



PPR needed a new identity for a new department. A brand is a promise of an experience, so we underwent a process to determine what our promise was. This process included:

- Staff interviews
- Existing research from the merger and listening sessions
- Parks and rec center tours
- Comparative analysis
- Town halls and emails for feedback
- A brand launch brainstorm with PPR staff

The two recurring themes throughout this process were opportunity and connection. “Find Your Path” represents these concepts and can be applied in many ways—“Find Your Path to Fitness,” “Find Your Path to Nature,” “Find Your Path to History,” etc.

Video Anthem



Please visit <http://www.youtube.com/watch?v=7Ze1PQ-mQnY> to view the branding video anthem, which reflects the language and heart of the new brand.

Mission & Vision



Vision

We envision an environmentally rich Philadelphia of healthy people with greater personal and community resources; more connected to each other, to their neighborhoods and their government; open to new possibilities; and living with pride and confidence in their city.

Mission

We advance the prosperity of our city and the progress of her people through intentional and sustained stewardship of public land and waterways as well as through safe, stimulating recreation, environmental and cultural centers. We help Philadelphia and its citizens grow by connecting people to the natural world, to each other, and to fun, physical and social opportunities.



Our new mission and vision are very people-based and story-driven (as the video anthem reflected).

**We Help People Grow,
That's What We Do.**



Core Values

- Safe, Clean and Ready To Use.
- We Care For Our Natural Resources Because We Care For Each Other.
- The World Needs Play.
- We Are Open And Willing Partners.
- We Believe In Others.
- We Never Give Up.

Future videos will demonstrate these values. We need your stories.



Also have black, single color (all-blue and all-gold) and reverse versions



To be used only when the principal logo will not work.

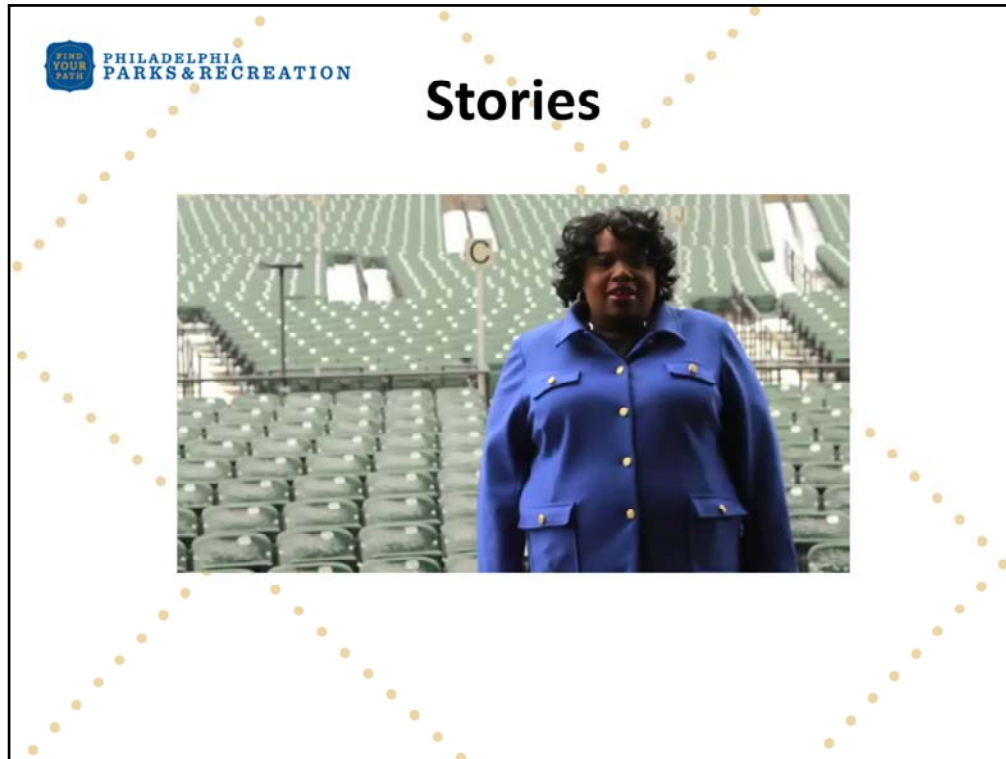


Initially, this logo will be used only when paired with a facility name. Eventually, once the PPR brand is strong enough, it will be able to stand alone.

Use of Graphic at Specific Site

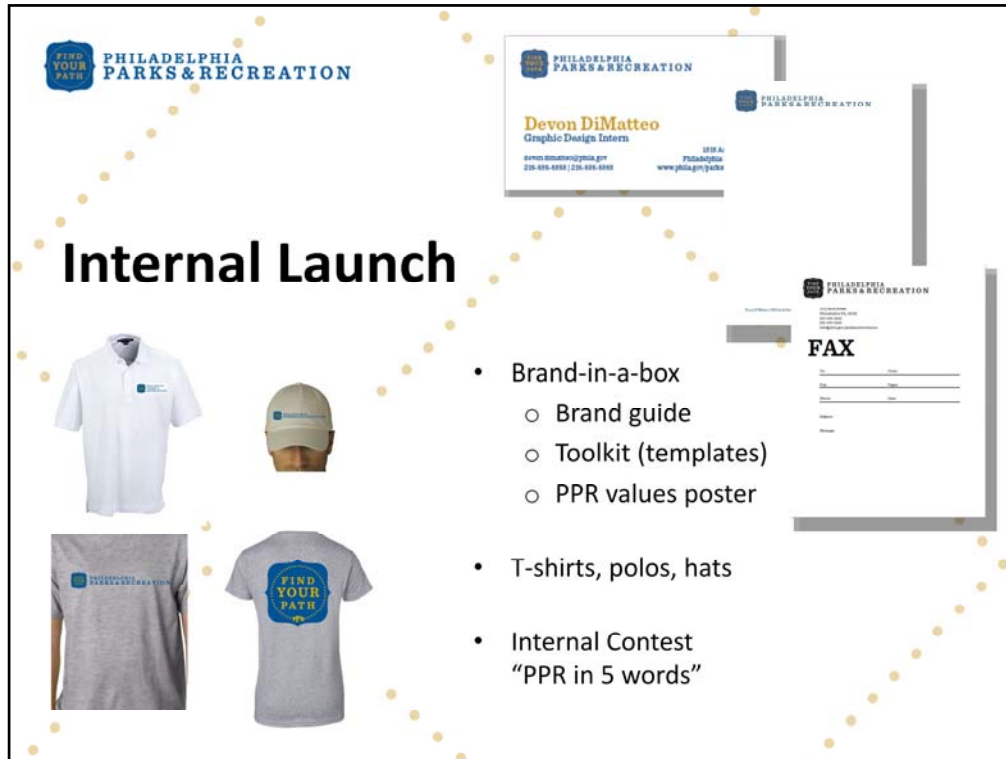


MARTIN LUTHER KING
RECREATION CENTER



Stories are at the heart of the brand launch campaign. Our multimedia intern and other volunteers will be instrumental in recording and producing these videos and written accounts. In order to convey the breadth of what we offer, we need *everyone* (staff, partners, volunteers, neighbors) to participate. The more stories we tell, the clearer our reach becomes to community members. Your story can be about how you found your path to or within PPR; how you've helped people to grow; or how the department has helped people grow.

A rough cut of Fay Greene's video can be viewed at
<http://www.youtube.com/watch?v=7goSPITOGMg>



Internal Launch

- Brand-in-a-box
 - Brand guide
 - Toolkit (templates)
 - PPR values poster
- T-shirts, polos, hats
- Internal Contest
"PPR in 5 words"

The brand guide will include both visual guidelines for the new brand as well as language recommendations.

The toolkit will consist of templates for business cards, email signatures, fax cover sheets, letterhead and more.

Each staff member will receive a short-sleeved shirt, a long-sleeved shirt, a polo shirt and a hat. Our goal is to distribute these items to staff prior to the external launch event, so staff can live the brand that day.



This is a snapshot of the partners we will contact to share our new brand. Individual Executive Team members will present this slideshow or send an email drafted by the branding team to their work unit's closest partners.


**PHILADELPHIA
PARKS & RECREATION**

Official Launch Announcement & Showcase
April 30th at The Oval

Broad Street Run & Expo
May 2nd – May 4th

PumpJam – May 10th

LOVE Your Park Week
May 10th – May 17th

Recreation Center Open House
May 17th

External Launch

Noted Events







Official launch announcement and event, plus upcoming events where the brand will be activated.



External Launch

Social Media Outreach



- Greater presence on current platforms (Facebook & Twitter)
 - Interactive contest with followers
 - Weekly "Find Your Path" story posts
 - Solicit content from users
- Launch Tumblr
 - Stories, Videos, Pictures
- Launch Instagram
 - Create "Find Your Path" hashtag



External Launch

Banners, Signage, Merchandise



To be used via Press Department for press announcements, ribbon cuttings, special events, etc.:

- Branded tent
- Step-and-repeat banner
- Traditional banners
- Teardrop banners

Uniform PPR signage throughout the city (in discussion)



Thank You!



We encourage questions, comments and
"Find Your Path" stories & "PPR in 5 words"
submissions.

Contact: Moria.Miller@phila.gov



PhilaParkandRec

