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GREEN MINNEAPOLIS

Green Minneapolis is a multi-project conservancy established to advance the vitality of downtown Minneapolis through parks, programming and activation. It needed a brand presence worthy of its vision.



BRAND CONCEPTS

THE WORK

Brand Strategy

- Primary research
- Brand workshop
- Brand direction
- Brand architecture

Brand Implementation

- Logo design
- Image system
- Website
- Presentation
- Brand guidelines



green
minneapolis

LOGO DESIGN

CHALLENGE

While there was great excitement about a multibillion dollar development in downtown Minneapolis, there was also concern about how public money was being spent. To be successful with fundraising, operations and activation of its various projects, Green Minneapolis needed to be positioned with aspirational relevance while also differentiating from government entities and the new stadium. They had to convey the benefits of green spaces for all who live, work and visit downtown.

SOLUTION

To bring this inclusive green vision to life, we set out to gain insights from key partners, advocates and dissenters. With our strategic direction in hand, we built and implemented a bold brand for Green Minneapolis, including:

- Brand architecture
- Logo design
- Image system
- Website
- Presentation

RESULTS

Green Minneapolis has established itself as the “go to” organization for downtown greening. The brand umbrella continues to advance fundraising, development and operations. It helps to ensure a vibrant, inclusive and green downtown Minneapolis.



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STATIONERY



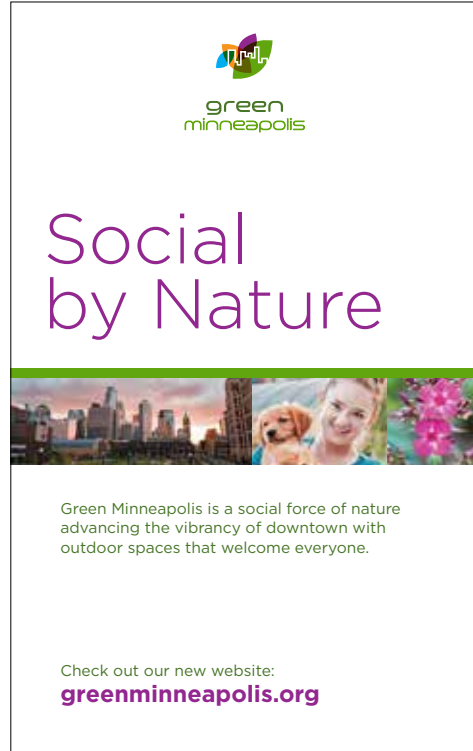
POWERPOINT TEMPLATE



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WEBSITE



BRAND ANNOUNCEMENT





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