

1 Theming and Branding

March 2009

Goal - a

Create a *name* and a *theme* that brands this group of four individual sectors surrounding the toll Road/SR 19 exit as one place strongly associated with the County and City of Elkhart.



Description

- Develop a clear and consistent experiential and visual theme branding the area as a unique district and compelling gateway to the city and county.
- Utilize a family of distinctive signs and symbols, consistent character of the built form and landscape, and a quality public infrastructure and right of way supportive of that theme.

Goal - b

Continue, strengthen and expand the existing Elkhart *and* Amish Country Gateway theme, relating it closer to the urban counterpart.



Description

- Build on the existing theme, contemporize it with current and more universal theme of sustainability, and land conservation; equate those merged themes with visual references to complementary urban and country experiences.

Goal - c

Develop the Elkhart theme of *RV Capital of the World*.

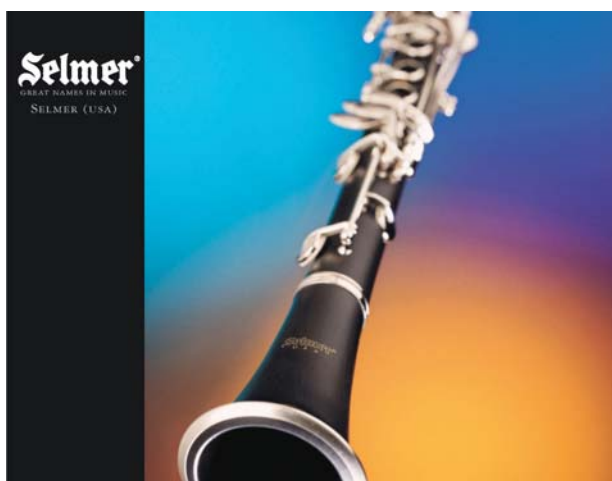


Description

- Build on the region's dominant industry to more clearly appeal to its customer/user population.

Goal - d

Develop the Heritage Themes of Band Instruments and Pharmacology that once characterized Elkhart.



Description

- Develop reference to the industrial heritage as a basis of Elkhart today.