



DCHC

Brand + Name

Table of Contents

01 Brand Strategy

Mission/Vision	01
Brand Values	02
UVP	03
Positioning Statement	04
Personality & Voice	05
Brand Persona	06
Key Messaging Drivers	08

02 Name

Name Considerations	11
Name Recommendation	12

03 Visual Branding

Brand Considerations	15
The Brand	16

Brand Strategy



Mission + Vision

Mission

To be a progressive and equitable advocate and facilitator in developing our region's transportation system in a way that improves the quality of life for all residents.

Vision

An equitable and sustainable transportation system that expands choices and opportunities for the region as it continues to grow.

Brand Values

Equity:

Transportation choices that are equitably made, entail meaningful engagement, and are universally understood.

Collaboration:

Between your team, your members, and the general public to create a sustainable transportation system.

Expanding opportunities:

Transportation as an essential human need for having access to opportunities like jobs and housing.

Innovation:

Consistent forward movement with cutting-edge transportation solutions.

Unique Value Proposition

You are a regional convener with a progressive mentality amongst your members, consistently keeping equity and innovation at the forefront of your plans. You are able to move plans and projects forward more quickly in this way and also have more detailed conversations on the region's needs.

Positioning Statement

An advocate and thought leader for transportation systems in the region that are equitable and improve the quality of life of the region's residents.



Brand Personality & Voice

Voice

Informative, knowledgeable,
honest, and inclusive

Personality

Innovative, forward-thinking,
collaborative, reliable,
transparent, and equitable

Brand Persona





You are here to facilitate real and equitable change in the region's transportation system. While you are often the driver of those innovative, forward-thinking changes, you encourage your members to take a more central role in communicating with their communities.

You act in a collaborative and supportive manner, providing resources, access to funding, and more to your members.

You want to create a sense of belonging and community with both members and the general public. You are a space to drive change that aligns with their immediate and future needs while keeping the long-range plans top of mind when considering these needs.

Brand Persona

Continued

You want to be seen as a thought-leader in the region's transportation system but you want to make sure it does not come across as elitist or like you know better than your members or the communities they serve. Use everyday language, especially with the general public, to appeal to their needs. Make sure your language is inclusive and you are transparent in communicating your plans to create a sense of community with your members and the public.

This will help establish more trust and no longer be seen as a Durham-centric organization.

Key Messaging Drivers

Interconnectivity of long range plans and the various communities in the MPO

Supporting sustainable growth through transportation

What's an MPO/TPO?

Key Messaging Drivers

Our goal is to improve the quality of life in our region

Equity-focused transportation projects

Community empowerment

Name

Name Considerations

- 1 Be inclusive of all regions
- 2 Be more descriptive about what you do
- 3 Avoid a bunch of acronyms
- 4 Be easy to remember
- 5 Provide flexibility for long-term growth

Visual Identity



Brand Considerations

- 1 A logo that represents the region and all forms of transportation
- 2 A color palette that differentiates you, while also tying in with CPRC/your old colors
- 3 Design elements to represent community and interconnection

Questions?



Thank you!