Dallas Cultural Trail

2021

Overview

In order for Dallas to continue to be a region of growth to not only attract and recruit new businesses and residents, but also retain these businesses and residents, it must continue to embrace, showcase, and invest in a robust arts and culture ecosystem.

Individually, these cultural districts have a number of historic sites, cultural institutions, music venues, art galleries, and arts and culture experiences to highlight.

By designing a Dallas Cultural Trail brand, we can better tell a cohesive story and provide a singular platform that connects the Arts District, Deep Ellum, and Fair Park and allows them to tell their individual stories.


DALLAS
CULTURAL
TRAIL

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06 Brand Elaborative

Brand Vision

The brand vision is the highest calling of the brand. It is much more than a mission statement–it is the reason for the brand to exist and can help inspire us to believe in and deliver the brand promise. Brand vision is specific enough to define the role we want to play in people's lives, but broad enough to allow us to grow as an organization.

Uncovering the historic, authentic, and vibrant cultural community of our city.

Uncovering

For the Dallas Cultural Trail, uncovering is rooted in action.

We aim to design an experience that can be actively explored by those who visit it. The trail will uncover the multiple layers of Dallas' cultural past, present, and future.

As visitors engage with these layers, they will stumble upon the cultural stories of Dallas that have been covered up, both physically and narratively. As we uncover, we can tell a more comprehensive cultural story of Dallas while stoking the natural curiosity of the trail's visitors.

We aim to introduce Dallas' rich cultural community when it is least expected. People may come to Dallas looking for one thing, but while they are here they will discover another.

Historic

Our city is often driven by progress and growth, but its rich and diverse history is a story that needs to be told.

When we understand the history of where we come from, we better understand where we are today and where we are going.

Historically, our three founding cultural districts are connected through their shared origins as freedmen's towns that over time became robust cultural and entertainment districts. The vestiges of this past history remain in both the built environment and community centers. The history of our city begins with these cultural neighborhoods.

History does not simply exist, but it is actively being written here.

Authentic

When we center on authenticity, we can represent the truest, most real Dallas.

A Dallas where everyone feels welcome. A Dallas that is accessible to all individuals.

We aim to share the too often unknown or underrepresented stories of Dallas. These authentic stories bring the history to life while also showing us an accurate present.

From art and literature to music and dance, we strive to uplift the most authentic version of our city.

Vibrant

Our city is a place where you can create anything you desire.

We aim to celebrate the vibrant, unique, and diverse arts and culture ecosystem that exists across our city.

From world-renowned concert venues to hidden gem theaters, our city provides a space for everyone to create. This energy and enthusiasm matches the entrepreneurial spirit that has forever embodied our city.

And it is our most vibrant self that will undoubtedly inspire the next generation of artists, musicians, and storytellers.

Cultural comminity of our city

We are the artists, musicians, writers, dancers, and storytellers who are creating our city's culture today.

We are at the core of what makes Dallas beautiful and are telling the most authentic cultural story of our city.

We create space for everyone to engage in this cultural experience, bringing our community together through this shared experience.

We exist not only in museums, art galleries, and community centers, but also in public murals, city parks, and the streets.

We are the cultural heartbeat of Dallas.

Uncovering the historic, authentic, and vibrant cultural community of our city.


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Brand Position

Brand positioning defines the way we want people to think about the Dallas Cultural Trail. We divide brand positioning into three parts: the group of people who are the most important target to us, the competitive set the brand is a part of, and the most compelling benefit that attracts our target to us.

To people who want to discover the real culture of Dallas, the Dallas Cultural Trail is the immersive experience empowering the creative, artistic and innovative heart of the city.

Target Audience

We chose a target that is broad enough to encompass a wide range of people, but holds a shared value of a desire to know more.

These are the people who understand culture is not created by what you can find on a map, but by what you experience in the places in between.

They actively seek out new, diverse, and unique experiences. They enjoy discovering the hidden gems, and when they do they share their discoveries broadly.

Competitive Set

Just as culture itself evolves, the Dallas Cultural Trail will need to be flexible in how it positions itself to compete for our target's time and resources.

The Dallas Cultural Trail will become a part of our city's diverse and unique arts and culture ecosystem, but it should always strive to operate from a place of collaboration, not competition.

As it evolves, it likely will operate, structurally, like a non-profit, speaking to potential supporters and funders of both arts and culture and parks and trails.

Compelling Benefit

Our most compelling benefit is the singular idea that makes the Dallas Cultural Trail endearing to our audience.

As the Dallas Cultural Trail, we will succeed when we are a part of enhancing culture broadly in Dallas.

We strive to embrace the most authentic version of Dallas and elevate Dallas as the culturally diverse and unique place it is.

Our ultimate goal is to empower the next generation of arts and culture changemakers, leaving a lasting legacy on the future of our city.

Brand Personality

The purpose of brand personality is to capture the human characteristics that build and enhance a relationship between brands and consumers. These characteristics, when executed consistently, make a brand likable.

Based on the twelve personality archetypes developed by Swiss psychiatrist Carl Jung, We have classified the primary personality as the Artist, and the secondary personality as the Explorer.

As an artist, we are always creating and innovating. We strive to tell authentic and immersive stories that represent all of our city. We put things out into the world for people to experience and enjoy.

As an explorer, we aim to constantly discover new places, people, and worlds. We work to create a sense of adventure for our visitors, patrons, and partners alike. We want our customers to go out and explore the outside world to learn and engage with something new, celebrating the journey along the way.


BLUES
ALLEY
MURAL
WALK
11.30.2021
5pm

16 Visual Identity

Primary Logo

This logo embraces the idea of a mosaic as we want to show the three cultural districts coming together as parts of a whole.

Each district brings unique and authentic stories that will make up the Dallas Cultural Trail.

Our Brand Cornerstones, Historic, Authentic, and Vibrant, inform our design and color choices.



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Typography

Primary Typeface

We want our type to be modern, but not institutional. We strive for a type that contributed to the authentic feel of each district but also is unique enough to stand alone. We are drawn to Filson Pro becuase of the stem of the capital “R”. Not only does it provide a fun, eye-catching read, but also symbolizes the movement of a physical trail.

Regular

FILSON PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Typography

Secondary Typeface

This type is a perfect san-serif to pair with Filson Pro. Asap is simple and modern with geometric tendencies allowing for easy readability. When using this in conjunction with Filson Pro, it allows for a more serious tone along with the funky elements of Filson Pro.

Regular

Asap

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

DALLAS CULTURAL TRAIL

Inform. Interpret. Inspire
2021

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Color Guide

Color Values

Vibrant informs our color pallete. By using six colors, the options for visual application are both endless and exciting. This array of colors also allows that future organizations who partner with the Dallas Cultural Trail see themselves represented within our logo. Again, illustrating that as the individual parts become part of a whole, we collectively paint a brighter, more robust arts and culture scene in our city.

