



THE CITY OF  
**GROVEPORT**

CREATIVE ARCHITECTURE

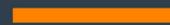


# TABLE OF CONTENTS

- 
- 01 INTRODUCTION
  - 02 EMOTIONAL JOURNEY
  - 03 VISUAL IDENTITY
  - 04 BRAND VOICE
  - 05 HOW WE LOOK

# UNIQUELY GROVEPORT

CREATIVE ARCHITECTURE



# INTRODUCTION



# INTRODUCTION

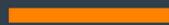
---

## **Welcome to the GROVEPORT Creative Architecture.**

This document will introduce you to the basic elements of our brand emotion, identity system, voice and visual direction. It will explain how to use these assets together to create consistency and coherence across all brand communications.

Understanding and adhering to these guidelines will be essential in maintaining an unforgettable and meaningful visual identity for Groveport. These guidelines describe the correct design practices necessary for preserving the integrity of the brand.

# EMOTIONAL JOURNEY



**“UNEXPECTEDLY  
EXPECTED”**



# THE EMOTIONAL JOURNEY

The arc of The Promise



**UNEXPECTEDLY**

**A moment of disbelief.**

“Wait...are you sure?”

Breaking the tension.

Bracing for something unknown.

Surprise, before it settles.



**EXPECTED**

**Exactly what you needed—when you needed it.**

“That’s how it should be.”

Relief without fanfare.

The calm after the question mark.

A deep breath.

## UNIQUELY GROVEPORT

In a world of sameness, Groveport stands apart—not by shouting, but by showing up. We are a city shaped by history, heart, and a sense of humor. We offer the kind of experiences that make people pause and say, “Wait, this is here?”—then smile, because of course it is. That’s what makes us unexpectedly expected: the surprise of something different, wrapped in the comfort of something familiar.

We believe in championing who we are and what we have—boldly humble, proudly unique. Here, relationships matter. Pride runs deep. And the amenities, services, and stories of Groveport reflect a city that honors its legacy while building a future full of energy and belonging. This is a place where being different isn’t just accepted—it’s celebrated. We’re not trying to be like anywhere else. We’re owning what makes us us. That’s the magic of Groveport. That’s why it’s unforgettable.



# VISUAL IDENTITY



# THE LOGO



# THE LOGO

The logo is the champion of our visual identity. It is the graphic representation of our city name and reflective of our culture. The utmost care should be taken to preserve it as our unique signature.

PRIMARY  
LOGO  
HORIZONTAL



SECONDARY  
LOGO  
STACKED



# THE ICON

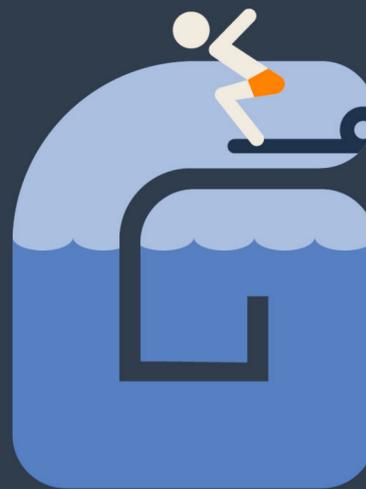
Our Icon Illustrations are derivative of our “G” shape, standing for Groveport.

We use them as a foundation to create unique themes and visuals which speak to the limitless offerings from the city.

Ensure background colors of these illustrations are from our primary and secondary color palette to ensure brand distinction.

When creating illustrations, ensure they’re flat, simple, delightful and creative.

PRIMARY  
ICON  
COLORS



AQUATIC CENTER

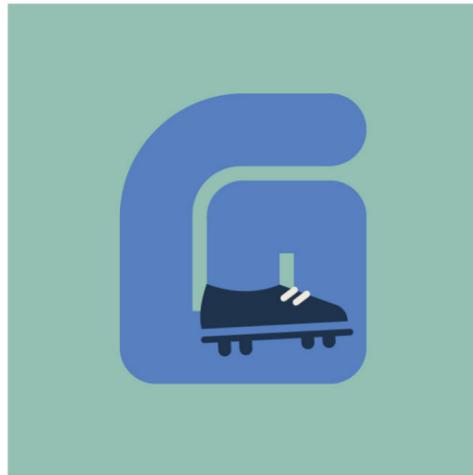


PARKS / NATURE



GOLF COURSE

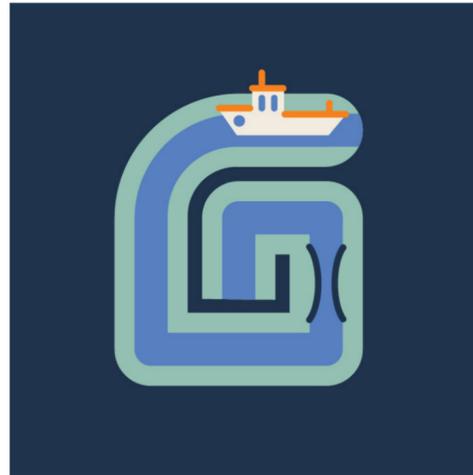
# ICON ILLUSTRATIONS



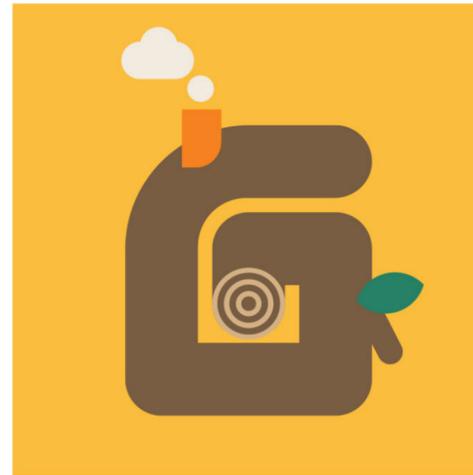
SOCCER



ICE CREAM



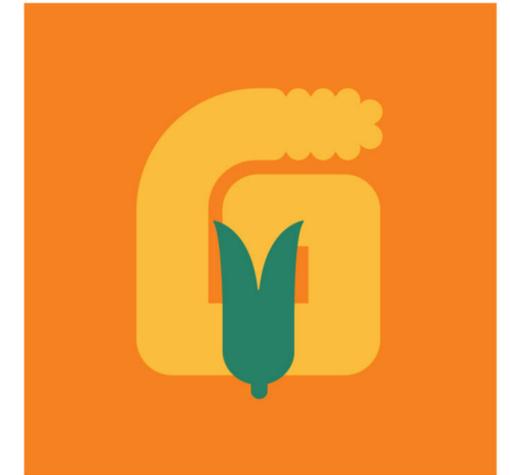
CANAL



LOG HOUSE



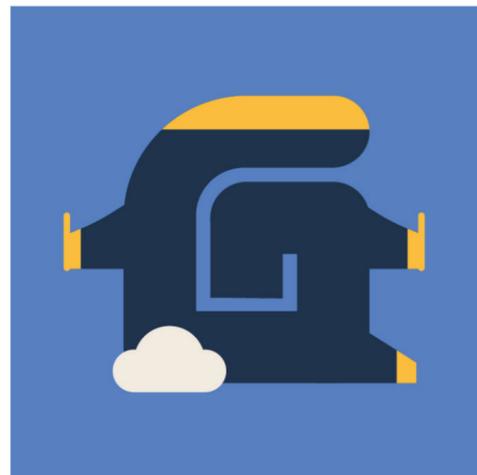
PIZZA



FARMERS MARKET



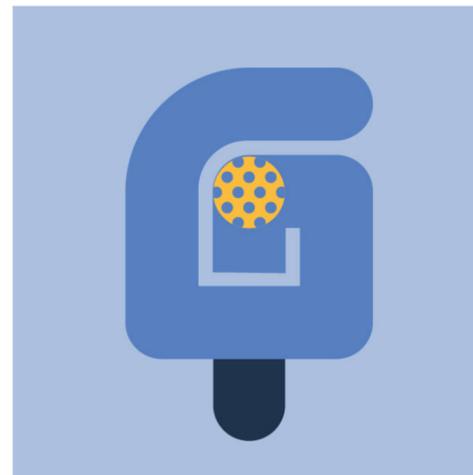
MILITARY HISTORY



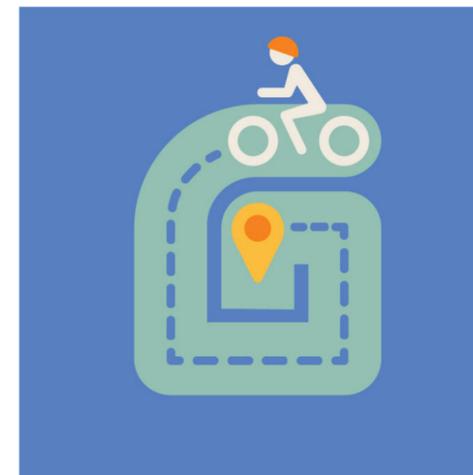
AVIATION / BLUE ANGELS



COFFEE



PICKLEBALL

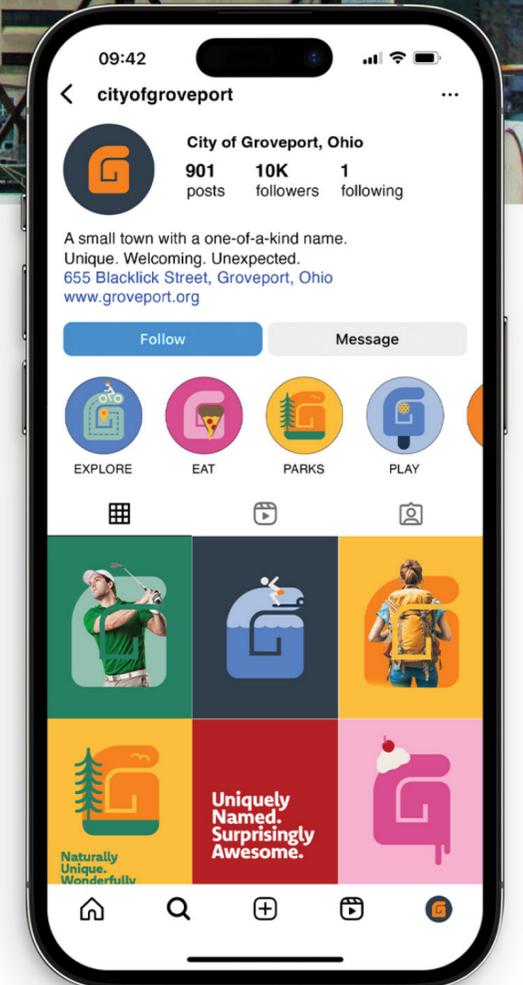
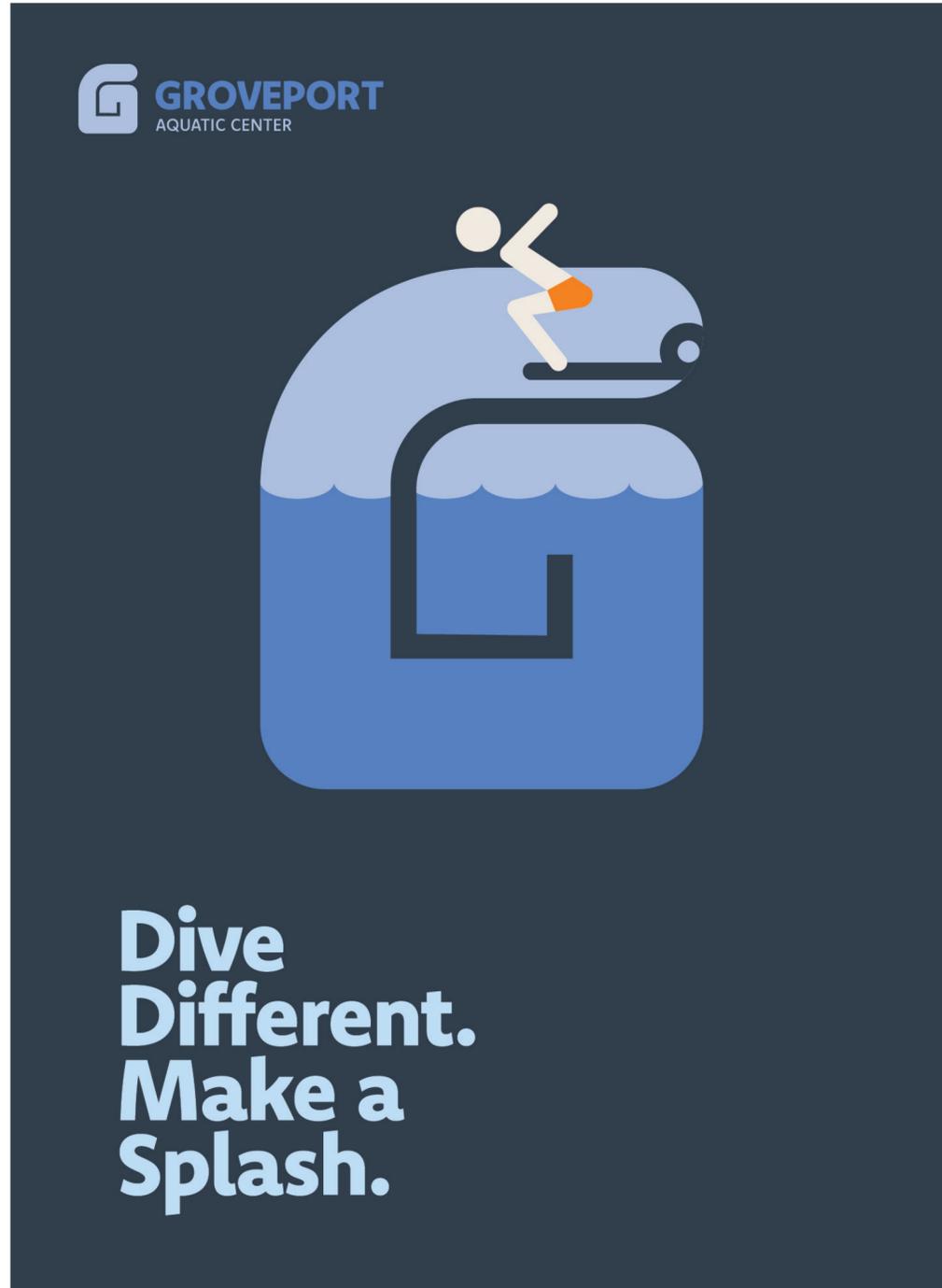


CYCLING



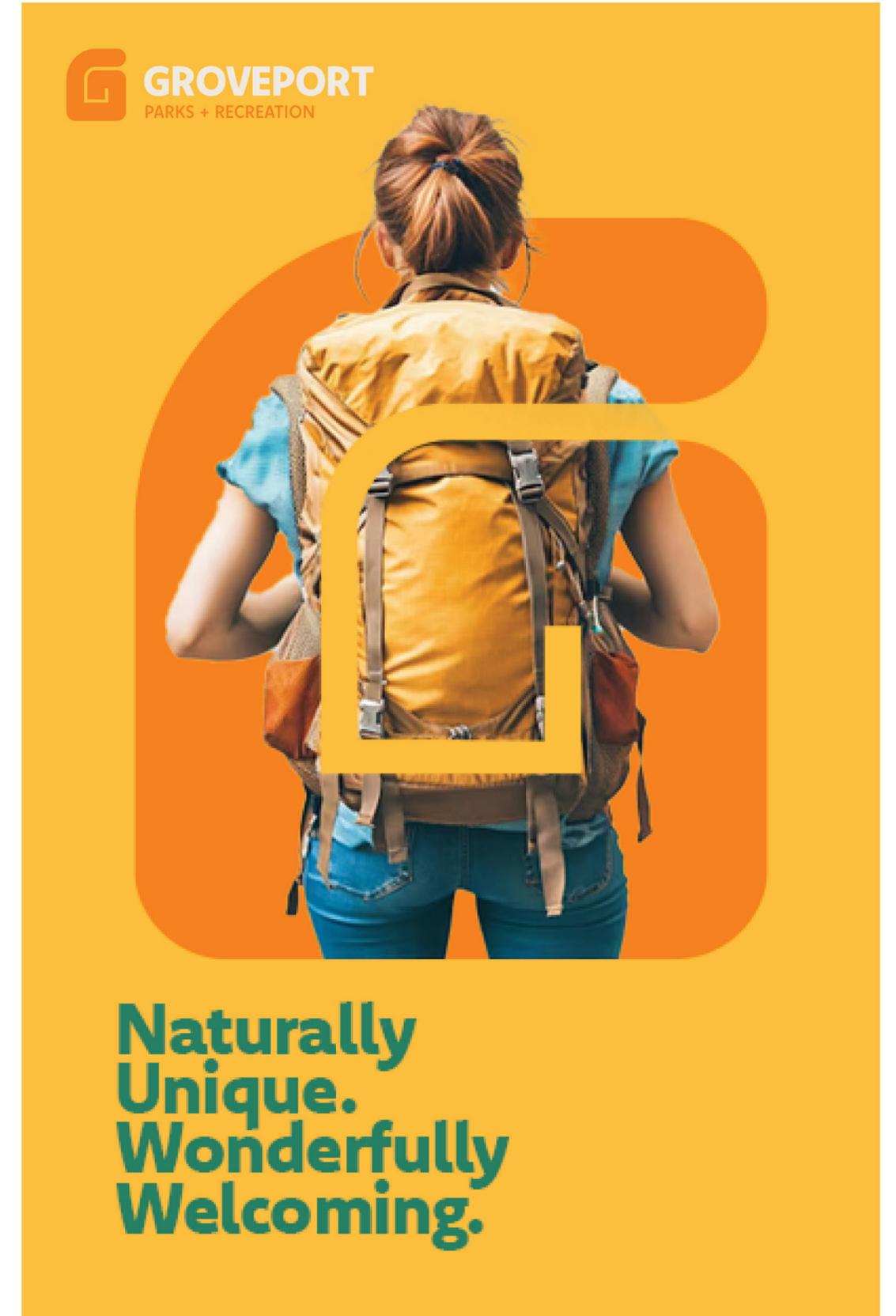
DRINKS

# ICON IN ACTION



# HOW IT COMES TOGETHER

We take great pride in doing things differently in this city therefore we want to make sure the public sees us differently. With an added brand layer of color, photo integration with our logo icon and witty Copy, we create an ownable projection.



# HOW IT COMES TOGETHER

History  
Marches  
On.



 GROVEPORT  
MOTT'S MILITARY MUSEUM



Brain Freeze  
Worth Chasing.

Support  
Your Local  
Earth Nerds.



 GROVEPORT  
FARMERS MARKET



Shift Gears.  
Take the Trail.

# HOW IT COMES TOGETHER



# HOW IT COMES TOGETHER

Groveport Police Department



POLICE BADGE

APPAREL



CRUISER



STEP & REPEAT



# THE LOGO ROLL-OUT

The Primary and Secondary logo lockups translate into specific city departments.



# THE LOGO ROLL-OUT

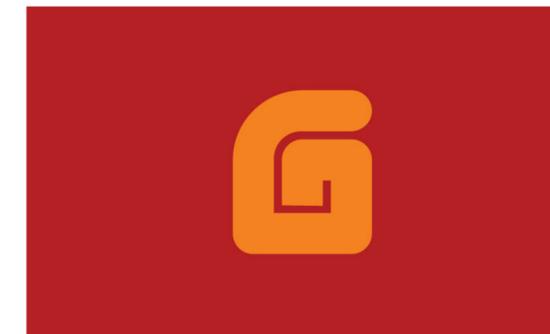
## BUSINESS CARD CONCEPTS



FRONT



BACK



# COLORS

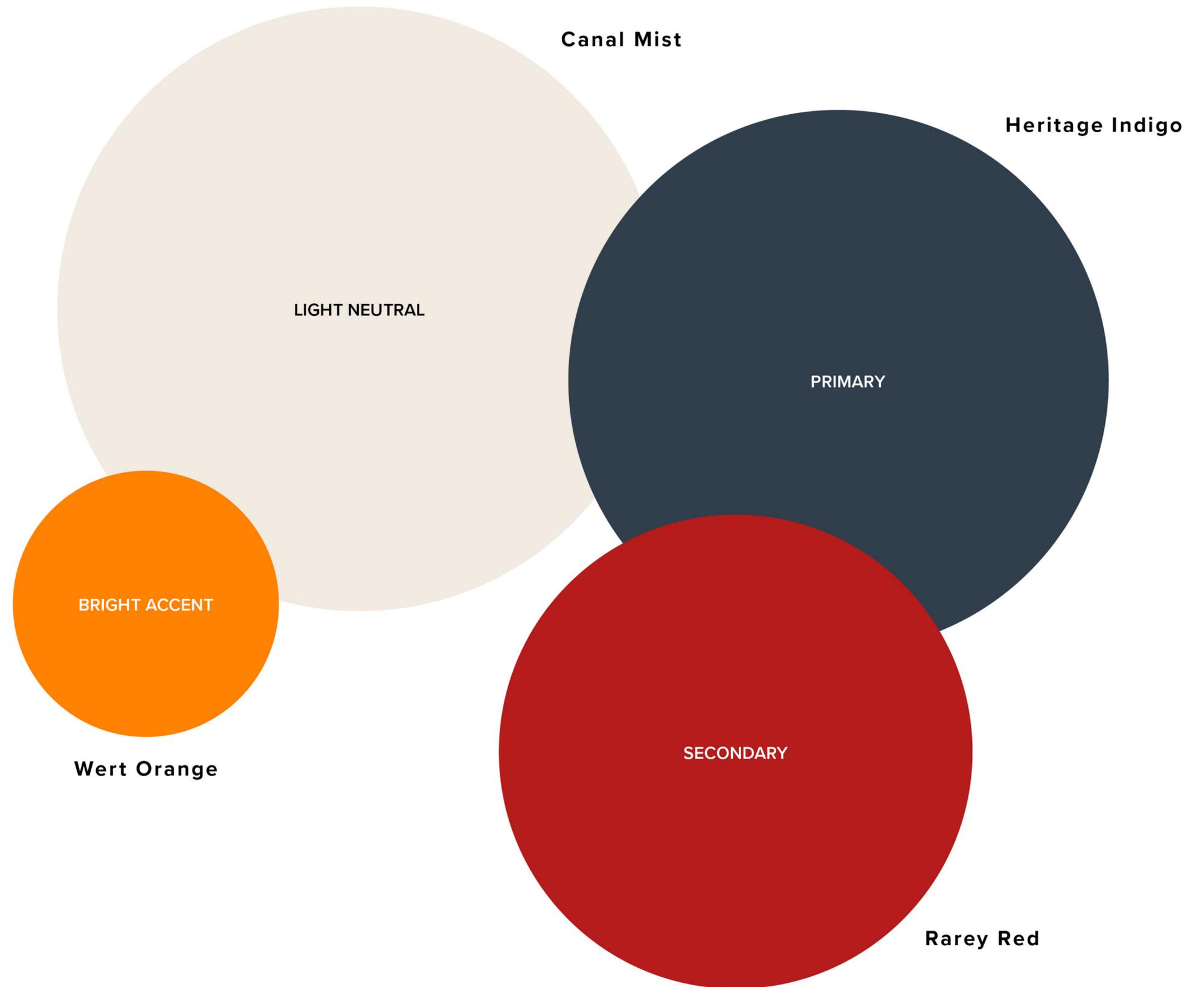


# COLOR OVERVIEW

This is the palette of our visual identity, it provides character for the brand and creates a unique projection.

Our secondary colors are only really used when we're creating unique illustrations speaking to unique offerings and activities. Our masterbrand certainly lives in the primary color world. Try to stay true to the primary color palette as much as possible for recognition and consistency.

Always check color combinations with text for accessibility standards to ensure readability.



# COLOR OVERVIEW

This is the palette of our visual identity, it provides character for the brand and creates a unique projection.

Our secondary colors are only really used when we're creating unique illustrations speaking to unique offerings and activities. Our masterbrand certainly lives in the primary color world. Try to stay true to the primary color palette as much as possible for recognition and consistency.

Always check color combinations with text for accessibility standards to ensure readability.

## PRIMARY COLORS

### Canal Mist

RGB: 242, 235, 225  
CMYK: 4, 6, 10, 0  
HEX: #F2EBE1  
PMS 482C @ 33%

### Heritage Indigo

RGB: 31, 51, 77  
CMYK: 92, 77, 44, 41  
HEX: #1F334D  
PMS 533C

### Rarey Red

RGB: 181, 28, 28  
CMYK: 20, 100, 100, 11  
HEX: #B51C1C  
PMS 186C

### Wert Orange

RGB: 255, 130, 0  
CMYK: 0, 60, 100, 0  
HEX: #FF8200  
PMS 151C

## SECONDARY COLORS

### Hazy Blue

RGB: 87, 128, 194  
CMYK: 69, 46, 0, 0  
HEX: #5780C2  
PMS 660C

### Morning Sky

RGB: 171, 191, 224  
CMYK: 31, 18, 1, 0  
HEX: #ABBFE0  
PMS 651C

### Green Fern

RGB: 38, 130, 99  
CMYK: 83, 27, 71, 11  
HEX: #268263  
PMS 335C

### Mint Green

RGB: 148, 191, 178  
CMYK: 43, 11, 32, 0  
HEX: #94BFB2  
PMS 623C

### Berry Punch

RGB: 214, 77, 143  
CMYK: 12, 84, 10, 0  
HEX: #D64D8F  
PMS 212C

### Blushed Petal

RGB: 235, 166, 199  
CMYK: 4, 42, 1, 0  
HEX: #EBA6C7  
PMS 203C

### Golden Pollen

RGB: 252, 191, 61  
CMYK: 1, 27, 87, 0  
HEX: #FCBF3D  
PMS 143C

### Walnut

RGB: 120, 92, 66  
CMYK: 44, 56, 74, 28  
HEX: #785C42  
PMS 7505C

# **TYPOGRAPHY**



# PRIMARY TYPOGRAPHY

---

The Groveport type family consists of one typeface in multiple weights and styles. The primary typeface is Komet.

Komet is known for its warmth, approachability, and modern clarity, combining the precision of a sans-serif with the unique, organic character of a humanist design.

We have three primary typefaces we use. Stay as true to using these as possible to ensure distinct visual identity.

- Komet Heavy
- Komet Medium
- Komet Regular

Font is an Adobe Font and available for download in any Creative Suite platform.

## Komet Heavy - HEADLINE & DISPLAY TYPE

Aa Bb Cc Dd Ee  
1234567890\* &!?:)

## Komet Medium - DECK TYPE

Aa Bb Cc Dd Ee  
1234567890\* &!?:)

## Komet Regular - BODY TEXT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
1234567890\* &!>:)

# SECONDARY TYPOGRAPHY

---

If the Primary Typography fonts are not available to be used, some system default fonts may be used in their place.

Refrain from using these unless absolutely necessary, or the platform does not allow custom fonts.

- Gill Sans Bold
- Gill Sans Semi Bold
- Gill Sans Regular

## Gill Sans Bold - HEADLINE & DISPLAY TYPE

**Aa Bb Cc Dd Ee**  
**1234567890\* &!?:)**

## Gill Sans Semi Bold - DECK TYPE

**Aa Bb Cc Dd Ee**  
**1234567890\* &!?:)**

## Gill Sans Regular - BODY TEXT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
1234567890\* &!>:)

# BRAND VOICE



# HOW WE SOUND

---

This is how we sound to the world.

As in real life, our tone varies depending on the situation, but we are always true to our brand personality.

## **Rooted and Real, with a Wink**

Groveport's voice is grounded, friendly, and full of character. We speak like a trusted neighbor who knows the town's history—and isn't afraid to poke a little fun at it now and then. Our words carry warmth, pride, and a sense of place, never trying too hard but always standing out.

## **Witty, Not Wacky**

Humor is part of who we are. It's not loud or over-the-top—it's clever, subtle, and human. We use humor to disarm, to connect, and to remind people not to take life too seriously. It's the kind of voice that makes you smile and say, "That's so Groveport."

## **Humble, But Not Shy**

We don't boast, but we know our worth. Our tone is confident without being flashy—proud of our uniqueness, and always ready to share it in a way that feels inclusive, approachable, and unmistakably ours.

# OUR VOICE + TRAITS

---

Our visitors get to know us better with every encounter. These guardrails ensure consistency over time and touch points.

## WE ARE

Grounded

Confident

Inviting

Neighborly

Relaxed

Real

Experienced

Witty

## WE ARE NOT

Polished

Boastful

Exclusive

Corporate

Formal

Produced

Accomplished

Silly

# OUR TONE

---

Just like in real life, our voice has range, while maintaining our authenticity. We adjust our tone to fit each segment, context and touch-point without losing sight of our core identity.

**Our voice is confident and witty,**  
but not chummy.

**Our community hear themselves in our tone**—and like them—our tone varies depending on the audience and situation.

**Our voice reflects our personality**  
through a modern lens and a confident POV.

On a functional level, **we speak with a clear, concise tone and straight-forward language.**

When we engage with our audience, **our tone is always conversational**, capturing how Groveport fits into our community's lives.

**We speak positively and conversationally**  
to engage and evoke emotions.

# USAGE EXAMPLES

---

Here are a few lines that demonstrate the voice in action.

**Statistically speaking, Groveport has more bears per square foot than Yellowstone. They're just softer.**

Build-A-Bear reference

**There's a warehouse in Groveport where every can of Tiki Punch is just...vibing.**

Nod to warehousing

**We have a tank. No, not a water tank. A real one.**

Mott's Military Museum

**Groveport: Not to be confused with any other place. Because there isn't one.**

Championing Groveport

**We don't stir up drama. Just apple butter. For days. In public.**

Apple Butter Day

**Statistically speaking,  
Groveport has more  
bears per square foot  
than Yellowstone.**

**They're just softer.**





**We don't stir up drama.  
Just apple butter.**

**For days.**

**In public.**



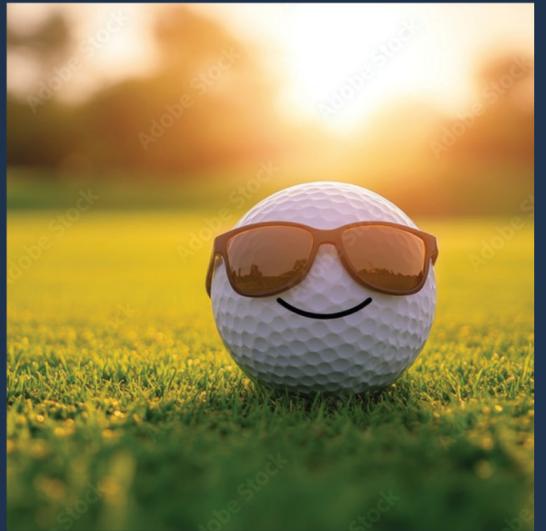
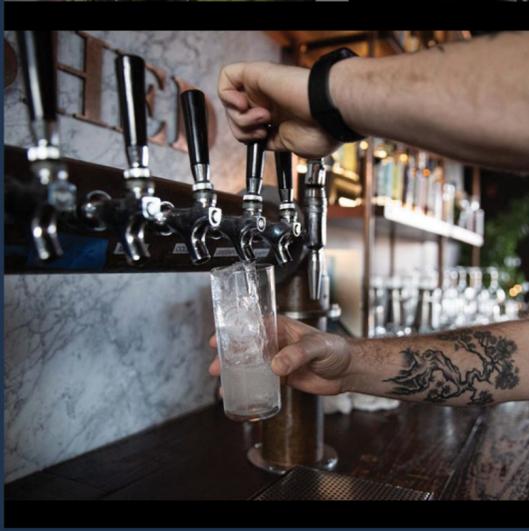
**Groveport:  
Not to be confused  
with any other place.**

**Because there isn't one.**



# HOW WE LOOK





# PHOTO DIRECTION

---

Our Residents see a vibrant world full of vitality and a life that is aspirational yet well within reach. An optimistic projection of what they are capable of and where they see themselves thriving in a unique city.

**POSITIVE**

**IN THE MOMENT**

**LIVING LIFE**

**CONFIDENT**

**BEING THEMSELVES**

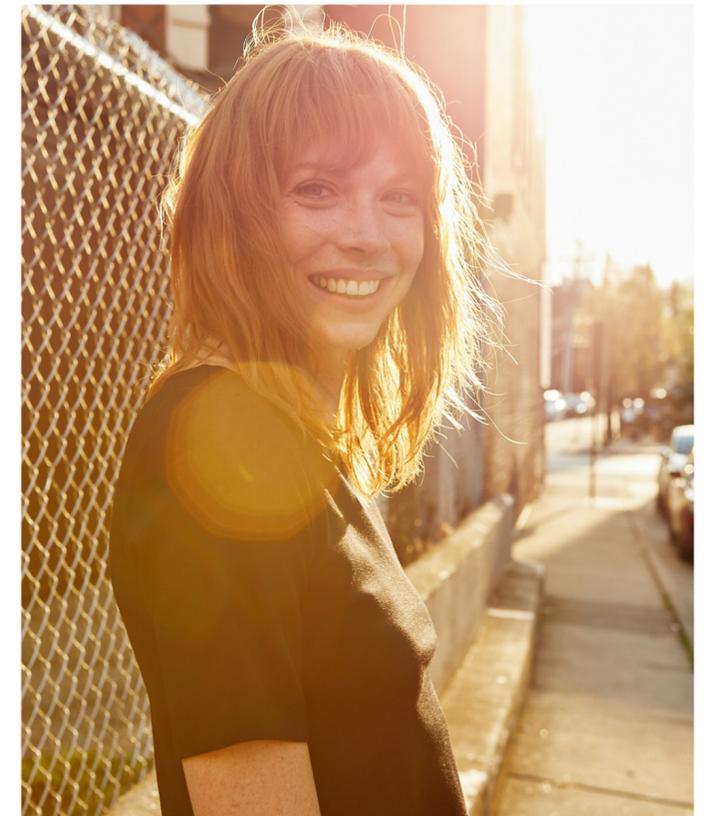
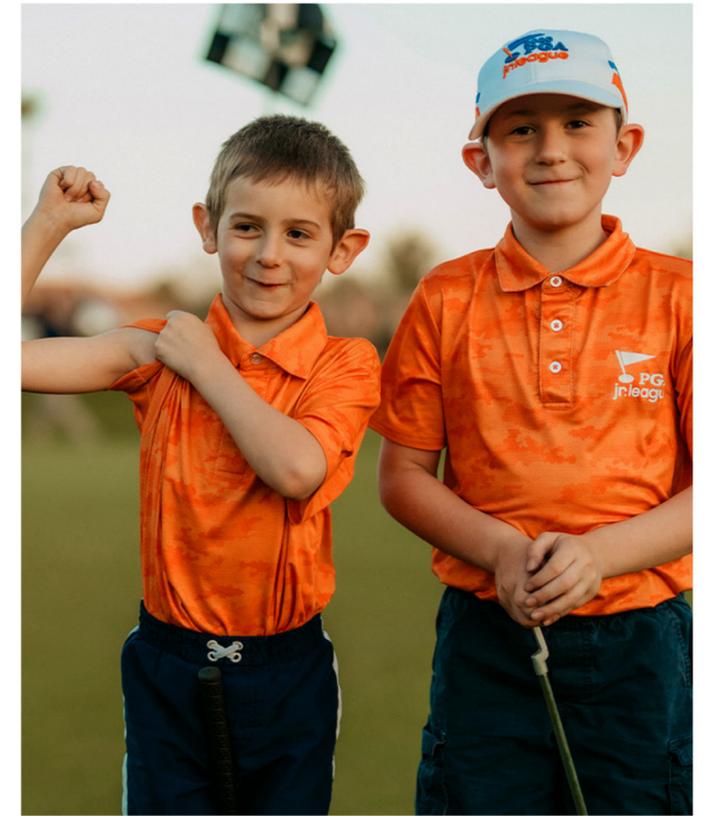
**VIBRANT**

**LIVELY**



# LOOK & FEEL EMOTIONAL

We show our citizens, business owners and visitors doing what they do in their lives to demonstrate our brand promise of being “unexpectedly expected”.





THE CITY OF  
**GROVEPORT**  
CONTENT STRATEGY



# TABLE OF CONTENTS

- 
- 01 INTRODUCTION
  - 02 COMMUNICATION THEORY
  - 03 CONTENT STRATEGY
  - 04 CHANNEL PLAN

# **INTRODUCTION**

## **Welcome to the Groveport Content Strategy**

This document will introduce you to how we plan to “show up” to the world. This is about what to say, where to say it, and how to say it. Not every communication from the brand is the same. This document will define the intent of the communication and provide a guide to enable consistent and effective communication.

# COMMUNICATION THEORY



# COMM THEORY

A guide for how to say “it”. Everything we say falls within one of these buckets.

This guide supports the real work of city communication—informing, engaging, and inspiring citizens, while still reflecting Groveport’s “Rooted & Real, Witty & Warm” personality.

## INSPIRATION

This is the heartbeat of our communication. Inspiration stirs pride, sparks connection, and reminds people why Groveport feels like home. It’s about more than words, it’s about creating moments that make people smile, belong, and say, “*That’s so Groveport.*”

It’s the truest expression of who we are.

## INFORMATION

Information gives our audience the details they need—straightforward, accurate, and useful. Whether it’s city services, upcoming events, or facility updates, we make sure people can trust what they read and act with confidence.

Clarity in every detail.

Confidence in every choice.

## NAVIGATION

Navigation is about making life easier. From pointing someone toward the right office to guiding them through an online form, we provide simple, step-by-step direction that takes the guesswork out of getting where they need to go.

Ease and clarity at every turn.

## TRANSACTION

Transaction is where action happens, registering for a class, paying a bill, or signing up to volunteer. We keep it simple, clear, and seamless so people can move from interest to action without a hitch.

Seamless steps.

Quick results.

Always neighborly.

# COMM THEORY

A general overview of what channels could deliver the message types.

## INSPIRATION

### Advertising

- \* Digital ads
- \* Broadcast
- \* Print features
- \* Podcasts
- \* Business Journals
- \* Tradeshows & tourism expos

### Website

- \* Homepage features
- \* Video storytelling
- \* Community spotlight sections

### Email

- \* Weekly “That’s So Groveport” series
- \* Monthly community newsletter

### Social Media

- \* Resident/business spotlights
- \* Event highlight reels
- \* Shareable, witty “Did you know?”

### Community Presence

- \* Outdoor banners / billboards
- \* Event branding & swag (Apple Butter Day, 4th of July, etc.)

## INFORMATION

### Website

- \* Service pages (permits, city services)
- \* FAQ hubs
- \* Event calendar

### Email

- \* Event reminders & logistics
- \* Policy or service updates (trash day changes, bug spraying)

### Social Media

- \* Timely updates (road closures, weather notices, safety alerts)
- \* Program details (youth sports registration deadlines, kids space)

### Print

- \* Informational brochures (parks & rec guide, utility services)
- \* Flyers & posters in city buildings

### Community Channels

- \* Community radio / podcast
- \* Local newspaper notices
- \* Bulletin boards
- \* Event booths / tables

## NAVIGATION

### Website

- \* Interactive forms (service requests, bill pay)
- \* Online maps (parks, trails, facilities)
- \* “How to” resource pages (step-by-step processes)

### Email

- \* Step-by-step onboarding for new residents or businesses
- \* Appointment confirmations & reminders

### Social Media

- \* Wayfinding posts (event parking, parade routes)
- \* Quick guides or carousel instructions

### Print

- \* Facility signage (parks, rec centers, city buildings)
- \* Process flyers/checklists (building permit steps)

### Community Channels

- \* Digital displays at city facilities
- \* Event-day wayfinding signage

## TRANSACTION

### Website

- \* Online bill pay portal
- \* Facility rentals & reservations
- \* Event ticketing / registrations

### Email

- \* Calls to action (sign up, pay now, reserve today)
- \* Post-event surveys / feedback forms

### Social Media

- \* Direct sign-up links for events, classes, or programs
- \* Donation/fundraising campaigns (parks, community initiatives)

### Print

- \* Mailers with payment stubs or QR codes for quick action

### Community Channels

- \* On-site kiosks or POS systems (rec center memberships, pool passes)
- \* Event-day registration booths

# CONTENT STRATEGY



# CONTENT PILLARS

Content curated for a discerning community.

## ROOTS & ROUTES

**Purpose:** Strengthen connection through pride and place.

**Function:** Historical storytelling, project milestones, heritage events, and long-term planning updates.

From canal boats to cargo jets Groveport's always been about moving things forward.



## THE PORT REPORT

**Purpose:** Serve as Groveport's ongoing news engine.

**Function:** Timely, factual, useful updates across all channels.

What's going on? Tell me what's happening. This is about what's going down, when it's going down and why it's going down.



## GROVEPORT WORKS

**Purpose:** Provide clear information and resources that keep Groveport running for residents, businesses, and developers.

**Function:** Details on city services, from paying bills and permits to business growth and infrastructure updates.

The backbone of civic communication. Important updates on city operations, utilities, permits, and payments while spotlighting how Groveport supports both residents and the local economy.



## GIDDY UP, GROVEPORT!

**Purpose:** Celebrate civic wins with community pride.

**Function:** Transparency, accountability, and motivation.

Celebrate achievements, milestones, and initiatives, but with humor sprinkled in. We don't brag, but we'll happily high-five.



## UNEXPECTED GROVEPORT

**Purpose:** Celebrate the people and character that us one of a kind.

**Function:** Share the stories and humor that define the city's charm, from residents with heart to traditions with a twist.

What makes Groveport special isn't just its history, it's the people and spirit that keep it delightfully different and giving 'that's so Groveport!'



CONSISTENT LENS

# BRAND VOICE

EXAMPLES OF:

OVERARCHING SEASONAL HOOK

<b>WINTER:</b> READY, SET, GROVEPORT	<b>SPRING:</b> GET IN THE GROVE	<b>SUMMER:</b> SUNSHINE & SMILES	<b>FALL:</b> FALL FOR GROVEPORT	<b>WINTER:</b> HOLIDAYS AT HOME
--	---------------------------------------	--	---------------------------------------	---------------------------------------

THE TONE

PERSONAL RESONANCE

A new year brings new ideas, new goals, and maybe even a new hobby or two. The air feels charged with possibility—and Groveport is right there, setting the pace. From fresh rec programs to long-awaited projects finally taking shape, this is the season for momentum. Hopeful, forward-looking, and just humble enough to admit we love a good “before and after.”	The world thaws and Groveport comes alive. Kids back in the parks, bikes on the trails, flowers doing their best impression of fireworks. There’s a hum of activity everywhere, the good kind of busy. The city’s tone is sunny and full of life, celebrating community events and small-town joy with a smile that says, “We’ve waited all winter for this.”	It’s all blue skies, cannonballs, and the smell of fresh-cut grass. The season is made for laughter, sunscreen, and unplanned detours that somehow lead to ice cream. Groveport shines brightest when it’s out and about, hosting concerts, running rec leagues, and keeping things delightfully local. Big city energy? Nah. We prefer front-porch fun with a splash of hometown pride.	The leaves turn, the air cools, and Groveport feels comfortably itself again. Apple Butter Day takes over, football lights up the nights, and everyone’s got a favorite sweatshirt and story. The city’s tone is warm and proud, looking back on what’s been built and forward to what’s next—with that trademark Groveport grin that says, “Yep, this is exactly where you’re supposed to be.”	The season sparkles with the kind of small-town magic you can’t fake. Lights twinkle down Main Street, the parade marches on (no matter the forecast), and neighbors trade cookies like currency. Groveport leans into the warmth of togetherness with a wink, reminding everyone that the holidays hit different when they happen right here at home.
--	---	--	---	--

THE OPPORTUNITY

FRANCHISE MESSAGING PILLARS

(AUTHORITY-ESTABLISHING CONTENT)

ROOTS & ROUTES
THE PORT REPORT
GROVEPORT WORKS
GIDDY UP, GROVEPORT!
UNEXPECTED GROVEPORT

THE CONTENT

THE GOALS

Make authentic connections with citizens, visitors, and businesses.

Communicate Groveport’s promise as a uniquely rooted, boldly humble city.

Empower residents with clear, useful, timely info.

Build community pride and participation.

Establish Groveport as a thriving, distinct community in Central Ohio.

Entertain and engage with warmth and wit while highlighting Groveport’s unexpected side.

COMMUNITY MINDSET

(CONTENT THEMES, OPPORTUNITIES FOR COLLABORATION & ASSOCIATION)

NEW YEARS	TRAIL & PARK SPOTLIGHTS	4TH OF JULY	BACK TO SCHOOL / SPORTS	THANKSGIVING
REC CENTER PROGRAMS	COMMUNITY CLEAN-UP	FARMERS MARKET SEASON	HALLOWEEN	HOLIDAY LIGHTS & PARADES
SENIOR CENTER ACTIVITIES	SPRING STORM PREPAREDNESS	CABIN CONCERTS & SPECIAL EVENTS	VETERAN’S DAY	BIZ SPOTLIGHTS / SHOP LOCAL
CIVIC ENGAGEMENT	MEMORIAL DAY & MILITARY BANNERS	1ST THURSDAY & FARMERS MARKET	APPLE BUTTER DAY	COMMUNITY EVENTS

SUPPLEMENTAL CONTENT

(RELATIONSHIP-ESTABLISHING CONTENT)

SHORT & DAILY AS PART OF EMAIL OR ISOLATED AS A SOCIAL POST

CITY SERVICE SPOTLIGHTS (PARKS, REC, UTILITIES, ETC.)
IN THE NEWS (HOW GROVEPORT IS SHOWING UP IN REGIONAL MEDIA)
RESIDENT & BUSINESS TESTIMONIALS (SHARE YOUR STORY #THATSSOGROVEPORT)
FAQ: HOW TO REGISTER, PERMITS, SERVICES EXPLAINED SIMPLY
SPECIAL EVENTS, FUNDRAISERS & COMMUNITY INITIATIVES

CONSISTENT CALL TO ACTION

> FOLLOW @ AND CHECK OUT THE WEBSITE <

ACTION/ENGAGEMENT

# EXAMPLE BREAKOUT (2 WEEKS)

## FRANCHISE STORIES

**ROOTS & ROUTES**  
 APPLE BUTTER DAY  
 Then & Now  
[Story 1](#)

**THE PORT REPORT**  
 APPLE BUTTER DAY RECAP  
[Story 1](#)

WIRT ROAD PLAN  
 Business Impact  
[Story 1](#)

5K TURKEY TROT  
[Story 1](#)

**GROVEPORT WORKS**  
 ELECTION DAY  
[Story 1](#)

HALLOWEEN  
[Story 1](#)

**GIDDY UP, GROVEPORT!**  
 PUMPKIN CARVING CONTEST  
[Story 1](#)  
[Story 2](#)

HALLOWEEN BLOCK PARTY  
[Story 1](#)

**UNEXPECTED GROVEPORT**  
 HAUNTED TRAIL  
[Story 1](#)

GROVEPORT GHOSTS  
[Story 1](#)  
[Story 2](#)

WEEK 1	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEBSITE - HP HERO	ROOTS & ROUTES APPLE BUTTER DAY THEN & NOW		GIDDY UP, GROVEPORT! PUMPKIN CARVING CONTEST				
WEBSITE - LPS	THE PORT REPORT WIRT ROAD PLAN		THE PORT REPORT 5K TURKEY TROT	GIDDY UP, GROVEPORT! HALLOWEEN & PUMPKIN CC		GROVEPORT WORKS ELECTION DAY	
FACEBOOK	ROOTS & ROUTES APPLE BUTTER DAY T&N		GIDDY, UP GROVEPORT! PUMPKIN CARVING		UNEXPECTED GROVEPORT GROVEPORT GHOSTS		
INSTAGRAM	ROOTS & ROUTES APPLE BUTTER DAY T&N		GIDDY, UP GROVEPORT! PUMPKIN CARVING		UNEXPECTED GROVEPORT GROVEPORT GHOSTS		
TIKTOK	ROOTS & ROUTES APPLE BUTTER DAY T&N		GIDDY, UP GROVEPORT! PUMPKIN CARVING		UNEXPECTED GROVEPORT GROVEPORT GHOSTS		
YOUTUBE					THE PORT REPORT APPLE BUTTER DAY RECAP		
BUSINESS EMAIL	THE PORT REPORT WIRT ROAD - BIZ IMPACT						
COMMUNITY EMAIL					THE PORT REPORT APPLE BUTTER DAY RECAP		

WEEK 2	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEBSITE - HP	GROVEPORT WORKS ELECTION DAY		GROVEPORT WORKS HALLOWEEN & HAUNTED TRAIL				
WEBSITE - LPS	THE PORT REPORT WIRT ROAD PLAN		THE PORT REPORT 5K TURKEY TROT	GIDDY UP, GROVEPORT! HALLOWEEN & PUMPKIN CC		GROVEPORT WORKS ELECTION DAY	
FACEBOOK	THE PORT REPORT WIRT ROAD PLAN		GIDDY, UP GROVEPORT! HALLOWEEN BLOCK PARTY		UNEXPECTED GROVEPORT GROVEPORT GHOSTS		
INSTAGRAM	THE PORT REPORT WIRT ROAD PLAN		GIDDY, UP GROVEPORT! HALLOWEEN BLOCK PARTY		UNEXPECTED GROVEPORT GROVEPORT GHOSTS		
TIKTOK	THE PORT REPORT WIRT ROAD PLAN		GIDDY, UP GROVEPORT! HALLOWEEN BLOCK PARTY		UNEXPECTED GROVEPORT GROVEPORT GHOSTS		
YOUTUBE					UNEXPECTED GROVEPORT HAUNTED TRAIL		
BUSINESS EMAIL							
COMMUNITY EMAIL					UNEXPECTED GROVEPORT HAUNTED TRAIL		

# CHANNEL PLAN



# CHANNEL PLAN

Defining the channels

CONTENT FORMAT	VIDEOS	SHORT FORM POSTS	LONG FORM POSTS	SPECIFIC BUSINESS INFORMATION	GENERAL BUSINESS INFORMATION	CROSS-PROMOTION	FORUMS & INTERVIEWS	UNMANAGED REVIEWS	SHARES & LIKES	ADS/PPC RETARGETING	OUT-OF-HOME
CHANNELS	OWNED CHANNELS					EARNED CHANNELS				PAID CHANNELS	
SEO	AIDED SEO: REQUIRES ADDITIONAL USE OF KEYWORDS, HASHTAGS, LINKS, ETC.		ORGANIC SEO: THROUGH AUTHENTIC USE OF KEYWORDS AND QUALITY CONTENT			AIDED SEO: REQUIRES 3RD PARTY ENGAGEMENT, PLUS SEEKING OUT DELIBERATE OPPORTUNITIES				PAID PLACEMENT	
PRODUCTION	VIDEO CONTENT CAN BE REPURPOSED ACROSS CHANNELS		WRITTEN/IMAGE CONTENT CAN BE REPURPOSED ACROSS CHANNELS		REPURPOSE THE SAME CONTENT WITHIN CHANNEL	OPPORTUNITY FOR ENGAGEMENT WILL NEED TO BE SOUGHT OUT		COMMENTS & REVIEWS SHOULD BE READ & RESPONDED TO		CONTENT WOULD BE PART OF A BRANDED CAMPAIGN	
FREQUENCY	CONTENT GENERATION AS NEEDED, PER RELEVANT OPPORTUNITY & MULTIPLE TIMES WEEKLY		2X WEEKLY CONTENT PUSH		SINGLE CONTENT PUSH W/MINIMAL MAINTENANCE		RESOURCES TBD	REGULAR MONITORING NEEDED		RESOURCES TBD	
	WEBSITE YOUTUBE INSTAGRAM IG REEL IG STORY FACEBOOK FB STORY TIKTOK LINKED IN TWITTER	INSTAGRAM FACEBOOK LINKED IN TWITTER SOLICITED/MANAGED REVIEWS	WEBSITE EXTERNAL BLOG FRANCHISE EMAILS LINKED IN (LONG-FORM CONTENT SITES LIKE MEDIUM)	WEBSITE (IE. STAFF, SERVICES, ABOUT US...)	WEBSITE YELP GOOGLE INSTAGRAM FACEBOOK	EXTERNAL MENTIONS PARTNERSHIPS EVENT PARTICIPATION	REDDIT QUORA LOCAL-INTEREST INTERVIEWS	YELP GOOGLE FACEBOOK LINKED IN	INSTAGRAM TIKTOK FACEBOOK LINKED IN TWITTER	INSTAGRAM GOOGLE FACEBOOK	BILLBOARDS SPONSORSHIP PLACE-BASED ADVERTISING

# LAUNCH PLAN



# LAUNCH PLAN

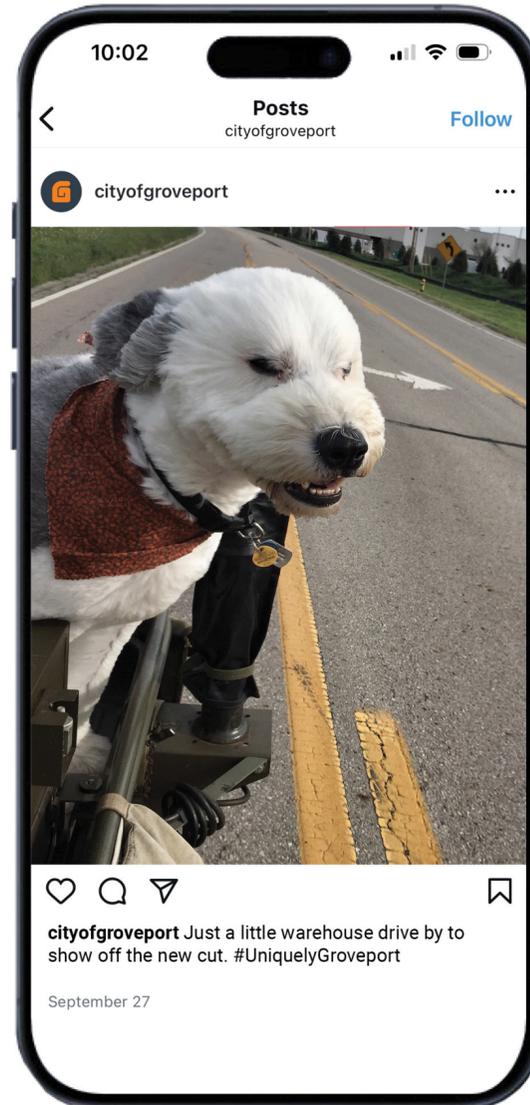
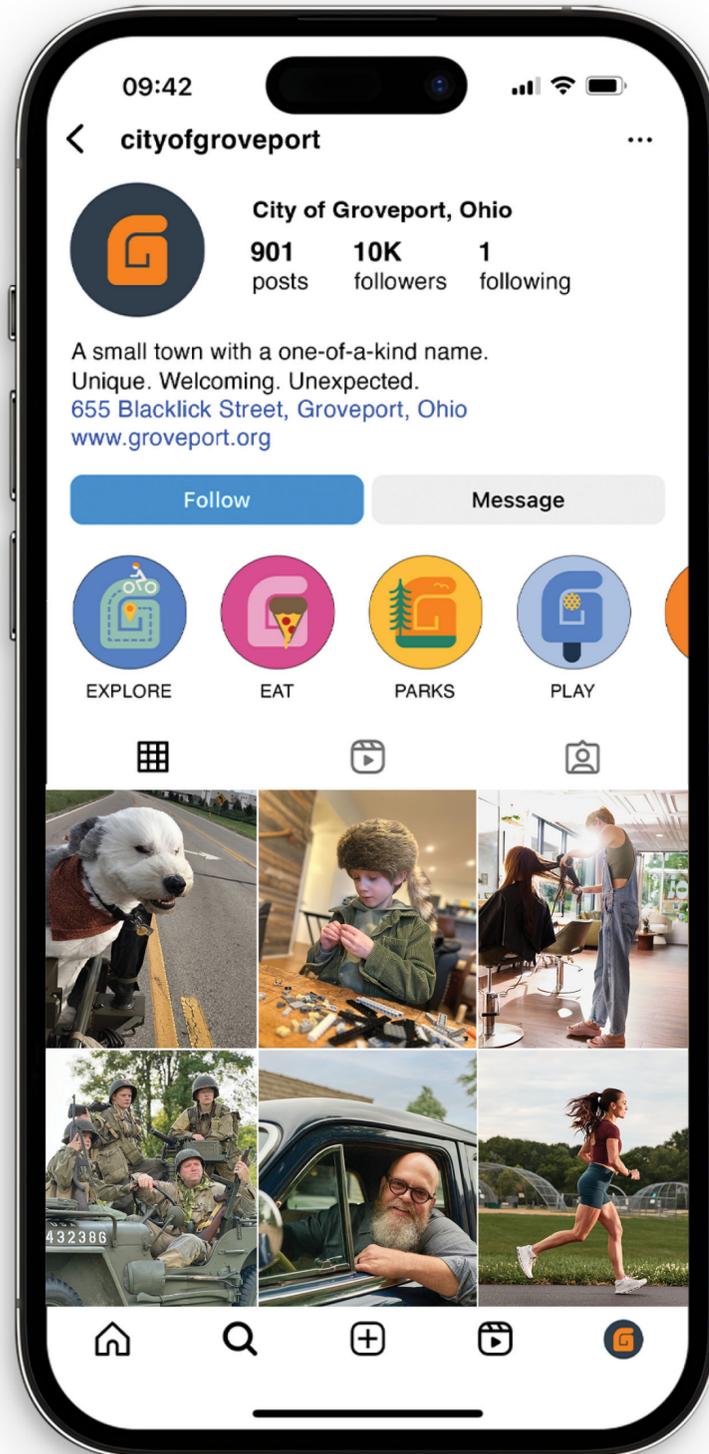
LAUNCH PLAN				
	PHASE 1: PREP & INTERNAL ALIGNMENT IMMEDIATE - 3 MONTHS   PRE-LAUNCH	PHASE 2: LAUNCH & INITIAL ROLLOUT 3 - 6 MONTHS   LAUNCH WINDOW	PHASE 3: EXPANSION & CONTENT BUILDOUT 6 - 12 MONTHS	PHASE 4: INTRASTRUCTURE & OPTIMIZATION 12 - 18 MONTHS
TIMING				
FOCUS	SET THE STAGE	REVEAL & MOMENTUM	BROADEN & ENHANCE	SUSTAIN & MEASURE
KEY TACTICS & ACTIONS	<ul style="list-style-type: none"> <li>• Confirm target launch date/event for public reveal</li> <li>• Communicate rollout plan and timeline to City Council, Directors, and department heads</li> <li>• Conduct internal brand training—voice, tone, visual identity, and templates</li> <li>• Finalize and distribute brand guidelines, assets, and cheat sheets</li> <li>• Produce video and photo brand assets</li> <li>• Identify and prep high-visibility assets for Phase 2 (signage, vehicles, uniforms, website, social, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Execute official brand launch event (press, community)</li> <li>• Publish press release + media kit announcing the rebrand</li> <li>• Launch updated website, social profiles, and email templates</li> <li>• Roll out high-visibility assets simultaneously -- Main Street banners, city signage, police/maintenance/rec vehicles, water tower</li> <li>• Share internal and external communications plan for ongoing adoption</li> </ul>	<ul style="list-style-type: none"> <li>• Update secondary collateral (department templates, brochures, event materials)</li> <li>• Introduce branded merchandise and event swag</li> <li>• Launch seasonal and campaign-driven content (Spring, Summer, Fall, Holidays at Home)</li> <li>• Support economic development, tourism, and community storytelling</li> </ul>	<ul style="list-style-type: none"> <li>• Implement wayfinding and facility signage updates</li> <li>• Complete remaining vehicle wraps and physical branding</li> <li>• Conduct checkpoint reviews at 6, 12, and 18 months</li> <li>• Host an annual brand assessment to evaluate consistency, recognition, and ROI</li> <li>• Continue community activations and refresh and expand creative assets as needed</li> </ul>
GOAL	Ensure every internal team understands the brand and can represent it confidently before public launch	Generate citywide excitement, establish visibility, and reinforce community pride	Keep the brand fresh and consistent while deepening emotional connection	Cement the brand across all city systems and ensure long-term success

**BRING IT TO LIFE**



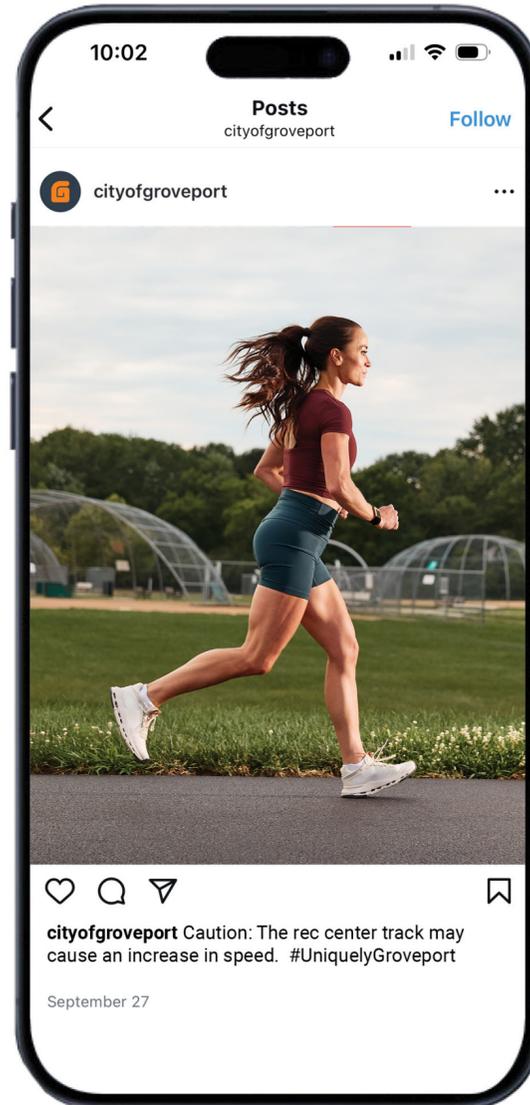
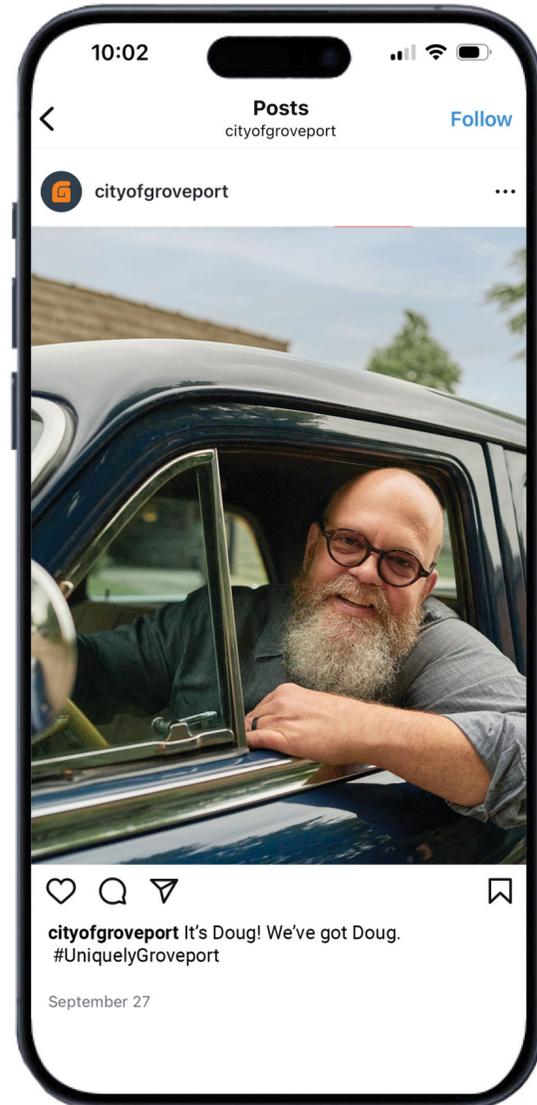
# BRING IT TO LIFE

Social Examples



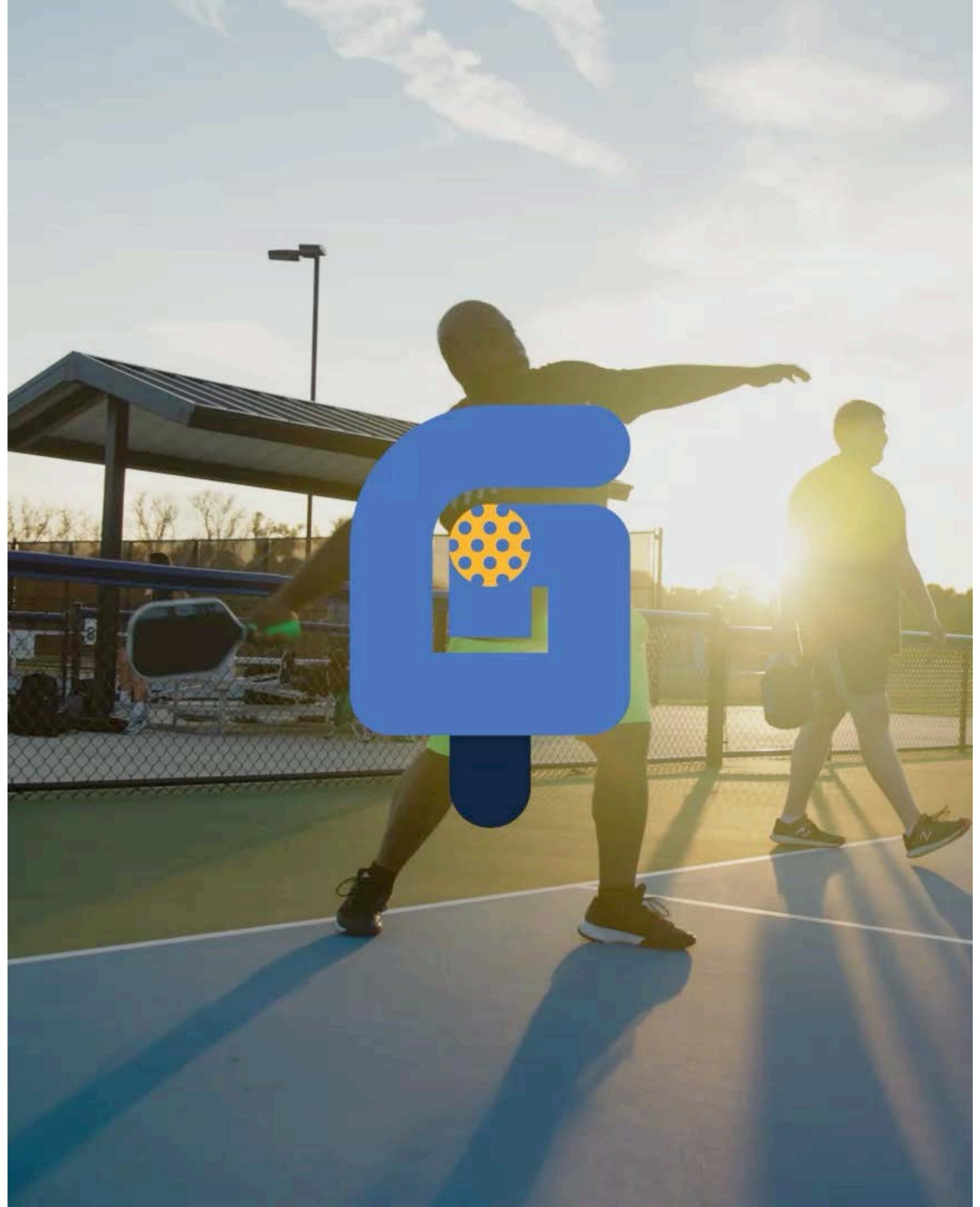
# BRING IT TO LIFE

Social Examples



# BRING IT TO LIFE

Video Examples





THE CITY OF  
**GROVEPORT**



**THANK YOU!**

