



CITY OF AUSTIN
LAND DEVELOPMENT CODE REWRITE
BRANDING
AUGUST 29, 2013

CULTURAL
STRATEGIES

**CULTURAL
STRATEGIES**

LAND DEVELOPMENT CODE REWRITE
BRANDING | LOGO OPTION 02

CODE  NEXT
SHAPING THE AUSTIN WE IMAGINE

CODE NEXT

SHAPING THE AUSTIN WE IMAGINE

Rational

Most interviewees expressed the need to change the Land Development Code. Many had positive and others moderate expectations of what was the next chapter for the current code, which most agree is outdated and complicated. The argument for this name lies in the understanding that when something has exhausted its shelf life it has to be replaced with something new, with the next big thing we can possibly create. The expectation that there is always something great coming next is a common theme in human behavior. Next is also an indication of process, of sequence and planning. Therefore, associating Next with Code is reflective of a process. CodeNEXT also has a terminable quality, which means it will have an end.

CODESMART
SHAPING THE AUSTIN WE IMAGINE

CODESMART

SHAPING THE AUSTIN WE IMAGINE

Rational

From the interviews we conducted with Austin residents, one can conclude that people want this process to be an intelligent experience. Residents from all walks of life concur that they want an affordable, compact, vibrant and people friendly city. The word smart (defined as: sharp quick thought; bright. Amusingly clever; witty. (Synonym): intelligent) aggregates these aspirations and conveys in a simplistic yet powerful way the tenor of the overall experience.

CITY  **DESIGN**
SHAPING THE AUSTIN WE IMAGINE

CITY DESIGN

SHAPING THE AUSTIN WE IMAGINE

Rational

The process to re-write the Land development code for the city of Austin is in itself, deliberate Design. For a case in point, one can refer to the definition of the word Design (verb): to conceive or execute a plan and of the expression By Design (adverb): with intention. (Synonym): by choice. Research insights support values of better planning, more efficiency and less disruption. A Designed city infers an intelligent process to structure outcomes that provide optimum comfort with reduced stress.

CODE NEXT

SHAPING THE AUSTIN WE IMAGINE

Rational

The proposed tagline fully captures the essence of the intention and the destination embodied in the comprehensive plan, while borrowing the words of its name and delivering them in a different sequence.

CULTURAL STRATEGIES

LAND DEVELOPMENT CODE REWRITE
BRANDING | OUTREACH ACTIVATIONS

Meeting places with a purpose and an outcome

One-Day street closures to host all activations offline, in a cluster

Education Collateral

BOX

ZONE

PAPER

TOOLS

CODENEXT
SHAPING THE AUSTIN WE IMAGINE

ACTIVITIES

THEMES

Keynote Presentations:
Citywide Roadshow

TALK

Social Interactions:
On and Offline

CONNECT

Polls: opinion gathering,
sharing and analysis

PULSE

Repository to share ideas
and comments and
recieve feedback

RESPONSE

Community forums,
neighborhood gatherings
and workshops

COLLABORATE

CHARACTER

Neighborhoods

THRIVE

Businesses &
Development

RESOURCES

Environmental
Sustainability

AFFORDABLE

Choice &
Affordability

MOBILITY

Compact &
Connected

CODE SMART

SMART TALK
SMART CONNECT
SMART PULSE
SMART REPSONSE
SMART COLLABORATE
SMART BOX
SMART ZONE
SMART PAPER

CODE NEXT

NEXT TALK
NEXT CONNECT
NEXT PULSE
NEXT REPSONSE
NEXT COLLABORATE
NEXT BOX
NEXT ZONE
NEXT PAPER

CITY DESIGN

CITY TALK
CITY CONNECT
CITY PULSE
CITY REPSONSE
CITY COLLABORATE
CITY BOX
CITY ZONE
CITY PAPER

CULTURAL STRATEGIES



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