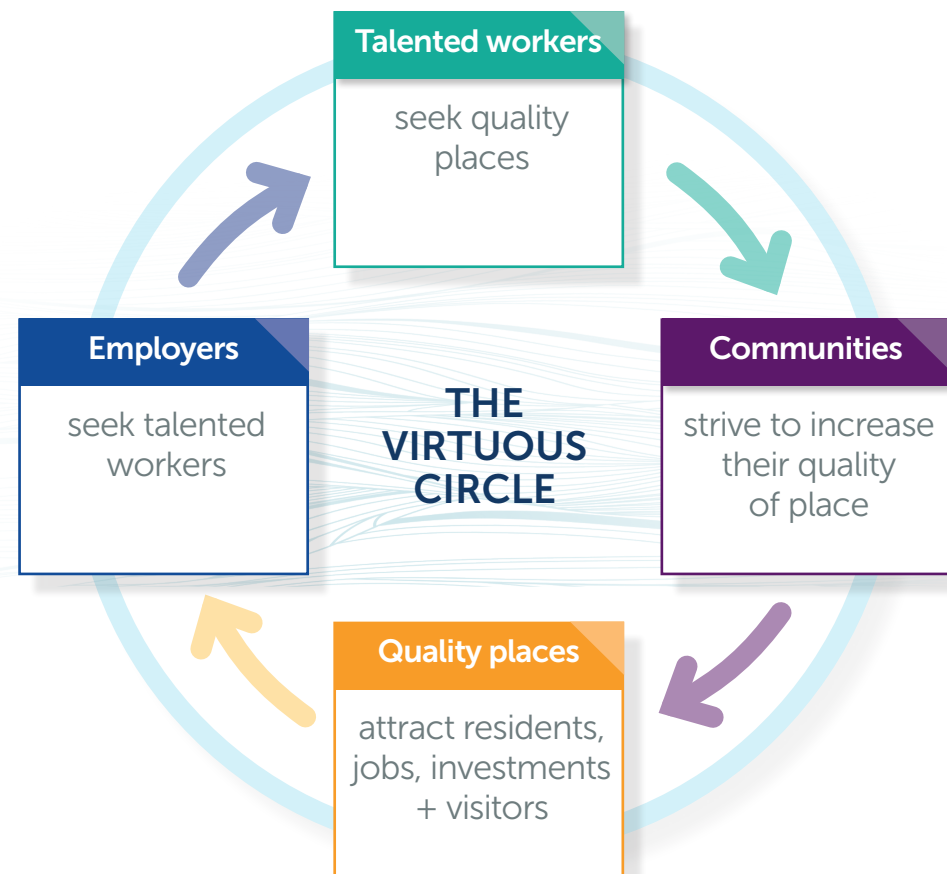
The new currency in the site selection marketplace is **quality of place**. In the era of the knowledge worker, the choice of where he or she will work has gradually shifted to the employee. Thus, employers are increasingly mindful of the potential of their locations to attract and retain good people. They seek locations with a high quality of place.

Regions that possess a high quality of place offer, not only strong conditions for conducting business, but a high quality of life for their people – which brings with it greater potential for productivity and retention. Communities must answer the demand for quality of place by creating an optimal work-life experience. Then, they must capture the unique essence of this work-life experience through their **place brand**.

This document serves as an introduction and guide to building the Jacksonville region's place brand.

For all of the economic success JAXUSA has created for our region, and for all the quality of our place, its vague national and international identity – or brand – is an impediment to the region's continued growth.

The Demand for **Quality of Place** Demands a **Quality Place Brand**.



BACKGROUND & OPPORTUNITY CONT.

Rather than view it as an impediment, this guide approaches identity building as our great opportunity – and our job. **Elevate Northeast Florida**, the five-year plan published in 2018, makes identity and brand building one of its four, core recommendations and, therefore, the work of JAXUSA and its partners:

Elevate Northeast Florida specifies adoption of the place and brand building recommendations of the **truJAX initiative**, an exploration and strategic plan sponsored by JAXUSA Partnership, Visit Jacksonville, JEA, JTA, JAXPORT and JAA and developed between 2014 and 2018 toward the end goal of building a stronger global identity around the region’s predominant asset, its waterscape.

***“Embolden our
Global Brand and
Expand Awareness
of Our Region”***

- Elevate Northeast Florida

truJAX provided these foundations for the pursuit of a stronger identity:

Community DNA & Vision



DNA: Inspired by our waterways

Vision: Jacksonville is the water life center of America

A Unified Vision for Sense of Place



This is a mandate for shaping our regional planning and built environment around the waterscape (i.e. creating access to and celebrating our river, intracoastal, preserves, lakes and the Atlantic Ocean).

Identity-Building, Economic Driver Strategies



These strategies are holistic and go beyond branding to ensure a sustained, real and authentic experience and identity (health and wellness programming around the water, thought leadership, events, etc.).

BACKGROUND & OPPORTUNITY CONT.

These are the four pillars of the water's potential to impact our region:

How the Waterscape Shapes our Region

Recreation & Adventure

Health & Wellness

Economic Growth

Ecological Health

Please see truJAX.com to learn more.

With the truJAX DNA & Vision as its foundation, this guide provides the framework, strategy, messages and graphic identity that are the beginning of a more distinct and ownable brand that will help our region stand for something distinct in the marketplace.

Apply it with inspiration.

OUR TARGET AUDIENCE

The regional economic development brand targets these site selection and investment decision makers:

C-suite & VPs



C-suite and VPs of facilities and real estate of companies seeking to relocate or expand within the area's target industries of:

- Advanced manufacturing
- Advanced transportation & logistics
- Financial services
- Health & biomedical
- I.T. & innovation

Site Selectors & Consultants



Site selectors and consultants working with potential companies on corporate relocation and expansions.

Site consultants are the gate keepers to potential corporate expansions and relocations as companies hire them to advise on viable cities for consideration.

Skilled Talent & Workforce



Skilled talent and workforce seeking new or expanded career and lifestyle opportunities

BRAND STRATEGY

How the intersection of our **waterscape** and **health & wellness** can define Jacksonville/Northeast Florida

Nearly all great cities and regions of commerce have been built around waterways. This is **NOT** the story of “we’re on the water” or “we’ve got water.”

This **IS** the story of how our expansive and diverse waterscape creates an environment of year-round enjoyment, inspired living, creativity, productivity and prosperity.

Jacksonville’s potential is to be known as the place where water and wellbeing are linked like no other place in the world.

The area’s diverse waterways are the connective tissue of the community and combine waterside presence, commerce and activity with a culture of health, wellbeing and adventure.

The JAX Water Advantage



BRAND STRATEGY CONT.

How Our Waterscape Drives Wellbeing – And Our Quality of Place Proposition to Expanding Companies & Talent

As our Community Vision states, **the brand strategy is to position Jacksonville as the water life center of America.**

Our water-based natural environment is expansive, consisting of 1,100+ miles of ocean, Intracoastal and river shoreline and the largest urban park system in the United States. Combined with the breadth of our health and wellness community and our year-round climate, the region has an ownable quality of place story with real business benefits.

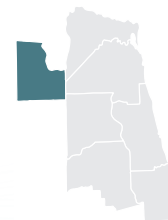
Consider how the water defines both the lifestyle **and** commercial benefits of our **partner counties**:

*We are positioning the region
as **the place where waters work
wonders for employers** – it is a
place of waterside enjoyment
that inspires productivity*



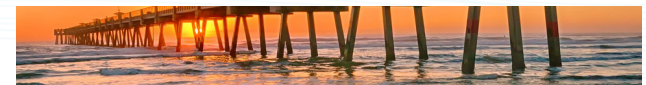
BAKER COUNTY

Home to several large industrial parks and a low-tax, business-friendly environment, Baker includes the Osceola National Forest and an abundance of lakes that allow for a variety of fishing, boating, hunting and other recreational activities.



CLAY COUNTY

With the region's second highest educated workforce, abundant available property and access to ports, railroads and major interstates, Clay's entire eastern border is located on the the St. Johns River and is filled with natural beauty. The county is also an "A" rated school district and offers a superb quality of life.

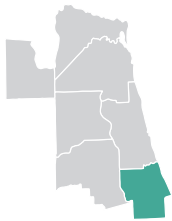


DUVAL COUNTY

Spanning more than 840 square miles with its eastern border on the Atlantic Ocean, Duval County is rapidly growing with the St. Johns River flowing through. The county's convenient location, mild climate, reasonable cost of living and high quality of life make it an ideal business location.

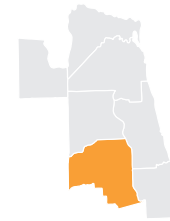


BRAND STRATEGY CONT.



FLAGLER COUNTY

Ranked as the 7th best small place for business and careers, Flagler County is located along the Atlantic Ocean and is a thriving community with a low average cost of living and an abundance of cultural, recreational and leisure opportunities.



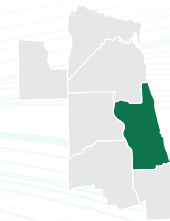
PUTNAM COUNTY

Close in proximity to major interstates and a port on the St. Johns River, Putnam County provides an idyllic and peaceful lifestyle with a number of industry leaders in the pulp and paper, steel manufacturing, concrete pipe and ship building sectors having a presence.



NASSAU COUNTY

Situated on the northeast coast of Florida along the Atlantic Ocean, Nassau County offers a skilled military workforce, the Port of Fernandina and an infrastructure network that helps businesses connect with the world and is ideally positioned for new industry and expansion opportunities.



ST. JOHNS COUNTY

Situated along the Atlantic Ocean and Intracoastal Waterway, St. Johns offers businesses the ability to tap into a highly skilled and educated workforce, old-world charm, competitive tax climate, acclaimed coastal communities and fiber-optic connectivity with significant open space for development.

STRATEGIC BRAND PLATFORM

Target Audience

For expanding companies seeking an accessible, cost-effective, top 50 metro area in America's booming sunbelt

Frame-of-Reference

Jacksonville & Northeast Florida, on the Atlantic Ocean and at the center of the Western Hemisphere

Point-of-Difference

is the place where an expansive and varied waterscape provides highly skilled labor, logistics excellence and an extraordinary, year-round lifestyle

Benefit

so that operational advantages and the health and wellness of your people drive maximum productivity, innovation and growth for your business.

BRAND MESSAGING

The Jacksonville region offers a water-based lifestyle and drives labor and logistics strength, making it the ideal site for talented workers and growth-minded businesses. Our waters inspire productivity in any industry. Specifically, the breadth and diversity of our waterscape creates these benefits:



Labor Force

Our area's proximity to water allows for labor and talent attraction, increased wellbeing and productivity in workers, and ultimately retention of skilled employees.

- Water has proven impacts on the human psyche, including increasing creative capacity, mental clarity and productivity in individuals and offering recreation, adventure, health & wellness activities.
- Our water-based lifestyle attracts people, helps them to be their best and most productive – and that helps companies retain great people.
- Professionals enjoy a lower than average commute time, low cost of living, and year-round temperate climate.
- Our region is home to one of Florida's youngest populations with a median age of 38.
- Jacksonville is growing twice as fast as the rest of the nation and is ranked #7 Best City for Job Seekers by *Money*.



Advanced Manufacturing

Our three naval bases generate highly trained skilled employees and attract marine, aviation and manufacturing suppliers and vendors that support a variety of advanced operations.

- Three regional bases operate here, Naval Air Station Jacksonville, Naval Station Mayport and Naval Submarine Base Kings Bay, along with the BRAC Cecil Commerce Center.
- Third largest military population in the U.S. with 3,000+ skilled veterans remaining in the workforce after exiting the military.
- Wide diversity of companies including JinkoSolar, Saft, Johnson & Johnson, BAE Systems, Northrup Grumman with advanced, innovative manufacturing operations.
- Two certified megasites and industrial sites ranging from hundreds to more than 1,000 acres for any size business or operations.

BRAND MESSAGING CONT.



Advanced Transportation & Logistics

As a leading port city, our multi-modal logistics strength and infrastructure consisting of air, rail, maritime and highway put the world closer more cost effectively.

- Logistical infrastructure comprised of two deep-water ports, three major interstates – I-95, I-10 and I-75, three major railroads (CSX, Norfolk-Southern and Florida East Coast) and an international airport system.
- Westernmost location along the East Coast that allows products to be shipped anywhere in world and offers companies same-day access to 94 million consumers.
- Area known as America's Logistics Center and region is a FTZ (free trade zone), one of the largest in the state.
- International leader in the production and export of liquefied natural gas (LNG) with JAXPORT having the world's first LNG-powered container ships (Crowley) and North America's first LNG bunker barge.
- Global connectivity as our international airport offers more than 95 non-stop flights and connections to every major city in the world.



Financial Services

Banks, financial organizations and other institutions operate more efficiently along our riverbanks with a more fulfilled and productive skilled workforce.

- More than 20 major banks, insurance and investment services firms located here are on *Forbes' Global 500* list
- With a low cost of living, Jacksonville is a more cost-effective city to operate in compared to more traditional financial hub cities such as New York City.
- More than 60,000 employees work in the financial industry, offering a broad range of financial services and fintech experience.
- Major companies such as FIS, Deutsche Bank, Citi, and Black Knight have found success and growth here.

BRAND MESSAGING CONT.



Healthcare & Biomedical

Our proximity to the ocean and coastal geography provide an environment for a world-class healthcare system that breeds health and medical innovation.

- Healthcare system encompasses more than 20 high-profile healthcare facilities, research and innovation, with a rapidly growing biomedical community.
- Home to one of three Mayo Clinics, one of five MD Anderson Cancer Centers and UF Proton Therapy Institute.
- Cutting-edge medical companies such as Medtronic, McKesson, Availity and HCI Group invent and innovate in region.
- Talented, skilled workforce of 90,000 workers with one in every six jobs in the healthcare industry.



I.T. & Innovation

Our skilled talent, coastline NAP and subsea fiber connectivity allow the region to grow as a tech hub and advance innovation and productivity.

- JAX NAP is a carrier-neutral digital expressway connecting to more than 40 countries with miles of fiber cables entering Jacksonville from the Atlantic Ocean.
- The JAX NAP is the only Network Access Point centrally located between Dallas, Atlanta and Miami and reduces costs, latency and risk. Our advantage is our seaside location and strategic location in the center of the booming Southeastern U.S. population.
- Cited to have North America's fourth largest increase in tech talent, Jacksonville continues to be ranked by *Forbes* as one of the fastest-growing regions for high-tech jobs.

BRAND MESSAGING CONT.



Quality of Life

Our water-based lifestyle and location provide an abundance of opportunities for people to enjoy an ideal work-life balance.

- At 1,100 miles, area has more shoreline than any other city in the nation.
- Home to 22 miles of beaches, 40 miles of the Intracoastal Waterway, 50 public boat ramps, and the longest stretch of the St. Johns River in the state of Florida.
- Area has the largest urban park system in the country.
- Mild climate with 220 days of sunshine.
- Average commute time of only 25 minutes.



Regional Partnership

The region is composed of seven counties that offer a variety of diverse qualities and economic, housing and recreational waterside activities that provide a high quality of life, successful businesses environment and a productive and skilled work force.

- The region's seven unique and thriving counties - Baker, Clay, Duval, Flagler, Nassau, Putnam and St. Johns - work cohesively together to attract businesses and labor to the area.
- The regional economic development partnership allows a collective approach to highlight the region's variety of attributes and assets appealing to prospective companies and workers.

tides

inventive

advanced

bold

majestic

coastal

inspired

spirited

dynamic

industrious

currents

BRAND VOCABULARY

powerful

connected

determined

beautiful

energetic

collaborative

vigorous

strong

pioneering

innovative

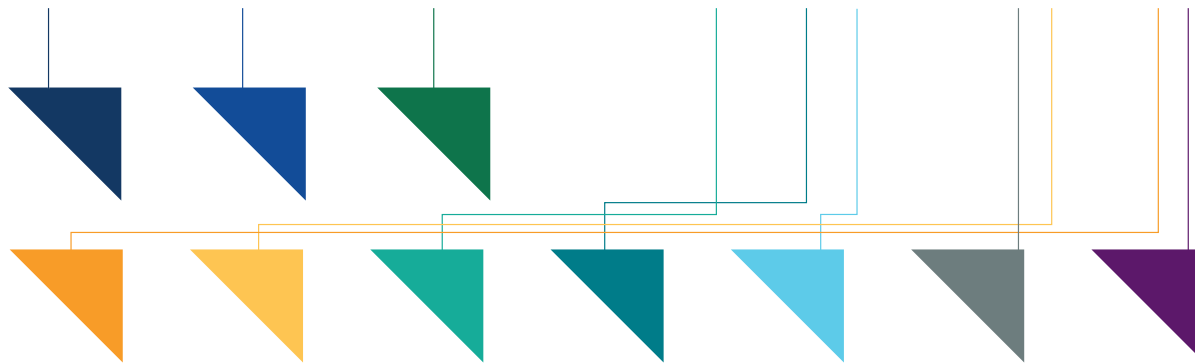
forward



BRAND IDENTITY GUIDE

JAXUSA
PARTNERSHIP

COLOR PALETTE



The color palette is composed of nature-derived colors in a spectrum of shades that are evocative of water and the natural environment. The palette provides a wide array of colors that are not overly saturated.

The colors work in harmony together to showcase the breadth and diversity of the various visual representations of water.

COLOR PALETTE CONT.

Primary Color Palette (Logo)

These colors are the basis of the logo and the most frequently used colors in the designs of other brand pieces.



Pantone 2955C
RGB 0/56/101
CMYK 100/60/10/53
HEX #003865



Pantone 2945C
RGB 0/76/151
CMYK 100/53/2/16
HEX #004C97



Pantone 3415C
RGB 0/119/73
CMYK 97/10/86/18
HEX #007749

Secondary Color Palette

These colors complement the primary colors and are used less frequently. These colors are used as accents and to draw attention to things like charts and graphs.



Pantone 7474C
RGB 0/118/129
CMYK 96/9/32/29
HEX #007681



Pantone 7473C
RGB 39/153/137
CMYK 75/5/48/3
HEX #279989



Pantone 1375C
RGB 255/158/27
CMYK 0/45/94/0
HEX #FF9E1B



Pantone 142C
RGB 241/190/72
CMYK 0/24/78/0
HEX #F1BE48



Pantone 305C
RGB 89/203/232
CMYK 54/0/6/0
HEX #59CBE8



Pantone 444C
RGB 113/124/125
CMYK 45/16/25/50
HEX #717C7D



Pantone 260C
RGB 100/38/103
CMYK 66/100/8/27
HEX #642667

TYPOGRAPHY

Museo Sans is the recommended font. It is a sturdy, low contrast, geometric, highly legible sans serif typeface that is very well suited for any display and text use. Its artistic form and design can best represent the creative nature of water and its supporting brand elements. It is also a free/low-cost universal font that will be easy for all parties to acquire and use to support consistency across brand communications.

Headline

100 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890

Body Copy

100 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890 abcdefghijklmnopqrstuvwxyz 1234567890

300 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890 abcdefghijklmnopqrstuvwxyz 1234567890

500 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890 abcdefghijklmnopqrstuvwxyz 1234567890

700 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890 abcdefghijklmnopqrstuvwxyz 1234567890

900 **ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890** **abcdefghijklmnopqrstu vwxyz 1234567890**
ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890 abcdefghijklmnopqrstu vwxyz 1234567890



LANGUAGE & VISUAL GUIDELINES

The water-driven messaging should be infused into both language and visuals across all communications mediums. Don't simply show water, but showcase the unique attributes of the work-life experience here and the benefits that companies enjoy because of our proximity to, utilization of and enjoyment of water. The imagery and language used must support and connect Jacksonville and the region's place brand attributes of inspiration, motivation and productivity due to our waters.

IMAGERY

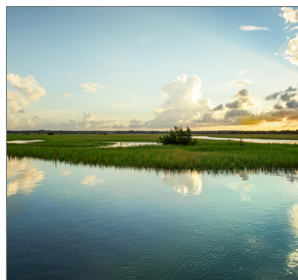
For images used to highlight the region's target industries, the focus should be on **vibrant water settings found throughout the region paired with a skilled industry worker who has discovered the wonders of the region.**

In some cases, the use of a more general water image may be required due to space and/or image availability. These cases should be the exception, not the rule. When a water image not paired with talent is used, the language must be tailored to make the very strong connection between the water, quality of life/ place and business benefits that companies enjoy.

The imagery should always showcase how workers in each of the region's target industries have been inspired and motivated by our region's waters, and how their employer has benefited.



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THESE WATERS
WORK WONDERS.

Roberta Morales
Quality Control Technician
Johnson & Johnson Vision

THE TIMUCUAN PRESERVE, JACKSONVILLE

INNOVATION is at the heart of Johnson & Johnson Vision's culture. And while Northeast Florida's coastal location gives this vision care product and technology company an unparalleled global logistics hub, the incalculable value they find here is the innovation, productivity and wellbeing that our miles of shoreline inspire in their people.

JAXUSA
PARTNERSHIP

THE JACKSONVILLE REGION

jaxusa.org

BAKER | CLAY | DUVAL | FLAGLER | NASSAU | PUTNAM | ST. JOHNS

IMAGERY CONT.



Advanced Manufacturing

- Images of Navy personnel, naval bases, manufacturing operations near water
- Showcase workers from: Saft, JinkoSolar, Johnson & Johnson, Anheuser-Busch, BAE Systems, LNG vendor/supplier



Advanced Transportation & Logistics

- Images of JAXPORT, Port of Fernandina, ocean liners, railroad crossing river, Jacksonville International Airport
- Showcase workers from NAS Jacksonville, Amazon, Wayfair, CSX



Financial Services

- Images of FIS Global/Black Knight on river; Northbank/Southbank financial services buildings, TIAA Bank Field
- Showcase workers from Deutsche Bank, Bank of America, Fidelity



Health & Biomedical

- Images of Baptist Health on river; Mayo Clinic next to lake/proximity to ocean; UNF/JU campuses
- Showcase workers from Medtronic, UF Proton Therapy Institute, Flagler Hospital, McKesson, One Call



I.T. & Innovation

- Images of Web.com headquarters, CSX Technology building, Smart Region/JTA autonomous vehicles
- Showcase workers from Black Knight, Fanatics, Coastal Cloud, Pragmatic Works

MANDATORIES

Financial Services Example / River

Balance use of imagery across our three main water bodies: the river, the Intracoastal/Preserves and the ocean

Water element

Include references to Northeast Florida in the copy



Florida map highlighting Northeast Florida area

JAXUSA Partnership logo

Reference to area as The Jacksonville Region (below logo to provide clarity on the metro)

Listing of county names - Baker, Clay, Duval, Flagler, Nassau, Putnam, St. Johns. (where possible use as a footer with water photo behind county names)

BRAND ELEMENTS (SHOWN IN APPLICATION)

Advanced Manufacturing Example / Ocean

THESE WATERS WORK WONDERS.

Chris Welch
Cyber Software Engineer
Northrop Grumman

ST. AUGUSTINE BEACH

INNOVATION is at the core of Northrop Grumman's culture. And while Northeast Florida's coastal location gives the leading global security company an unparalleled global logistics hub, the incalculable value they find here is the innovation, productivity and wellbeing that our miles of shoreline inspire in their people.

JAXUSA PARTNERSHIP
THE JACKSONVILLE REGION

jaxusa.org | BAKER | CLAY | DUVAL | FLAGLER | NASSAU | PUTNAM | ST. JOHNS

Advanced Manufacturing Example / Ocean

EARLY AM BOARD MEETING.
ALL-DAY PRODUCTIVITY.

Chris Welch
Cyber Software Engineer
Northrop Grumman

ST. AUGUSTINE BEACH

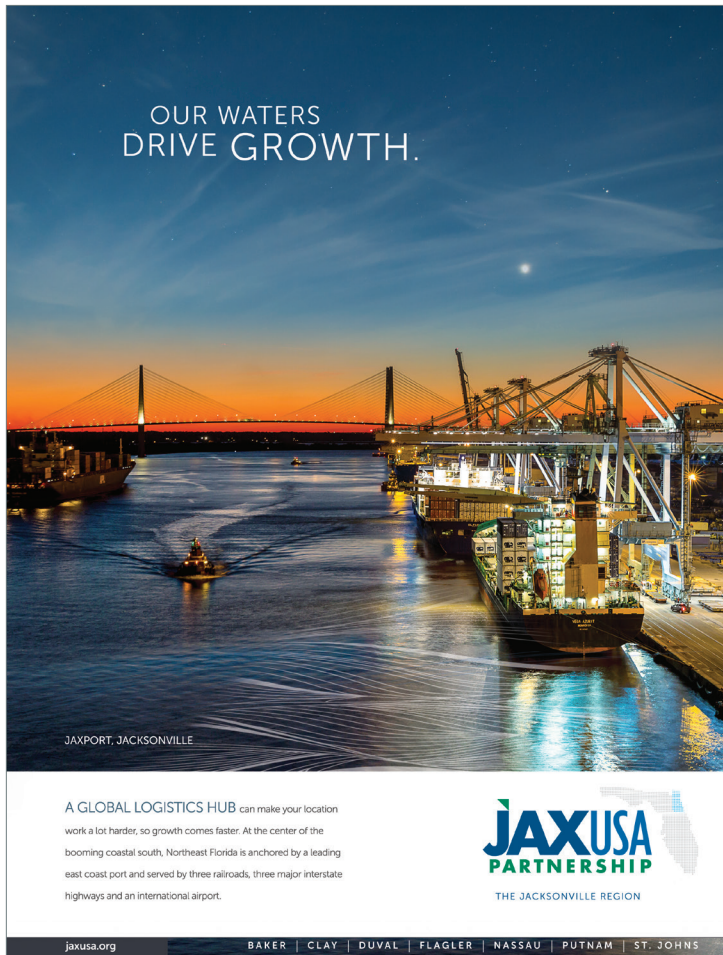
OUR WATERS WORK WONDERS FOR ADVANCED MANUFACTURING. And while Northeast Florida's coastal location gives Northrop Grumman an unparalleled global logistics hub, but the incalculable value they find here is the innovation, productivity and wellbeing that our miles of shoreline inspire in their people.

JAXUSA PARTNERSHIP
THE JACKSONVILLE REGION

jaxusa.org | BAKER | CLAY | DUVAL | FLAGLER | NASSAU | PUTNAM | ST. JOHNS

BRAND ELEMENTS (SHOWN IN APPLICATION)

Advanced Transportation & Logistics Example / River



Array of Messaging:

Our waters (These waters) inspire **productivity**.

Our waters inspire **innovation**.

Our waters inspire **breakthroughs**.

Our waters inspire **happiness**.

Our waters inspire **growth**.

Our waters inspire **wellbeing**.

Our waters inspire **wellness**.

Our waters drive **growth**.

Our waters connect **countries**.

Our waters connect **continents**.

It's only **natural** that medical innovations happen here.

BRAND ELEMENTS (SHOWN IN DIGITAL APPLICATION)

IN A SETTING LIKE THIS



JAXUSA
PARTNERSHIP

THE JACKSONVILLE REGION

INNOVATION
COMES EASY.



JAXUSA
PARTNERSHIP

THE JACKSONVILLE REGION

OUR WATERS WORK WONDERS FOR
ADVANCED MANUFACTURING.



JAXUSA
PARTNERSHIP

THE JACKSONVILLE REGION

[LEARN HOW](#)

BRAND ELEMENTS (SHOWN IN DIGITAL APPLICATION)

EARLY AM
BOARD MEETING



JAXUSA
PARTNERSHIP

THE JACKSONVILLE REGION

ALL-DAY
PRODUCTIVITY.



JAXUSA
PARTNERSHIP

THE JACKSONVILLE REGION

OUR WATERS WORK WONDERS FOR
ADVANCED MANUFACTURING.



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THE JACKSONVILLE REGION

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BRAND ELEMENTS (SHOWN IN APPLICATION)

