



CITY *of* MARION

**MORE THAN A BRAND
2017-2018**

BRAND

n. /brand/

1. The visible elements of a brand (such as colors, design, logotype, name, symbol) that together identify and distinguish the brand in the consumers' mind.

MARK

n. /märk/

1. A visual symbol that that refers directly to company, brand or product. Can be a highly conceptual design, which represents an idea or a value.





Jess Alumbaugh

Mayor, City of Marion

The City of Marion is a resilient community. Our citizens are at their best when our challenges are most difficult. As with many rural communities, when industry began to decline, our city worked hard to reshape our destiny.

As Mayor of Marion, it has become my mission to develop partnerships with the numerous entities throughout our community to create a safe, quality of place environment that will encourage families to make Marion their home. By partnering together, our city will continue to become a strong and better community.

Jess Alumbaugh



History of Marion

Our Rich History

Established in the midst of mainly an agricultural economy, the City of Marion was founded in 1831 by Martin Boots and David Branson. Named in honor of General Francis Marion, Boots and Branson donated what is now present day Marion to be the center of Grant County. Fast forward to almost two centuries later, Marion has been a center for business, manufacturing, familial life, as well as community and still today, it continues to be a hub for all its residents to enjoy.



The background consists of a complex arrangement of overlapping triangles in various shades of blue and teal. The colors range from a deep navy blue to a bright, light blue. The triangles are of different sizes and orientations, creating a dynamic, geometric pattern that fills the entire frame.

**WE ARE PART
GREATER STO**



**T OF A
ORY.**



What is a Brand?

One Common Identity

A brand is not a slogan or a logo. It is not simply a visual representation, but rather it encompasses the **essence** of a place or group of people under one identity. A brand gives the community something to **unite** under with one common identity. Unity is vital for the **growth** of any organization because brands are what people base their decisions on: decisions about where to live, where to go on vacation, where to set up a business, even where to invest.



**YOU
ARE
THE
ANS
WER**

REVEAL. EMPOWER. PROPEL.



MARSHALL UNIVERSITY



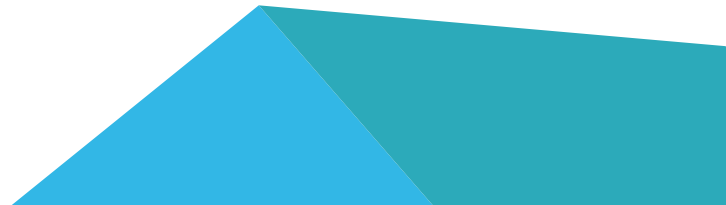
OUR BRAND STORY

History of Marion Brand

Home is Where the Heart is

After multiple visits to the 7th floor of the Marion National Bank building, we became consumed with the infatuating views of Marion. From North to South, East to West, we saw Marion from a whole new point of view. From where we stood, struggle seemed inconceivable; it was harder to see the brokenness and the blocks that kept us from thriving. We knew that the community of Marion, in all its shapes and sizes, made up all the right pieces needed to move forward, but did Marion as a whole understand this?

When we change our viewpoint and perspective, we gain a new focus that fosters remembrance to the bigger reason of why we are all here. Our uniqueness is in the people that exist here, it is who they are, what they are, what they do, and how they call Marion their home. There's a certain truth in the saying, "home is where the heart is"; if we could only realize [our hearts look the same from above](#).







Our Mission

We Believe...

The City of Marion is home to a full and capable community that is **well perceived**, **whole**, and **realized**. Marion is a community that values and is unified under **common identity**, that exhibits deliberate care, that is teeming with **vibrant life**, is propelled by **focused action**, and overflows with **tenacious hope**.

The City of Marion's mission is to bring positive energy and growth to the Marion community through a proactive approach based on honesty, collaboration, and accountability. It is Marion's duty to foster and preserve a safe, healthy, and thriving environment full of opportunity for our family of citizens and visitors alike.





OUR VISION





- *Simon Mainwaring*



The Essence of Marion

BELONGING

FOUNDATION

DISCOVERY

UNDERSTANDING

CONVERGENCE

RESOURCEFULNESS

As an individual welcomes a sense of [belonging](#) to a community, a [foundation](#) is then created for growth in [discovery](#) and [understanding](#). [Convergence](#) of the individual into the city of Marion produces [resourcefulness](#) which is vital for our community to thrive.



BOUND
CROSSING
D ST.

EASTBOUND
CROSSING
WASHINGTON ST.



Our Identity

What We're All About

The city of Marion is a people-focused community that uplifts its citizens. The City of Marion brand and identity exhibits this in all aspects from the bold and empowering typeface to the unifying colors. This brand acts as a symbol for the shared identity of its residents which can be used as a catalyst for progress. An effective, lasting brand is one that helps define a group of people's identity despite the progression of time thus revealing its endurance. Defining the endurance of Marion under a brand guides the city in a unified effort to thrive.

Our Logo

Marion in a Mark

With an exhaustive on foot study of the buildings throughout the Jeffersonian grid of Marion, we drafted to scale, a footprint of the spaces and places we pass daily. Patterns and shapes began to emerge through the repeating textures of shapes. Thinking about our past iterations, we played for some time in the grid. We found patterns and shapes that became super easy to see. This was the beginning of the new Marion M.

Made by the many spaces within the heartbeat of our community the new M comes from within and out of the ground and points toward the future of what Marion will become. The new Marion M comes from the repeating patterns within our many blocks and streets of businesses, homes, and great organizations. The center of the M is proportional to the center square where the Grant County Court House sits.







CITY of MARION



CITY of MARION



Our Typography

Consistency is Key

The typeface is one of the most important aspects when visually representing a brand.

It does more than simply allow you to read the text. Every detail of the individual letters adds up to impose a feeling on the viewer, often without consciously knowing so. For this reason, choosing a typeface must be a very intentional decision and each font must be used properly.

A key distinction within the primary and secondary typefaces chosen to represent the City of Marion is they are open-source fonts, meaning that they are free to the public. Using a consistent typeface, whether it be through documents, websites, or signs throughout the city, adds to the unification of the city, and unity is key in the successful representation of any brand.

Our Colors

Tints and Tones of the Brand

The colors chosen to represent a brand also play a part in the feelings and perceptions of that brand. The colors chosen for the City of Marion were selected to convey a professional and calm feeling while keeping in mind the old mark of Marion and current marks from surrounding businesses in order to create cohesion with the community. Blue is known to be trustworthy and dependable. It is reliable, responsible, and mentally soothing. For that reason alone, blue is one of the most appreciated colors across the globe and can usher in a sense of calmness and trust when building relationships.

White is a color that is complete and pure, making it a perfect example of purity, innocence, cleanliness, and peace. White can also represent new beginnings, provide a blank slate, and prepare the ground for innovative ideas. The color teal, a composition between blue and green, represents open communication and clarity of thought. According to color psychology, the color teal embodies calm, gentle, and serene feelings, as well as growth, strength and spirit.

SEA BLUE
#08adbd

CITY*of***MARION**

REGAL BLUE
#133a5f





MARION
CITY of CHAMPIONS

Tone of the Brand

Speaking Life into our City

Language regarding the Marion brand should emphasize the positive and hopeful aspects of the city. However, the negative aspects should not be ignored, but rather shown as opportunities for growth. The foundation for the City of Marion brand was derived from the emphasis on its people and therefore, should be represented through the eyes of the citizens.

The City of Marion is home to a full and capable community that is [well perceived](#), [whole](#), and [realized](#). Marion is a community that is unified under one [common identity](#), teeming with [vibrant life](#), exhibiting [deliberate care](#), fueled by [focused action](#), and overflowing with [tenacious hope](#).





**BUT A BRAND
MORE THAN A**

The background is a complex geometric pattern composed of various-sized triangles in shades of blue and teal. The colors range from a deep navy blue to a bright, light blue. The triangles are arranged in a way that creates a sense of depth and movement, with some triangles pointing towards the viewer and others receding.

**D IS
A MARK...**





START/FINISH

WE ARE UNIFIED UNDER ONE
COMMON IDENTITY

A City of Rich Heritage

Embracing our Past

What has made the Marion we know today and what will propel our community forward is the heritage we hold. Our legacy that's derived from a time capsule of culture, tradition, and roots has become the backdrop for the way our city is perceived and understood. Our [common stories](#), [rich history](#), [inherited traditions](#) and [achievements](#) unite us in a way that makes Marion much more than a place. Our heritage is the glue that holds us together and fuels us to go further.







We Belong Together

One Common Thread

Marion is not simply comprised of a single standing entity or individual; Marion is not just me but also you, it is us, together we are Marion, forming Marion, its identity and its culture. The cohesion in our stories is what makes us inseparable. Our common thread, in a symphony of community events, fellowship, and awareness of the other, unites together to compose our quilt, our Marion and the rest is still unwritten. Together we continue writing Marion's story, coauthoring because our story means nothing without your story.



JACKSON LIBRARY

PHILIPPIANS 2:5

SCHOLARSHIP




A City of Synergy

We are Self-Reliant

We believe our Marion is a City of Synergy. Because of our generosity and abundance of resources, we believe our community has everything it needs to thrive. As members and partners of Marion interact with one another, it gives way to an interaction between community and resources, thus allowing [progress](#) to take place.

As Grant County has been named the highest giving county in all of Indiana, we know the City of Marion is on the right track. The already apparent progression within our city has aided in the reciprocity to keep a momentum going because giving communities create growing communities.







**WE ARE TEEMING WITH
VIBRANT LIFE**

We are More Than just Neighbors

Our Roots run Deep

Contrary to popular belief, our small city is fluorescing with activity and teeming with life. The emphasis our community places on [togetherness](#) and [diversity](#) is a key element to the enrichment of our community life. The relationships that are being created in the here and now coincide with the commonality and familial bonds that run through Marion making our city such a remarkable place in which to set roots.







LINDSAY CUNNINGHAM

A Thriving Community

Moving Forward as a Unified Body

A defining feature of our community is our emerging economy. Individual action, as well as corporate initiative has made Marion a target for economic growth. The City of Marion is abounding with innovation, engaged minds, and diligent workers. Not only does this allow for a growing economy but economic sustainability as well. The community of Marion is steadily regaining its economic foothold and together we are progressing ahead.

The bottom right corner of the image features several overlapping geometric shapes in various shades of blue and teal, creating a modern, abstract design.



java | JAX

OPEN



We Grow Together

Our Rich History

The City of Marion is ripe with opportunity. Every day we tread on fertile soil, not just in the literal sense but figuratively as well. Continuously, there are innovative ideas coming to life in our city and opportunities for growth here are not only tangible but also endless. Our beautiful downtown hosts historic, one-of-a-kind spaces that are begging to be filled.





WE EXHIBIT

DELIBERATE CARE



**Marion
General
Hospital**

→ Medical Offices
→ Parking
MGH

STOP

**PEDESTRIAN
CROSSING**

We Care for Each Other

Intentionality Abounding

Community would mean nothing, especially to the residents of our city, if not for the intentionality members have placed in caring for one another. Deliberate care abounds in all facets of Marion. From selling local goods to the interactions on one's daily commute on a city bus to the caring of patients in Marion General Hospital, our community members are intentional with their time and abilities. Together [we take care of each other](#) whether you've been here for a month or a lifetime.



We are People Oriented

Marion is the Sum of its Parts

Just as a church is not merely a building but the people that fellowship within those walls, Marion is much more than a place; Marion is the members and people-driven initiatives that inhabit her boundaries. Where you are, you interact and touch other's lives, everywhere you go you meet people that make Marion what it is. Something as simple as stepping on the city bus can give you an inside look as to how our interactions develop and blossom into long lasting relationships.

*"I am not here for the money.
I am here for the people."*

- Bobby, Bus Driver





STOP REQUEST

NO STANDING FORWARD OF

ARMY VET



THE BRAIN KITCHEN

Together We are Sustainable

Thriving Homes equal Thriving Communities

Our Marion community is fertile ground for sustainability. Partners such as the Brain Kitchen, which provides learning opportunities to help local youth overcome trauma, and other contributing members in society pave roadways for us to perpetuate ourselves into something better towards something better. We believe thriving homes create thriving communities.







**WE ARE FUELED BY
FOCUSED ACTION**

We are Champions

Winning as One

The embodiment of our City of Champions gives our community an identity to look to and take ownership of. Embracing the concept that everyone in our city has something to contribute gives each of us a sense of purpose. As individuals and community members of Marion, we are Champions united together under one brand.





“It also means to fight for a cause, or someone who fights for a cause. There are thousands of examples of Champions in our Community: Champions of Character... Champions of Integrity...Champions of Service... Champions of Change...and so much more.”

- Mayor Jess Alumbaugh



Color Me Pink
5K Fun Run
2999

COLOR



We are Passionate

Supporting each other Together

The Passion that the people of our community have for Marion is a defining mark that distinguishes our city. We believe in passion because it launches out even in the face of uncertainty.

We believe in taking risks not because it is easy but because **taking risks** is what we do; it's what has pushed us beyond our limits and changed the face of our city. Every year Champions of Marion come together to rally behind a common cause; the Color me Pink Fun Run hosted by Cancer Services of Grant County is one of those common causes. By supporting those with cancer, we come alongside hurting individuals and lift them up as one **unified** community.

ME PINK FUN RUN

We are Organized Community

Community Partnerships

The City of Marion would not be where it is today if not for the various community partners and organizations that have chosen to intentionally invest time and resources as well as actively seek out opportunities to see our city thrive. Organizations such as the Economic Growth Council, which focuses on bringing business growth to Grant County, and Main Street Marion whose mission is to promote our downtown area, are just snippets of all the community partners who are working towards an end that is for everyone.



KAYLA JOHNSON

one true love gray!!! Pure love 4 All! ONE
the vision for our community is...

my vision is Love one another!

my vision is Love

my vision is ★ Fix the Roads! ★

my vision is HAPPY

my vision is ☺

my vision is HA

my vision is 1234567890

my vision is 1234567890

my vision is HATE LESS LOVE MORE!

my vision is 1234567890

my vision is A+R=♥400

my vision is A



WE ARE OVERFLOWING WITH
TENACIOUS HOPE



ST.
COMMUNITY CENTER



We Inspire Resilience

Instilling Hope in our Community

If there's one thing to be found true of our community it's that we keep on going. It's no question that winds from every direction have tried to knock our city down but somehow we find the [strength](#) to fight back and that resilience is what's provided the hope needed to get us back on our feet. Without resilience, our city would have ceased to exist long ago. If not for the example of City of Marion members and partners such as the St. Martin's Community Center, we couldn't survive.



**ANDREW MORRELL
AND ZACH RANDOLPH**

We take Initiative

Unified Contribution

We hold to the truth that the City of Marion is for generations to come. We believe that there's a space for everyone to take [ownership](#) of their gifts and talents to create enduring movements that contribute to the betterment of our community as a whole. Even if something does not already exist, we know Marion residents are more than capable to create it. Our community is [fully equipped](#) to propel initiatives that are beyond just one person. Andrew Morrell and Zach Randolph each exemplify tenacious hope for Marion.



We Inspire our Future

Choosing to Invest

Our city's future lies in what we choose to do today and it begins with us as individuals choosing to start with others; it starts with choosing each day to live beyond ourselves and for a greater purpose than our own. As we continue investing in and educating the people around us, we'll inspire those in our community to run with this mission. Before we know it, waves of revitalization from all facets of Marion will be inching on the shores of our community and take our city beyond anything anyone could ever imagine. The City of Marion could be everything we dream for it be but only if we want it to be; we can only go as far as we allow our feet to tread.







“One of the marvelous things about community is that it enables us to welcome and help people in a way we couldn’t as individuals. When we pool our strength and share the work and responsibility, we can welcome many people, even those in deep distress, and perhaps help them find self-confidence and inner healing.”

- Jean Vanier







What is your hope for Marion?

Finding your Place

We are Marion and we all want Marion to thrive. As individuals living in this community we all have dreams and visions for our future together. Where do you see Marion? What is your dream? We encourage you to begin the steps to making your hope for Marion a reality. Enlist members of the community around a common goal and let's move forward together.





THIS BRAND

An aerial photograph of a city street, showing buildings, parking lots, and cars. The image is overlaid with a complex geometric pattern of overlapping triangles in various shades of blue and green. The text "IS ABOUT US." is written in a large, bold, white sans-serif font across the center of the image.

IS ABOUT US.

