

# Adel Brand Narrative

## What is a brand?

Branding a city is a unique process, one that involves taking many different factors, features, and demographics into account. A brand should encompass the essence of our city and tell the world who we are. Whether the audience consists of our residents, business owners, or visitors who are new to our community, our brand represents the important things about Adel. The essence of our community, values, and purpose are conveyed through our brand. In the simplest terms, this new Adel brand tells the story of who we are, what we stand for as a community, and where we intend to go in the future.

## Our brand

### Who is it for?

The Adel brand targets three audiences: residents of Adel, business owners, and visitors to our community. Our brand elements, message, and values have more depth and functionality because of these separate, diverse audiences.

### Brand purpose

As a community, we are vibrant, growing, and tight-knit. Because our community is comprised of many lifelong residents as well as newcomers, we have been able to uphold our historical roots while also exploring future development. This brand celebrates and highlights residents, promotes businesses, and welcomes visitors. Our focus as a community is to foster growth, provide opportunities to residents, and open up our doors to new residents, visitors, and businesses to create a thriving, inclusive community for generations to come. We want all audiences to know that Adel is not just a place to live, work, or visit, it's a place you can thrive.

### Brand essence

Adel represents several different dichotomies and serves as the connection between the two. We function as a bridge between small town and big city living, the connection between traditions and progress, and the tie between historical elements and future developments. The brand elements seen in our logo and tagline represent the feeling of moving upward and forward; the bricks in our logo show a treasured piece of historic Adel that also represents the connection to opportunities and growth within our community. Using "thrive" in the branding language represents actions of growth within Adel, our award-winning school district, and the development that can be seen within our community.



## Brand values

The crux of what we value as a community is that Adel is fundamentally a small town. We value the atmosphere and the benefits it brings, such as the closeness with our neighbors, safety for families, and a strong school district. Much of our pride is rooted in historical elements and traditions that serve as a foundation for strengthening our community.

## Thrive With Us

We developed “Thrive With Us” as our tagline because it presents a feeling of inclusiveness, growth, and excitement, all of which encompass how we as a community feel about Adel. This tagline addresses our target audiences in different ways. We want our residents to continue to connect with each other; we want business owners to join our community and grow with us; and we want visitors to come and enjoy what Adel has to offer, whether it’s to live, work, or play. More importantly, we want people to know that Adel is not simply a city or just a place to live, it’s a place to thrive.

## Why “Thrive?”

To thrive, meaning to flourish, prosper, succeed, grow, and develop vigorously. In one word, we wanted to convey the current essence of our city as well as focus on our future community goals. By choosing “thrive” to be the main action in our city’s tagline, we highlight the success of students in our school district, the development of the city itself, and the authenticity of our community members. This one word invites all three of our target audiences to reflect about what this community means to them and gets them excited about where Adel as a city is headed. Thrive represents the vigorous growth of Adel from our past, through our present, and to our future.

## Our Logo

The final logo choice has two main elements that allow it to tie in with the brand message. The bricks seen in the larger A is a nod to the iconic brick streets that make up historical downtown Adel. While the bricks represent a part of our history in Adel, the three A elements point upwards which alludes to our future goals and growth as a community.