



ANNAPOLIS

Rebrand Proposal







Annapolis, MD.

Known as “The Athens Of America” and “America’s Sailing Capital”, one can find a wealth of cultural, artistic & nautical activities, a glittering social season, gracious hospitality and intellectual stimulation here.



Annapolis attracts millions each year to visit and study at establishments such as the **Sailing Hall Of Fame**, **St. John’s University** (America’s 3rd oldest educational institution), the **US Naval Academy**, the **Kunta Kinte-Alex Haley memorial** and a number of other museums & historical sites. In the fall, the largest in water boat shows in the world are held on successive weekends, bringing in flocks of sailing and power boating enthusiasts.

In the place where: the Treaty of Paris was signed, the Maryland State House (the oldest in continuous legislative use in the United States) stands, 4 signers of the Declaration of Independence lived and Olympic Sailors train; Annapolis is a shining example of American Pride, Spirit, History, Intellectualism and Excellence...



36

The median age in Annapolis ...

The official Annapolis website is a small step toward the future, but feels antiquated and geared more toward Annapolis' senior population and visitors. The Slab Serif type combined with the subdued color palette adds to the outdated feel.

Annapolis' current branding resembles a more colonial time in American history, one that was very much influenced and tied to European monarchy. While this is undoubtedly a part of Annapolis history, the city has transformed into a representation of modern American ideals, culture and character. It certainly doesn't suggest Annapolis as a vibrant cultivator and nurturer of the American way.



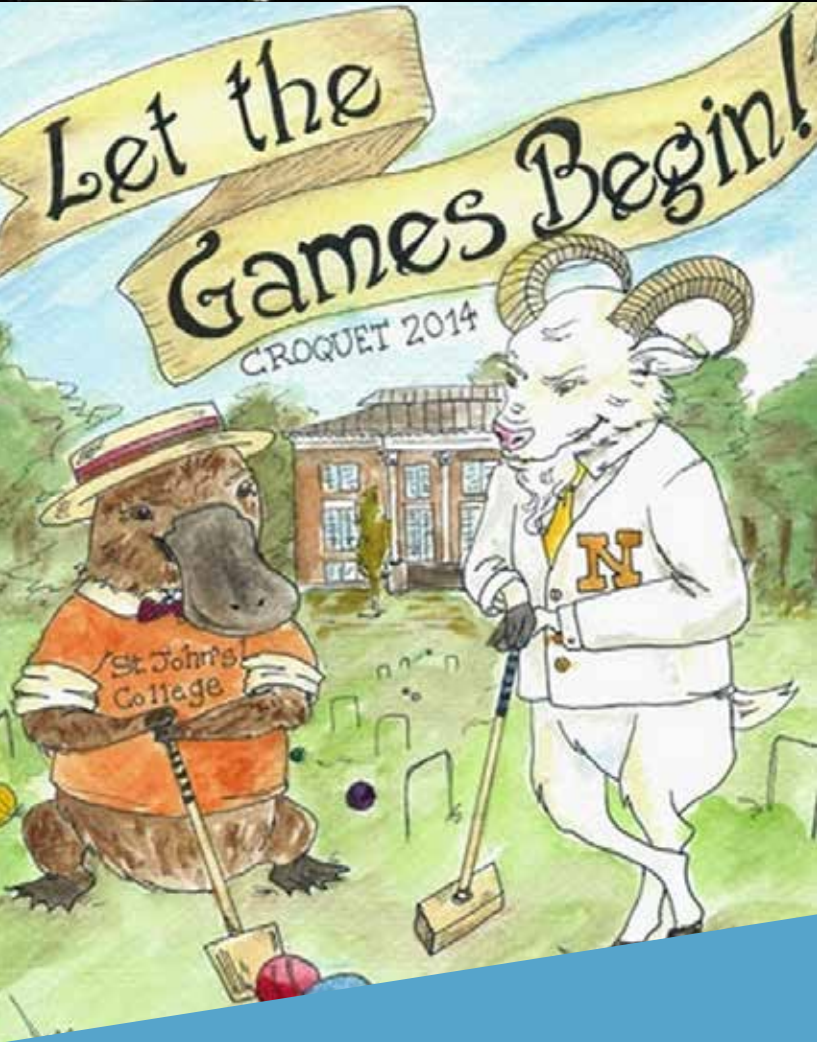
THEREIN LIES THE PROBLEM



The Annapolis tourism site is much better, but lends itself more to the nautical appeal. Though it's understandable as it represents the entire Chesapeake Bay region, it still misses a big part of *who* Annapolis is.

30%

of Annapolis' residents are between the ages of 25-44. The current branding feels oriented toward a more advanced senior audience.



Though no specific ad campaign for Annapolis exists, the independent designs for many of the events going on throughout the city are nicely done.

The events showcase the energy, status, and values that the city represents, something the current city branding does not reflect.

Annapolis needs to be rebranded to identify more closely with its modern demographic, evoking a strong aquatic industry, American pride and service. Not to eschew its broad history, the focus will instead be to capture Annapolis as a protector and living symbol of American values & character.



WHAT IS THE Solution?

Service

Annapolis prides itself on service, of both country and fellow man. Branding should reflect the ideal of service that Annapolis has exemplified throughout American history as well as in the present day Naval Academy and hospitality industry.

Determination

Whether it's the Banneker-Douglass Museum, which documents the history of struggle & triumph of African-American's in Maryland, the many popular competitive events held throughout the year or St. Johns college enduring through trials and tribulation to remain standing as the 3rd oldest educational institution in America. Annapolis is a proud example of the indomitable spirit of America. It's an intergral part of Annapolis' spirit, branding should reflect the same.

Quality

When you're known as the "Athens of America" you sure better embody that in every way. And embody it Annapolis does, not only do sailors from all over the world visit its port, world class sailors train for the Olympics here. Not only do they train men and women who enlist into the US Armed Forces, they train the best of the best at the US Naval Academy. This excellence should be evident throughout a brand identity that represents Annapolis.

Intelligence

But that's not to suggest that Annapolis is all brawn, beauty and no brains. In-fact it's the opposite, Annapolis has been an intellectual and artistic hub for decades, if not centuries. With a wealth of museums, educational institutions and artistic outlets, Annapolis stimulates the mind as much as the body.

**HONOR, STRENGTH, TRADITION, EXCELLENCE
THESE ARE THE IDEALS THAT SHOULD BE SEEN IN
THE ANNAPOLIS BRANDING.**

CITY DEMOGRAPHICS*

Population

Total Population	38,309
White	65.9%
African American	25.0%
Hispanic or Latino	16.7%
Asian	1.9%

Age

Median Age	36
Under 5 years	7.2%
5 to 9 years	6.7%
10 to 14 years	3.5%
15 to 19 years	4.8%
20 to 24 years	7.5%
25 to 34 years	16.4%
35 to 44 years	13.5%
45 to 54 years	13.1%
55 to 59 years	6.9%
60 to 64 years	6.1%
65 and over	14.4%

Gender

Female	51.5%
Male	48.5%

Education

High School Graduate (25+)	87.2%
Bachelor's Degree or Higher (25+)	44.5%

Income

Median Household Income	\$70,689
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The target audience for the Annapolis rebrand would be adults ages 29-40, college educated with an upper middle-class income. This audience would have an income range to be able to take advantage of the Annapolis lifestyle.

TARGET AUDIENCE

*Based on 2010 Census data

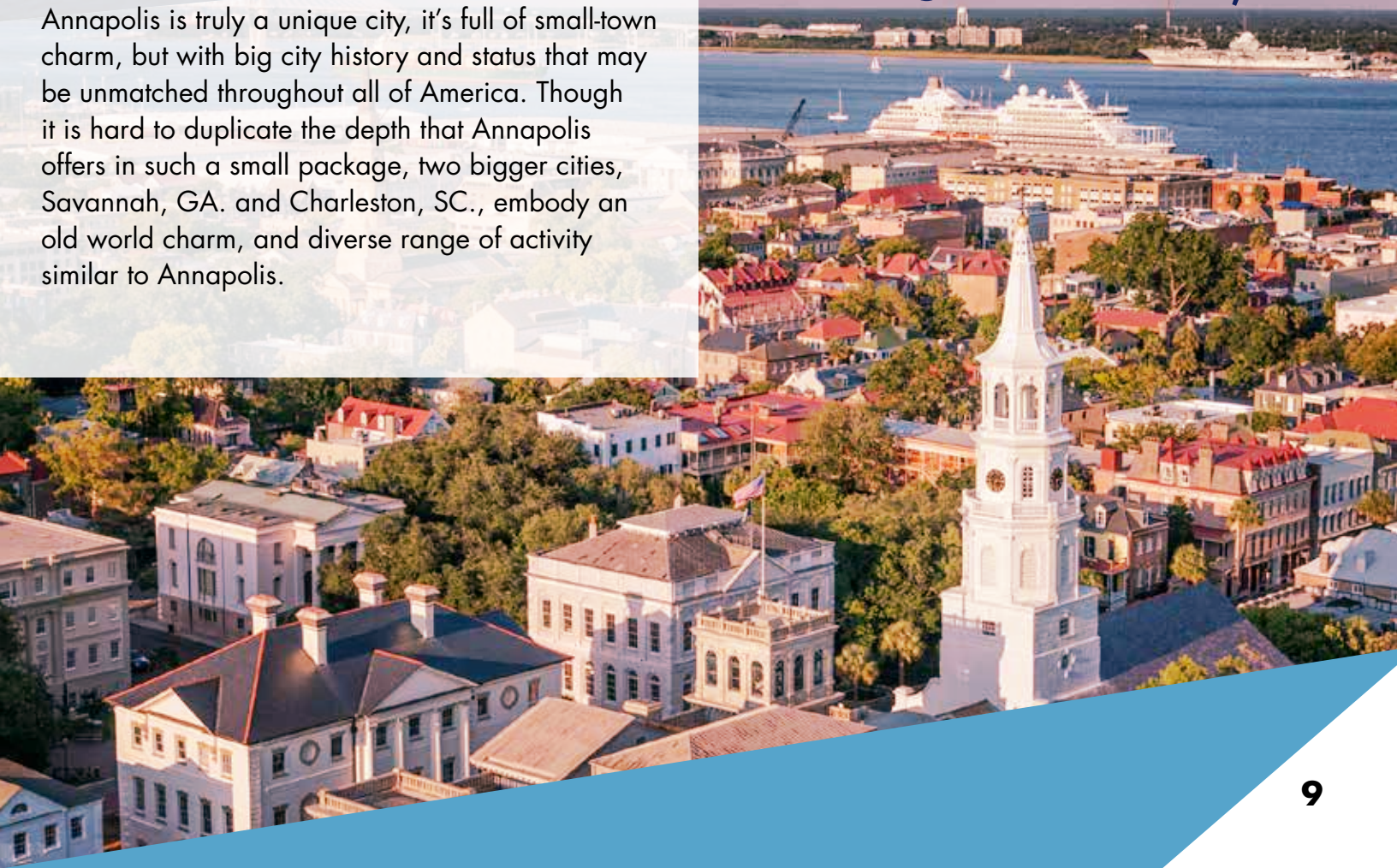
SAVANNAH, GA.

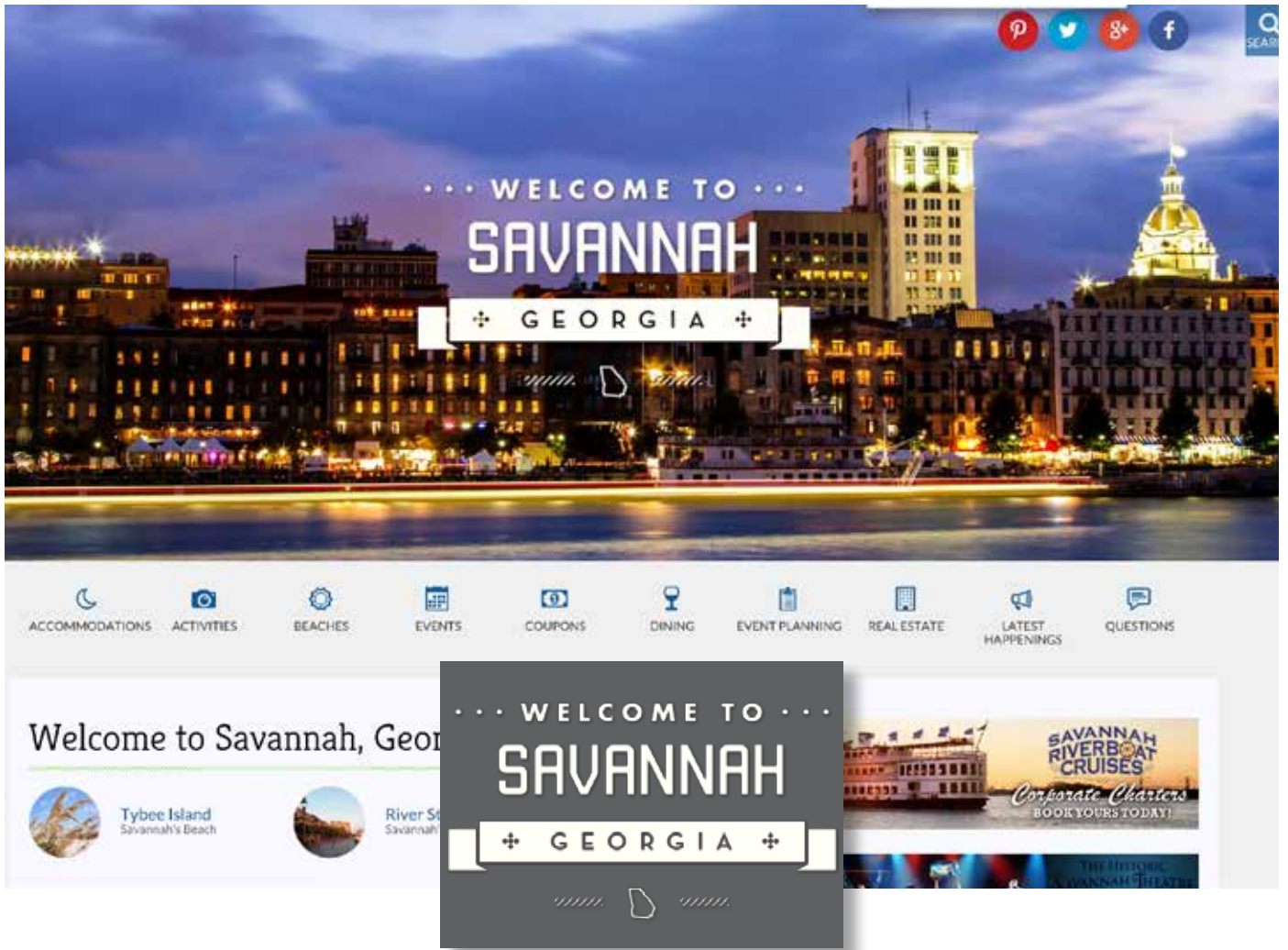


Competing Cities

Annapolis is truly a unique city, it's full of small-town charm, but with big city history and status that may be unmatched throughout all of America. Though it is hard to duplicate the depth that Annapolis offers in such a small package, two bigger cities, Savannah, GA. and Charleston, SC., embody an old world charm, and diverse range of activity similar to Annapolis.

CHARLESTON, SC.





Savannah, GA

Population: 136,286

Savannah is a port town that is big on history and rests its cap on southern charm and hospitality. With a median age of 32.2 they've made good use of a branding style that is equally mature and professional as it is energetic and lively.

The screenshot displays the Charleston website interface. At the top left is the logo "Charleston where history lives" above a photograph of a historic street scene with a church steeple. To the right is a vertical navigation menu titled "SELECT YOUR PATH TO BE" with options: VISITORS & GUESTS, MEETING PLANNERS, TOUR PROFESSIONALS, MEDIA PROFESSIONALS, TRAVEL COUNCIL INVESTORS, and WEDDING PLANNERS. Below the photo is a section for "PACKAGES FOR ANY INTEREST" with a link to "See our Package Deals". A dark blue banner features a "Charleston Only" logo and the text "EXPLORE THE SIGHTS, SOUNDS & FLAVORS OF CHARLESTON ONLY FOUND IN ONE PLACE". To the right of the banner is the headline "THIRD TIME IS A CHARM!" followed by text about the city's ranking and a "Learn More" link. The footer contains copyright information and navigation links.

Charleston where history lives

SELECT YOUR PATH TO BE

- VISITORS & GUESTS
- MEETING PLANNERS
- TOUR PROFESSIONALS
- MEDIA PROFESSIONALS
- TRAVEL COUNCIL INVESTORS
- WEDDING PLANNERS

PACKAGES FOR ANY INTEREST

Plentiful hotel options with dining, amenities, or tours included.

[See our Package Deals](#)

Charleston Only
EXPLORE THE
SIGHTS, SOUNDS & FLAVORS
OF
CHARLESTON
ONLY FOUND
IN ONE PLACE

THIRD TIME IS A CHARM!

Known for rich history, well-preserved architecture, a celebrated restaurant community and mannerly people, the Charleston area has been named Top U.S. City by Condé Nast Traveler 2013 Readers' Choice Awards. This is the third consecutive year the historic coastal destination has received the No. 1 U.S. City ranking.

[Learn More](#)

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Charleston, SC

Population: 120,083

Charleston is another port town with a lot of history. It also is home to a bustling nightlife industry and beach. Their brand has a modern feel, with a touch of nostalgia, appealing to a wide demographic.

CURRENT

ARCHETYPES

Hero

This archetype is fitting of the city's character, though the very colonial influence isn't the way I feel this archetype should be communicated for Annapolis.

Wholesome

Though Annapolis is a wholesome atmosphere, with something for the entire family. The "Long Live The Queen" aesthetic misses the mark.

NEW

ARCHETYPES

Commander

Annapolis is a place that wields plenty of power and status in American society. This commanding image gives an air of great distinction and pride. One that is worthy of respect and dignity.

Hero

The highly competitive atmosphere, from events to people who train there solidifies Annapolis' heroic ideals and image. The drive for excellence, and performance makes it a perfect hero.

