



DIA

DOWNTOWN BRANDING



Project Purpose

To develop a brand identity for downtown neighborhoods that reflect the authentic spirit with some aspirational elements to set the path for the future.

This branding will help these neighborhoods elevate their sense of place, build pride for current residents and attract new people.



The Power of Branding Neighborhoods

Branding downtown neighborhoods creates clear and distinctive neighborhood identities within the large geographic boundaries of Downtown. Today, neighborhood boundaries are not commonly known, and neighborhood character is not unique to a specific area.

Why brand downtown neighborhoods?

- To differentiate a neighborhood from the competition – both in Downtown and beyond.
- To add value by identifying and appealing to the target market.
- To follow through on design standards, landscape material, signage, and other physical characteristics that evoke the brand personality and promise.



LAVILLA PERSONA

I have a rich heritage. But I've reinvented myself as of late. I was a true melting pot in my past, most notably African American, Jewish and Greek cultures. Once the "Harlem of the South", rich history of entertainment, music, and theatre runs in my veins. But I am also part of a new generation of forward-lookers—diverse and inclusive. I was an afterthought for a while, but now I am blazing a trail to connect this city.



PRIMARY



SECONDARY





Lavii!a

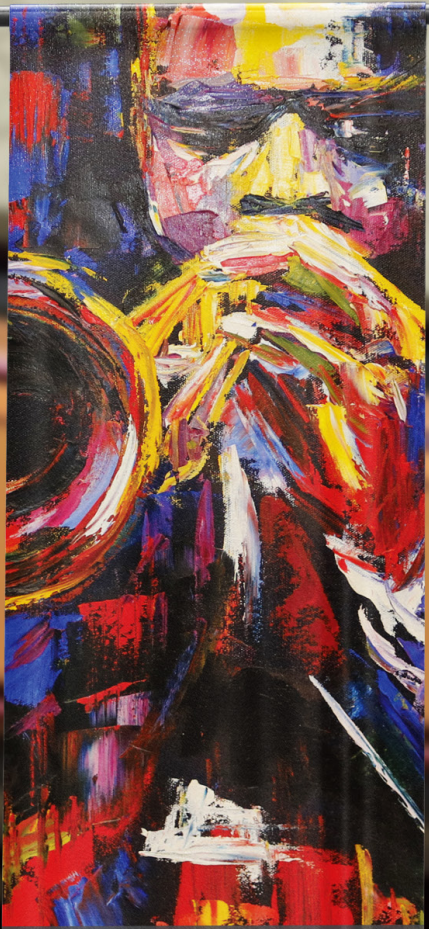
LaVi!!a



Survey Results

LaVi!!a

Response	%
Acceptable	85%
Unacceptable	15%



DOWNTOWN
JACKSONVILLE



DOWNTOWN
JACKSONVILLE



LaVi!a



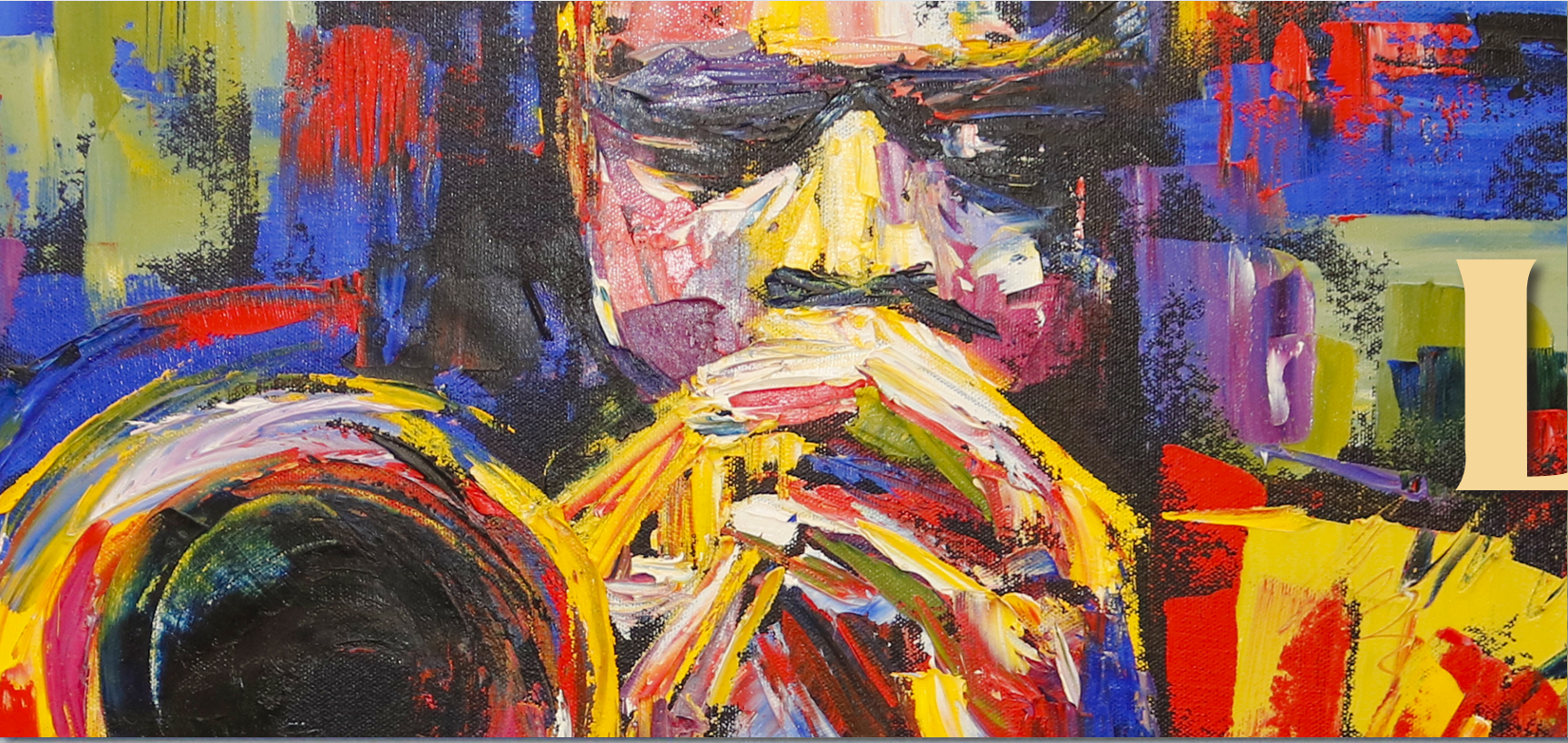
**DOWNTOWN
JACKSONVILLE**

LaVi!a



**DOWNTOWN
JACKSONVILLE**





UsaVi!!a



LaVi!!a



LaVi!!a



LaVi!!a

OPEN

VOTED BEST COFFEE SHOP
IN BEAUTIFUL

LaVi!a







BROOKLYN PERSONA

Some call me hip. Others, cool. I think they are overused phrases, but if the shoe fits...To me, no one is a stranger. Just someone I haven't met yet. I seem to set trends without even trying. Young at heart, people are simply drawn to me for my positivity (and craft cocktails). I've grown from my great roots, and people are taking notice.



PRIMARY



SECONDARY





BROOKLYN



Survey Results

BROOKLYN

Response	%
Very Acceptable	96%
Unacceptable	4%



BROOKLYN

BROOKLYN





CITY CENTER PERSONA

I've got boundless energy. Resilient, I literally rose from the ashes. I'm a history buff; but live in the here and now. I love the hustle and bustle. And having friends, neighbors and out-of-towners over for a party where they can mix and mingle late into the night.

You can find me at an outdoor concert one day, jet skiing on the river the next. I'm warm, welcoming, and up for anything.



PRIMARY



SECONDARY



CITYCENTER



Survey Results

CITYCENTER

Response	%
Very Acceptable	90%
Unacceptable	10%



CITYCENTER





SOUTHBANK PERSONA

I'm active, positive and with the majestic St. Johns River, I enjoy life to the fullest. I feel connected with my downtown neighbors as well as my neighbors in San Marco to the south. I love taking walks along the river with families, singles, and hotel guests alike.

I'm turning into a bit of a foodie too. I am a picture of health with the nations' top medical campus right here.



PRIMARY



SECONDARY



south
bank



Survey Results



Response	%
Very Acceptable	92%
Unacceptable	8%



south
bank

DOWNTOWN
JACKSONVILLE



south
bank

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south
bank

DOWNTOWN
JACKSONVILLE

south
bank





south bank

A large, light blue wall with white wavy lines. The text "south bank" is written in a bold, blue, sans-serif font. The wall is part of a construction site, with scaffolding and a grey tarp visible on the left. In the background, there are modern apartment buildings with balconies under a clear blue sky. The foreground is a dark asphalt surface with some small green weeds growing along the base of the wall.

south
bank

A black rectangular sign with the words "south bank" in a light blue, lowercase, sans-serif font. The sign is mounted on a building with a grey brick wall on the left and a window on the right. The sign is angled slightly downwards and to the right.

south
bank

south
bank







CATHEDRAL HILL PERSONA

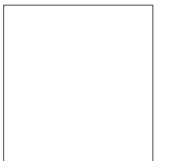
I am kind and comfortable. I feel connected to faith, friends, and city. I am open to everyone and welcome families, children, and seniors of all faiths and backgrounds to come see my cathedrals and churches with my spires reaching skyward. I am known and visited for my peaceful spaces, and an unexpected connection to nature.
I am community-focused and have a wise, gentle nature.



PRIMARY




SECONDARY








A COMMUNITY
WITH LOVE AT
ITS CORE



Cathedral
HILL



Cathedral
HILL

