

SANTEE BRANDPRINT

FINAL PRESENTATION

12.11.19

How did we uncover the brand for Santee?



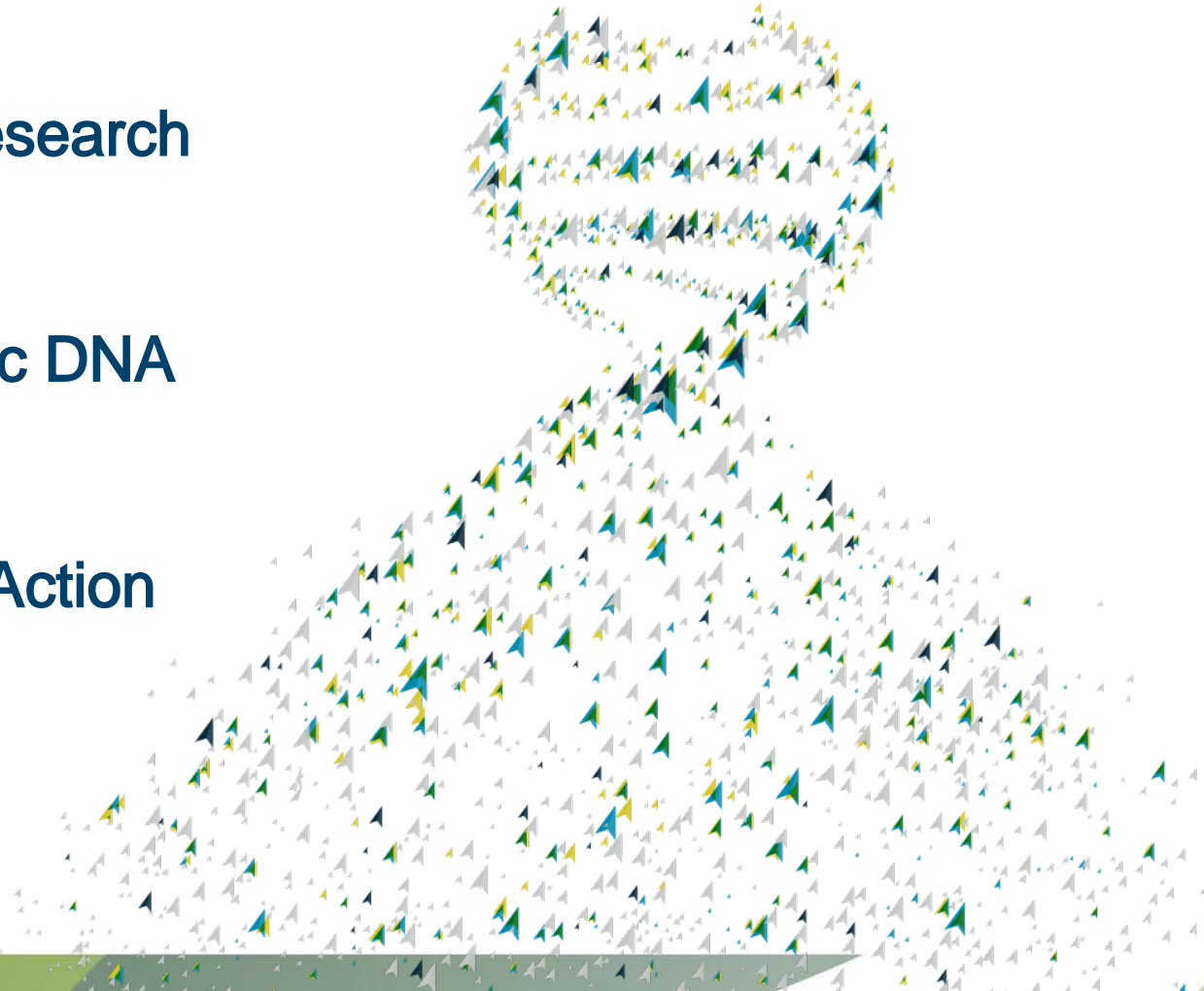
**North Star moves from research to strategy
to creativity to action.**



Research

Strategic DNA

Creativity & Action




RESEARCH

Research Instruments

- **Situation Analysis**
- **Research and Planning Audit**
- **Communication, Social and Media Audit**
- **Site Visit:**
 - **Familiarization Tour**
 - **Stakeholders/Residents Interviews**
 - **Focus Groups**
 - **Undercover Interviews**
- **Vision Survey (Community Leaders)**
- **Community Survey (Citizens)**
- **Brand Barometer (Residents)**
- **Consumer Awareness & Perception Study** (Quantitative) Online perception study with visitors and non-visitors from San Diego County
- **External Influencer Perception Study** (Qualitative) Interviews about Santee with external influencers
- **Competitive Positioning Review**

STRATEGIC DNA

STRATEGIC DNA STATEMENT

- Target Audience: For those wanting a close-knit community and wide -open opportunity ,
- Frame of Reference: Santee, hugged by natural beauty along Santee Lakes and Mission Trails Park,
- Point-of-Difference: gives Southern California a new, strong point of connection
- Benefit: affording families the freedom to live their aspirations.
- 

BRAND NARRATIVE



LOGO & STRAPLINE

Logo and Strapline



Logo with State and Color Palette



Department Logo



VISUAL DIRECTION



DON'T
JUST
COAST
THRIVE

"This is more than the place I live,
this is where my family has grown"

Daphann Abbott
4 Year Santee Resident

DO MORE WITH YOUR FAMILY. DUE EAST IN SANTEE.

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Santee
DO MORE ► DUE EAST

cityofsanteeca.gov |  



DON'T
JUST
COAST
THRIVE

"I wouldn't be doing so well, so fast
if I had chosen another city."

Gene Chaffin
BNS Brewing & Distilling Co.
Since 2012

DO MORE WITH YOUR BUSINESS. DUE EAST IN SANTEE.

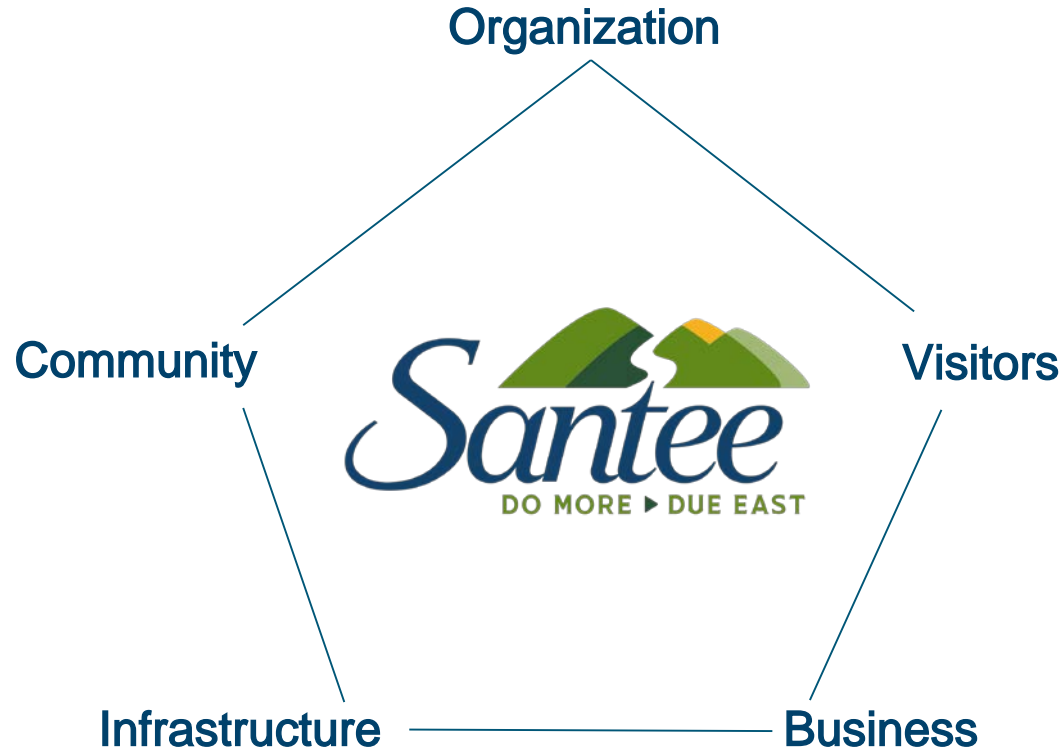
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BRAND ACTION IDEAS

BRAND ACTION IDEAS



ORGANIZATION



City of Santee
10601 Magnolia Avenue
Santee, California 92071
(619) 258-4100
cityofsantee.gov

Mayor
John W. Minto

City Council
Room Hall
Stephen H. Kazhan
Laura Koval
Rob McNeilis

DO MORE ► DUE EAST



City of Santee
10601 Magnolia Avenue
Santee, California 92071

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Marlene D. Best
CITY MANAGER

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(619) 562-0649 Fax
mbest@cityofsanteeca.gov

DO MORE ► DUE EAST



Presentation Title

DATE



Section Title – Lato Regular

SUBHEAD – LATO BLACK



Slide Header – Lato Regular

SUBHEAD – LATO BLACK

- Slide body copy – Lato Light
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- Slide body copy – Lato Light

Section Title – Lato Regular

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40th Anniversary Logo





COMMUNITY

Santee City Services Business Advantages Active Lifestyles Government Access How to Do More

Search...

DO MORE ► DUE EAST

Events/Calendar Community Spirit Jobs Neighborhoods Recreation/Sports Notices/Meetings Chamber Transit Shopping

INLAND EXPERIENCE

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ENVISION SANTEE

 City News and Developments [See All News ►](#)

Downtown Plan

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Mast Park Renovation

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Santee Movie Theater

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MIKE JONES
2-YEAR RESIDENT

DON'T JUST COAST. THRIVE.

Testimonials from Santee Residents

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[Read More Testimonials ►](#)

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Santee City Services Business Advantages Active Lifestyles Government Access How to Do More

Search...

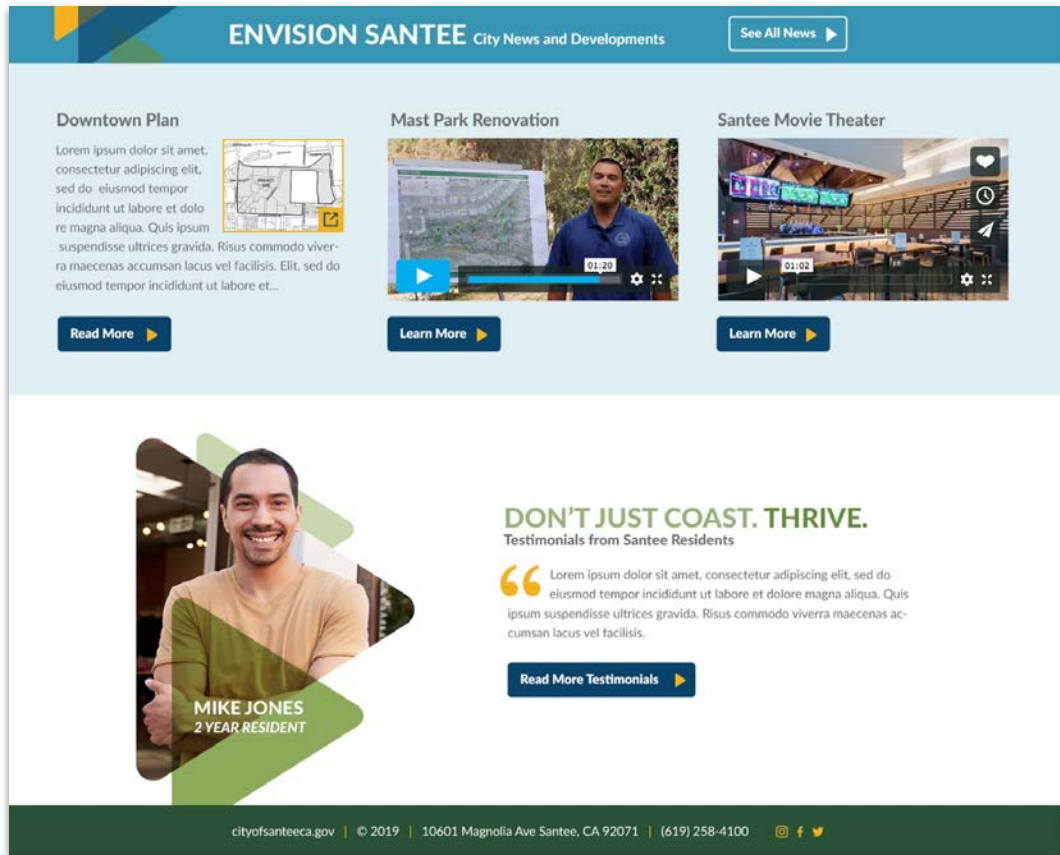
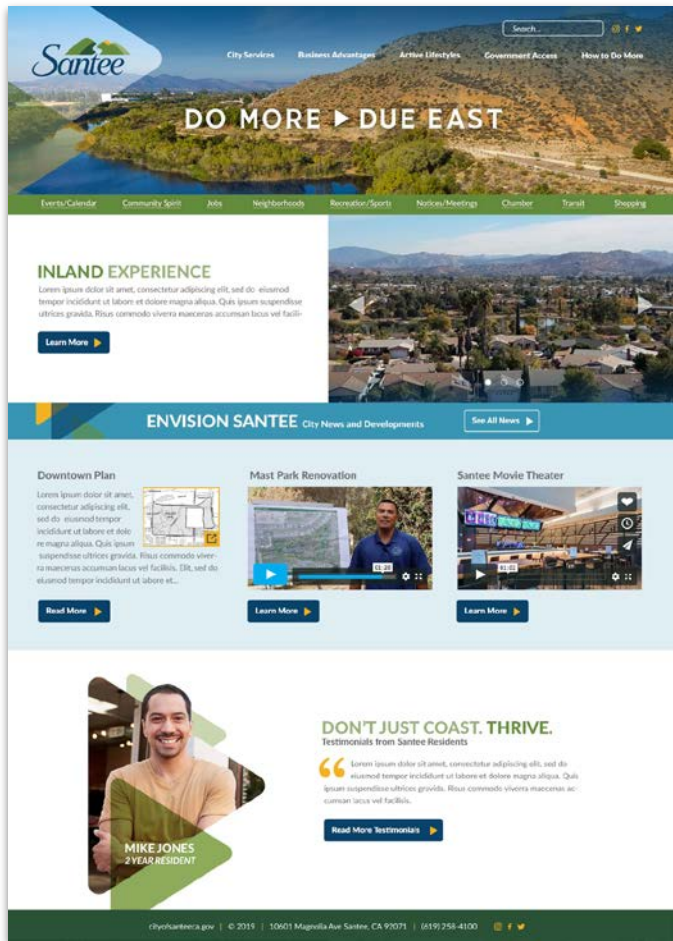
DO MORE ► DUE EAST

Events/Calendar Community Spirit Jobs Neighborhoods Recreation/Sports Notices/Meetings Chamber Transit Shopping


SANTEE LAKES

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City of Santee
@CityofSantee

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City of Santee

18 hrs

...

With nearly 65 miles of trails, Mission Trails is just one of the unique destinations that the City of Santee has to offer for hikers, mountain bikers and fitness levels **Do More, Due East.**



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Comment
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62

Write a comment...

City of Santee

23 hrs

Community


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5,060 people like this

5,340 people follow this

Ed Barlow likes this

About



10601 N Magnolia Ave
Santee, California 92071

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(619) 258-4100

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BUSINESS

DON'T
JUST
COAST,
THRIVE.



Santee
DO MORE • DUE EAST





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 CITY MANAGER

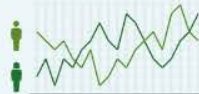
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EASTERN ADVANTAGES and MORE

LOCATION and TRANSIT

QUALITY OF LIFE and HOUSING

SITES and BUILDINGS

DATA and INCENTIVES

TALENT and ACTIVE LIFESTYLES



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INFRASTRUCTURE





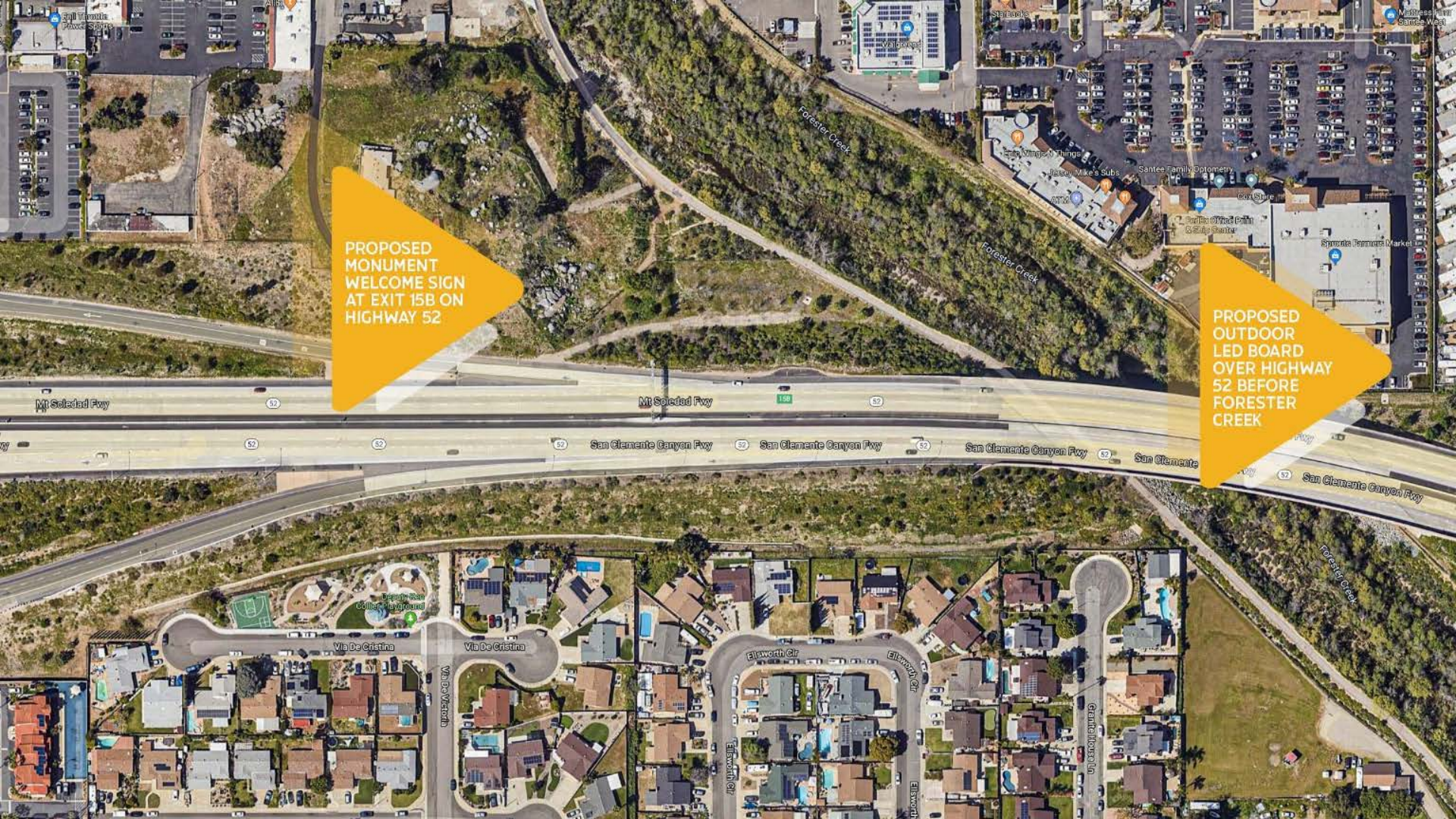


Santee



PROPOSED
MONUMENT
WELCOME SIGN
AT EXIT 15B ON
HIGHWAY 52

PROPOSED
OUTDOOR
LED BOARD
OVER HIGHWAY
52 BEFORE
FORESTER
CREEK



DON'T JUST
COAST **THRIVE**

Santee
DO MORE ▶ DUE EAST

SANTEE LAKES
CALIFORNIA'S PREMIER
FISHING RESORT

CATFISH OPENING WEEKEND
APRIL 18 - APRIL 19, 2020

The billboard is a large rectangular sign supported by two tall metal poles. It features a split design: the left side shows a woman in a yellow sweater and a child walking away in a field, and the right side shows a person holding a large catfish. The background is a mix of blue and white with green accents. The text is in various fonts, with 'THRIVE' and 'Santee' being prominent.





Santa Dr
↑

Santee





RIVER
PASO

- DO MORE ▶ DUE EAST

Santee

Victory

VISITORS













CONGRATULATIONS SANTEE!