

relic

SCHEMATIC PRESENTATION

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Keywords

Bridge

Ignite

Cultivating

Together

Wellspring

Objective Statement

Our end goal is to unify the town of Searcy, AR across multiple points with consistent and approachable branding that **ignites** and highlights existing appeals such as community, small business, and family **wellspring**. We will do this by promoting a brand that **cultivates** relationships, **bridges** the gap between generations, and connects to both locals and visitors by emphasizing core values like **togetherness**, creation, and safety. We hope to capitalize on what already makes Searcy, Searcy.

01. IMC

DATA

IMC

Da



As we search for market segmentations, data

Searcy is close to Bebee. Should we pay attention to their

How do we to our dem while also

Female Population

Beebe

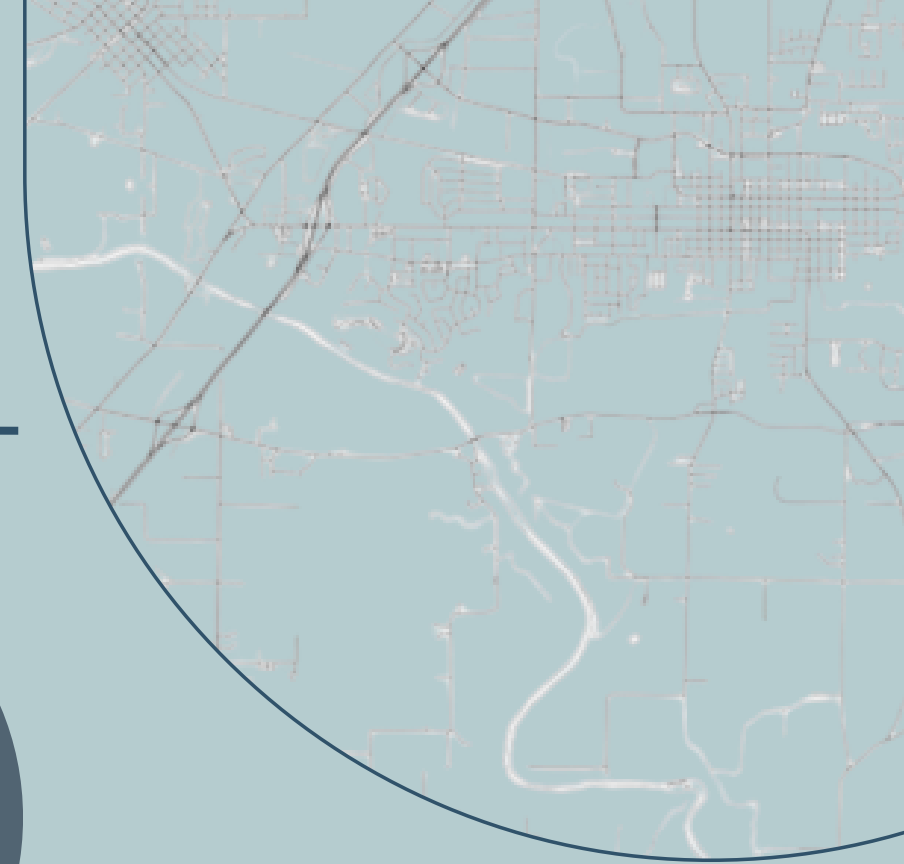
Conway

Fayetteville

Forrest City

Little Rock

Personas



Local



Traveling
Professional



Tourist



Veteran



Student



Worker

Joseph Langdon, yearly income of \$70k-\$80k

- A Searcian born and raised
- Worked for his uncle in high school fixing roofs, and now that he is out of high school and in his mid-20s, he has a permanent co-managing spot at the company
- Loves spending time with his two young girls and wife while enjoying the quiet life of Searcy
- Tries to spend most of his time outside with his family, going to downtown for events or Spring Park to play frisbee
- **Touchpoint of choice:** Website

Meet Joseph Langdon



Traveling Professional

40

Becky Valdez, yearly income of \$65k-\$70k

- 40-year-old communications professional who builds online courses for the University of Central Arkansas
- Works remotely in Jonesboro due to lower cost of living (195k vs. 169k), but twice a month, she goes to meetings at the UCA in Conway
- Thinks Searcy is a lovely town but doesn't really know what all there is to do
- **Touchpoint of Choice:** Press Release on the Arkansas Democratic Gazette

**Meet Becky
Valdez**



Gabby Musselman, yearly income of \$35k-\$45k

- 65 year-old teacher retiree who lives in Texarkana, Texas
- Her husband of 40 years, Mark, and their dogs, Milo and Otis, love to take road trips around the country during the summer time, and this year they are driving to St. Louis to vacation there for a week. The fastest way to drive there from their house is on US-67 N, which passes right by Searcy
- As Gabby mapped out her route, she noticed that Searcy's eating and park options would be a perfect move for her motley crew of breakfast lovers and furry friends to stop at.
- **Touchpoint of Choice:** Google Maps

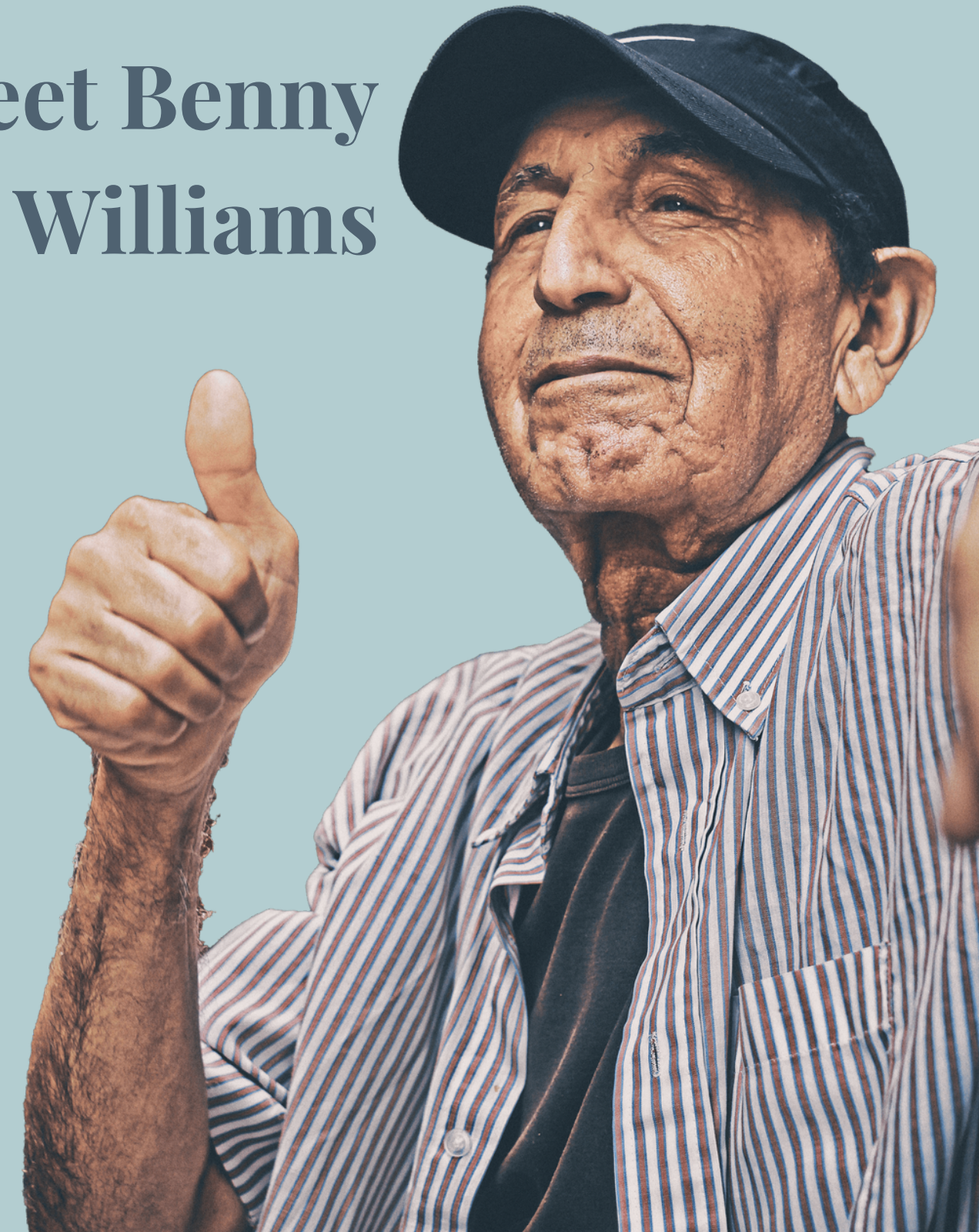
Meet Gabby Musselman



Benny Williams, yearly income of \$45k-\$55k

- Benny is a retired veteran who decided to settle down in Searcy, AR where he receives his monthly disabilities check from the U.S. for the time he served in the military
- A hard man to impress, the only soft spot Benny has is for his wife of 52 years and their subsequent two children and 5 grandkids
- He also enjoys fishing, hunting, and nature in general, so Benny is always looking for new outdoor spaces to enjoy both by himself and with his grandkids
- **Touchpoint of choice:** Email list/newsletter

Meet Benny Williams



Andrea Stark, barely scraping by

- Oldest of a family of five with working parents
- Hometown is Boston, Massachusetts
- Student at Harding University
- Considering moving back home after graduation, but she sees the value of working and living in the Natural State.
- Job opportunities, community events, and a vibrant downtown scene will sway her choice
- **Touchpoint of Choice:** Insta Hashtag Campaign

Meet Andrea Stark



Mike Wolf, yearly income of \$30k-\$35k

- A single father of two young teenagers who moved from Conway to Searcy 10 years ago
- Works for the city as a communications/911 dispatcher
- He picked Searcy over other options because of it's small-town charm, exceptional school system, and cost of living
- Wishes there were elements of the city life he was so used to, particularly fun architecture and fabulous parks
- **Touchpoint of Choice:** Newsletter

Meet Mike Wolf



Branding Analysis

S

Strength

- Existing community
- Small businesses
- Matt Faulkner
- Momentum/willingness
- Committees/clubs

O

Opportunities

- Harding University
- Varying age demographics
- Parks/nature
- Integration of other committees
- Churches

W

Weaknesses

- No night-life
- Current non-cohesive branding across multiple city platforms
- Difference between Harding and Searcy communities
- Businesses closing early/on Sunday

T

Threats

- Social media commentary
- Competition between Little Rock and Conway
- "Small town" stereotypes
- High amount of communication channels

Park/Welcome Center

S

Strength

- downtown location
- excited "buzz"
- interrelatedness of brand

O

Opportunities

- small businesses
- Supporting local communities (El Puente, Searcy VA,
- appeal towards kids and families
- activities and events
 - birthday parties
 - disc golf/frisbee
 - pets
 - rentable space for functions, meetings, parties, etc.

W

Weaknesses

- not directly off highway
- parking availability
- not a tourist town, gear more towards residents

T

Threats

- lack of support
- money, taxes situation; solution: grassroots movement
- weather dependency

Digital Promotional

Instagram

- @hardinguniversity
 - 19.5K followers
- @searcybeatsandeats
 - 1,588 followers
- @searcy_parks_and_rec
 - 1,071 followers
- @mainstreetsearcy
 - 1,936 followers

Facebook

- Searcy Beats & Eats
 - 6.7K likes, 7.4K followers
- Harding University
 - 33K likes, 35K followers
- Searcy News You Should Know (SNYSK)
 - Private group, 27K members
- Searcy is MY Town
 - Public group, 21K members
- Mainstreet Searcy
 - 9.6K likes, 10K followers

Website

- cityofsearcy.org
- Think Idea Blog
- Official Arkansas Tourism Site
- searcychamber.com
- searcy.com

Email

- Chamber of Commerce
- Churches
- Banks
- Betsy Bailey
- Amy Burton
- Harding University

Additional Promotional

Events

- Food trucks
 - look into specifics
 - Slader's
 - Jimmy Phils Smoke Wagon
 - WildFlour Bakery
 - Kona Ice
 - The Utopia Deli
 - Cheesecake on a Stick
- Live music
 - Rivers West
 - student bands
- Pop-up shops
- Young entrepreneur showcase
- Cook out/competitions

Newspaper Press Releases

- The Daily Citizen
- Arkansas Democrat
- The Bison

02. Graphic Design

Concept

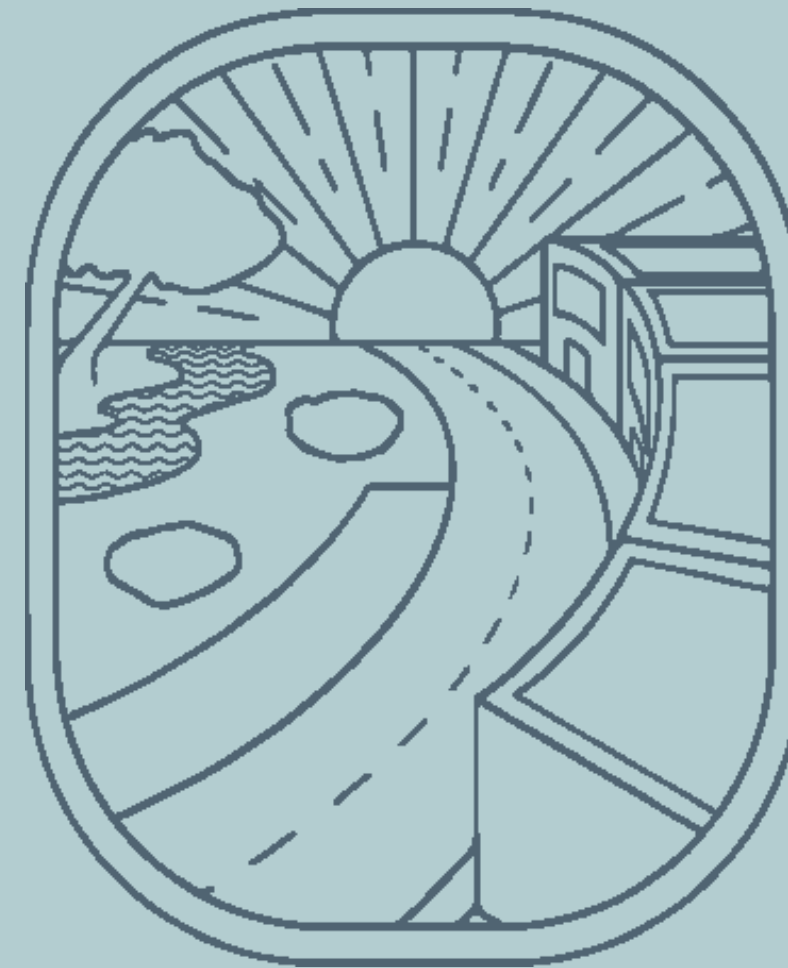
Our goal is to create an updated branding on the qualities and traits that Searcy already possesses. We also aim to promote what sets Searcy apart from other towns, like our small businesses, local art, and the breathtaking environment.

To do this, we are developing hand-crafted graphics and eco-friendly products to aid the longevity of the town's branding and its businesses.

We will use social media to promote the local businesses and activities that take place in Searcy year-round, while also utilizing the beautiful scenery Searcy has to offer to all of its residents.

Logo

For the image-based portion of the logo, Relic is exploring an insignia to represent Searcy as a whole by featuring a few icons key to the city and its feel. We believe that just as the type logo and image should complement each other, they should also be able to stand apart while still maintaining their strength and recognition potential within the brand.



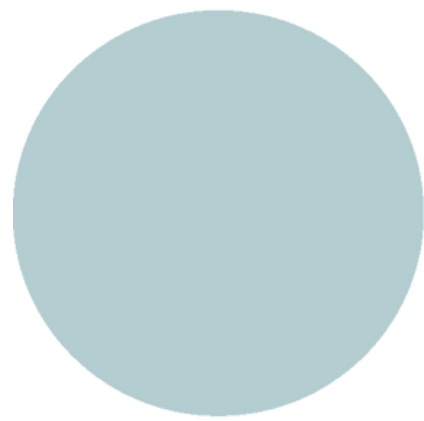
SEARCY

Logo Examples

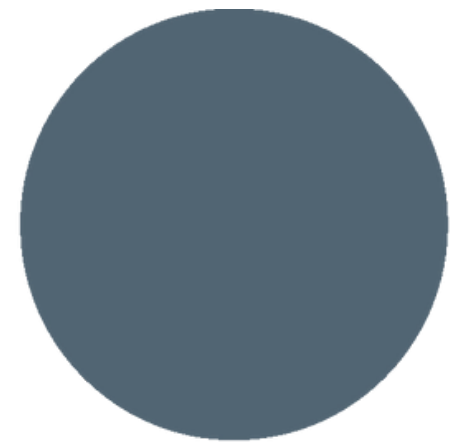


Branding Guide

Color Palette



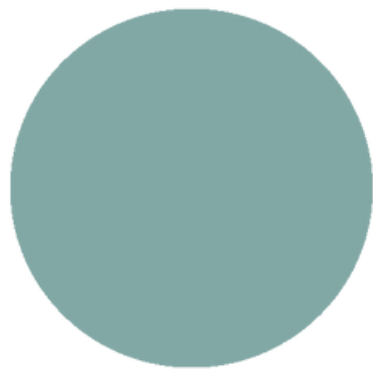
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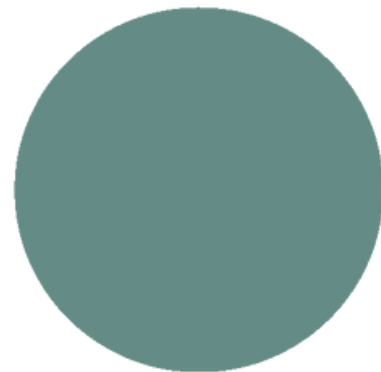
#516472



#ACCCC8



#81A8A5



#648B85

Typography

Heading Text | Playfair Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Body Text | Forma DJR Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

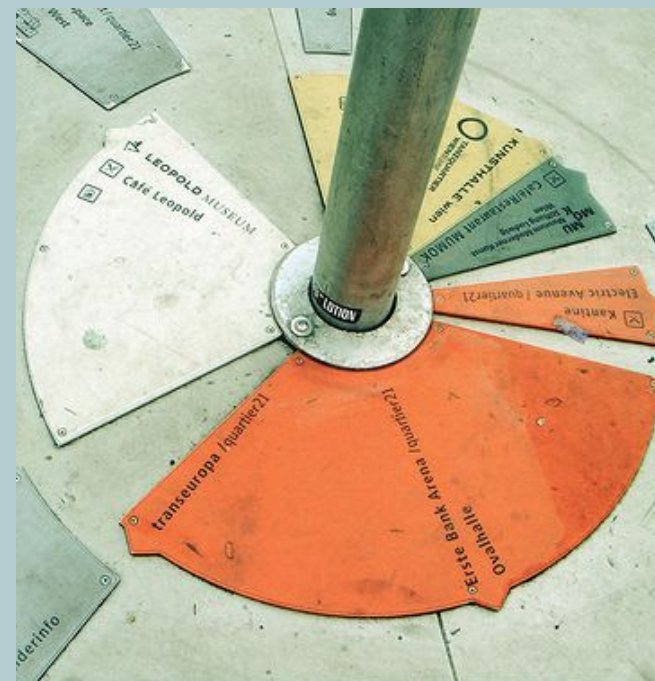
abcdefghijklmnopqrstuvwxyz

Stationery



City Signage

Wayfinding



Park Signage



Advertisement

Poster

- Rialto
- Welcome center
- Spring Park
- Berryhill Park

Style

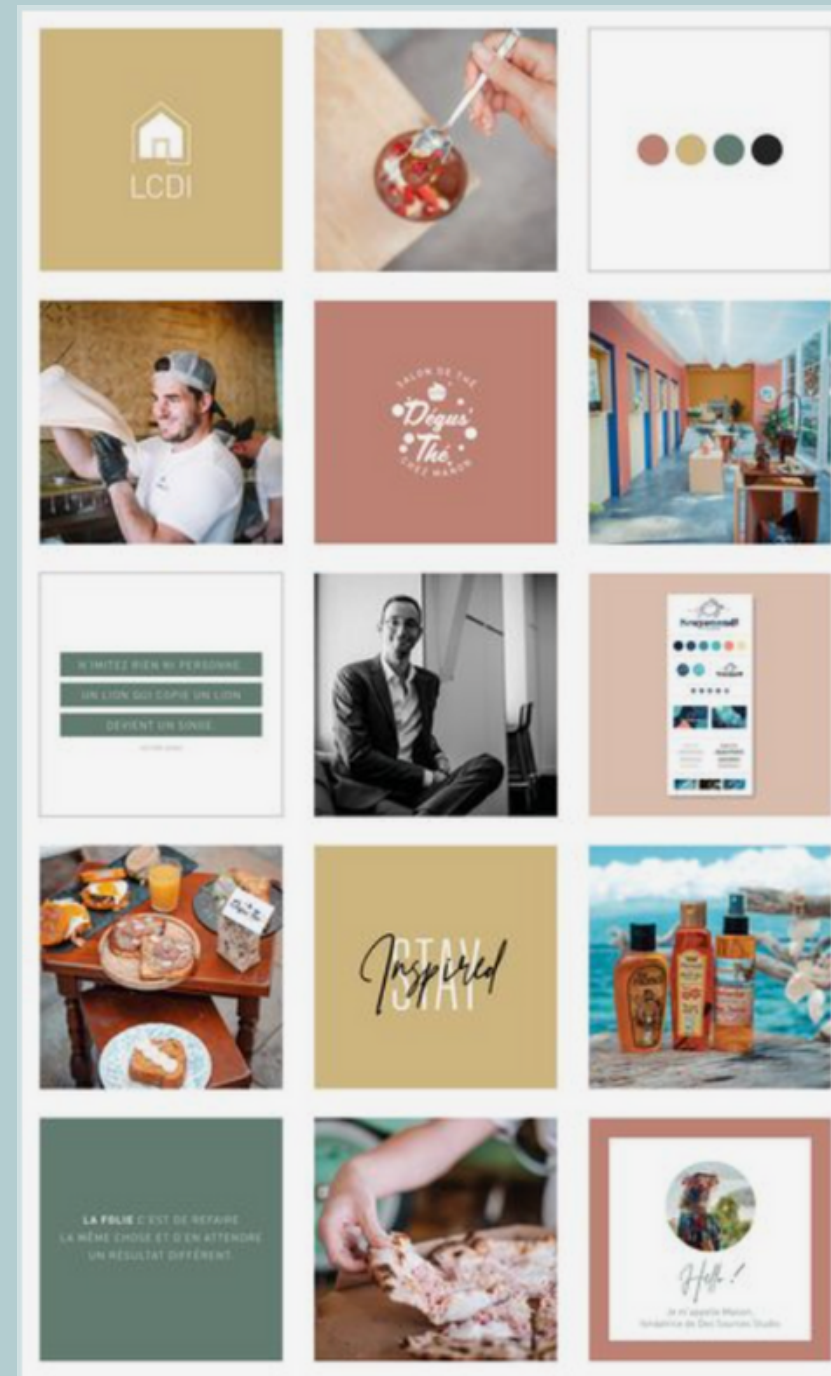
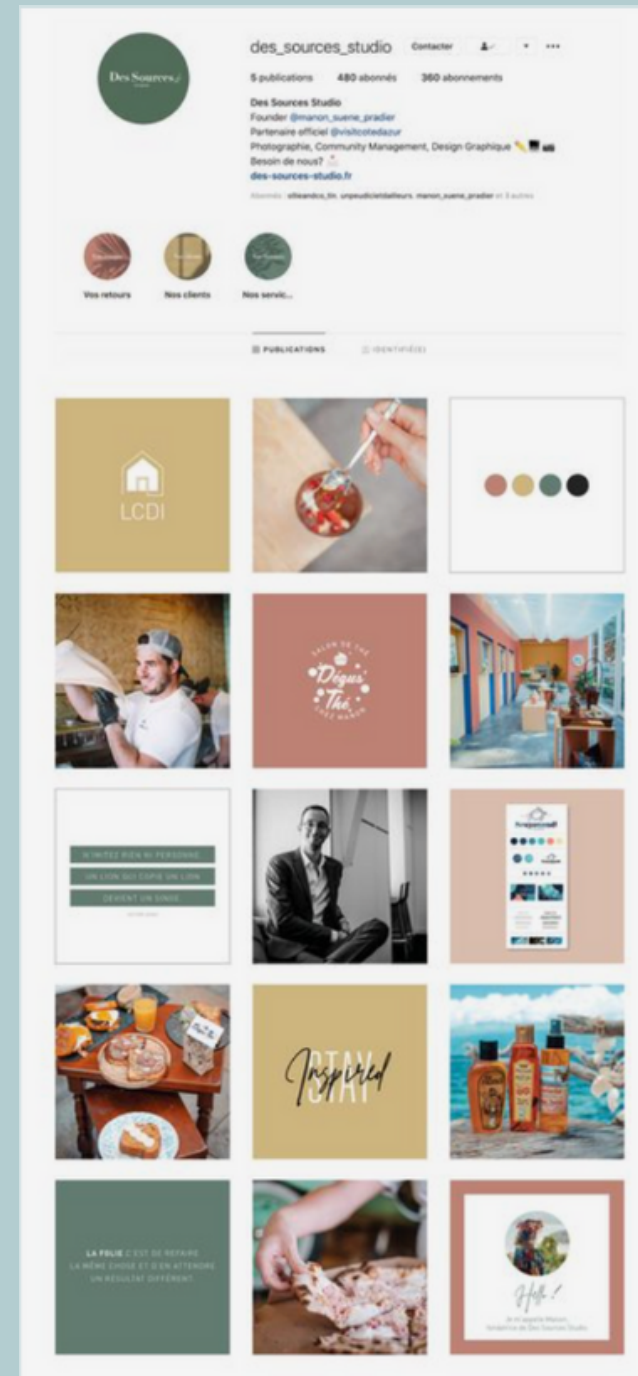
- Photography and illustration
- Dark blue with light green contrast



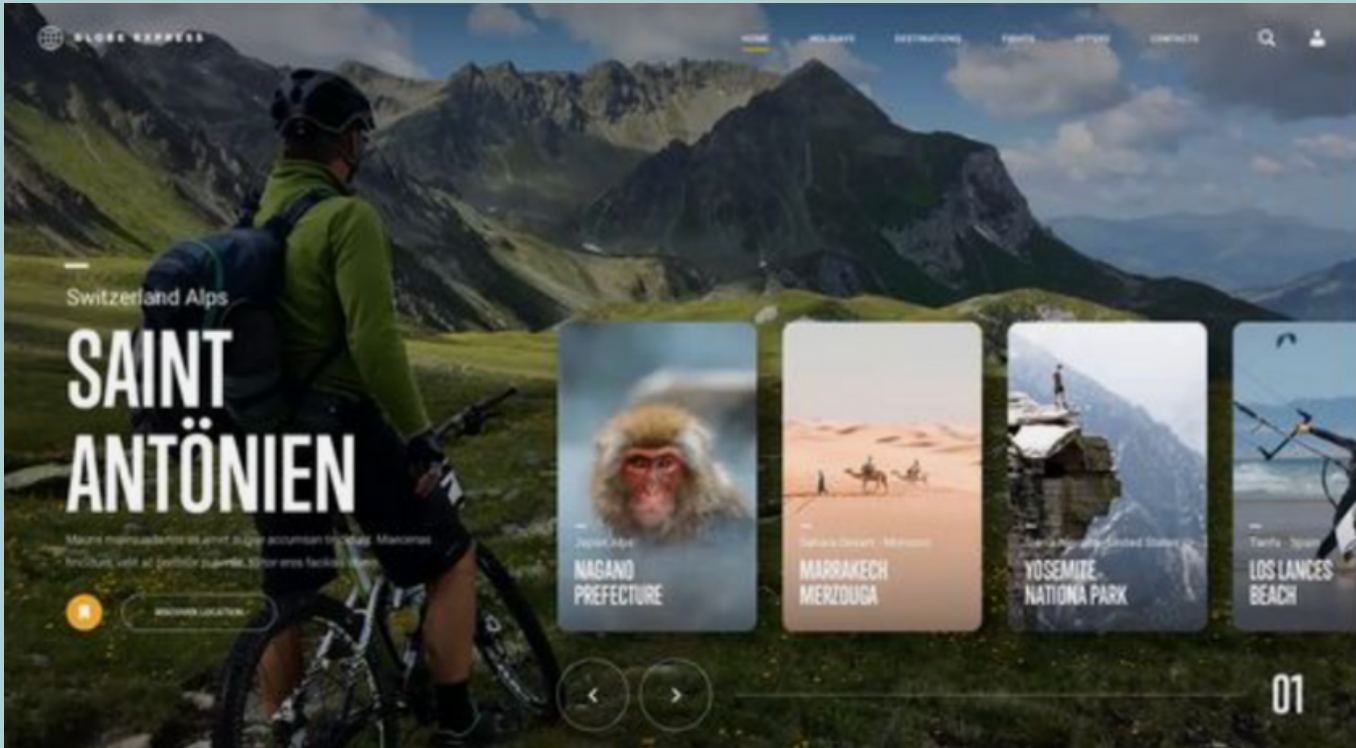
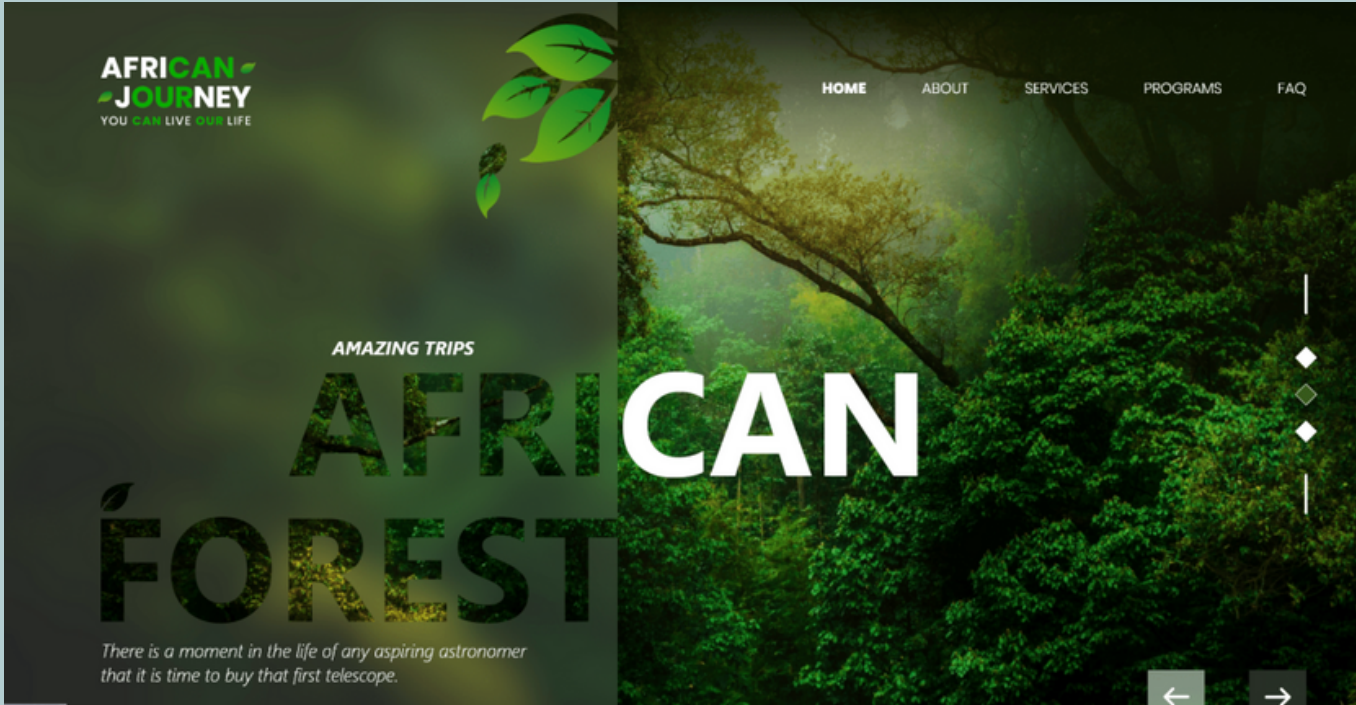
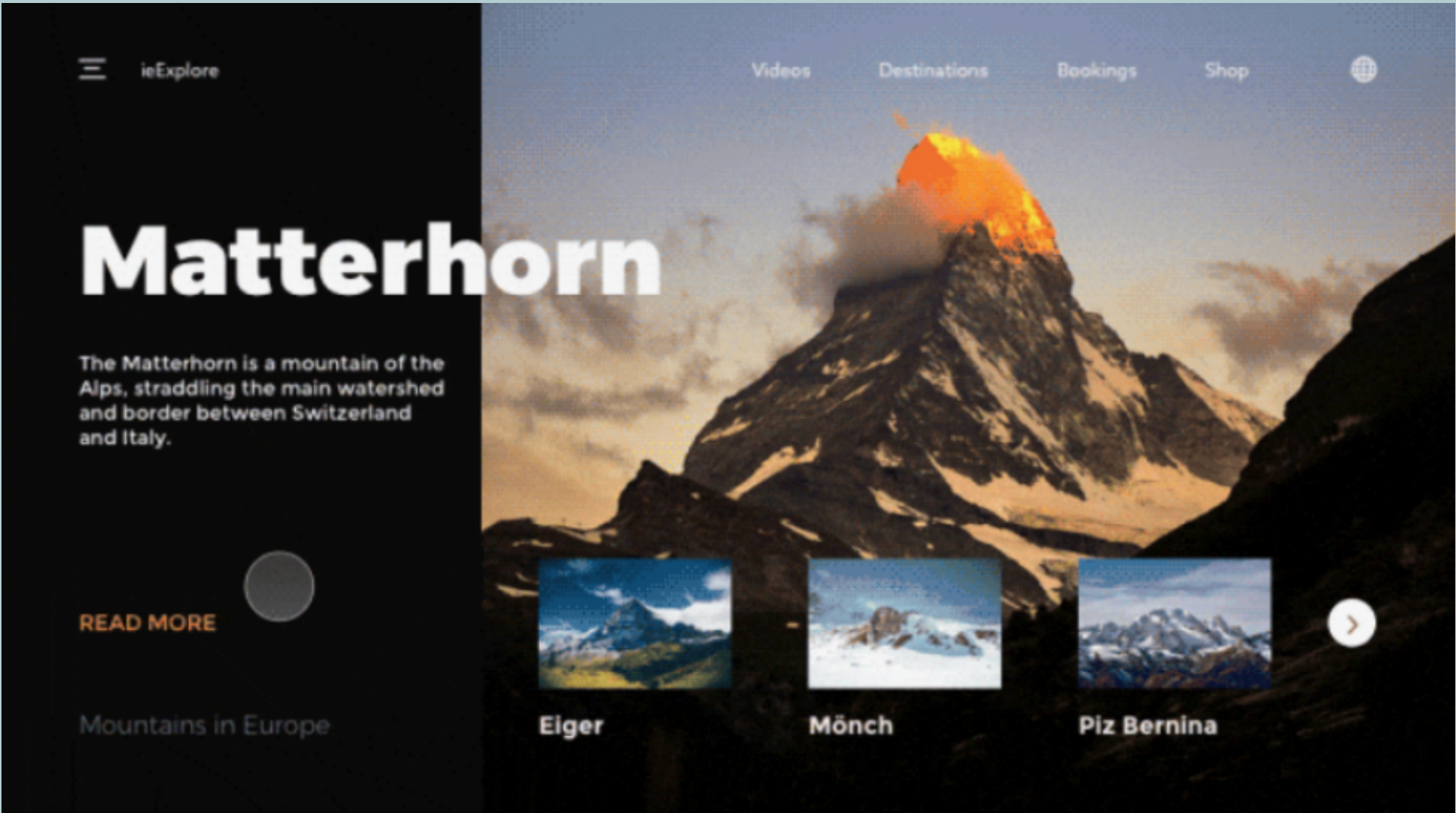
Social Media Campaign

Content

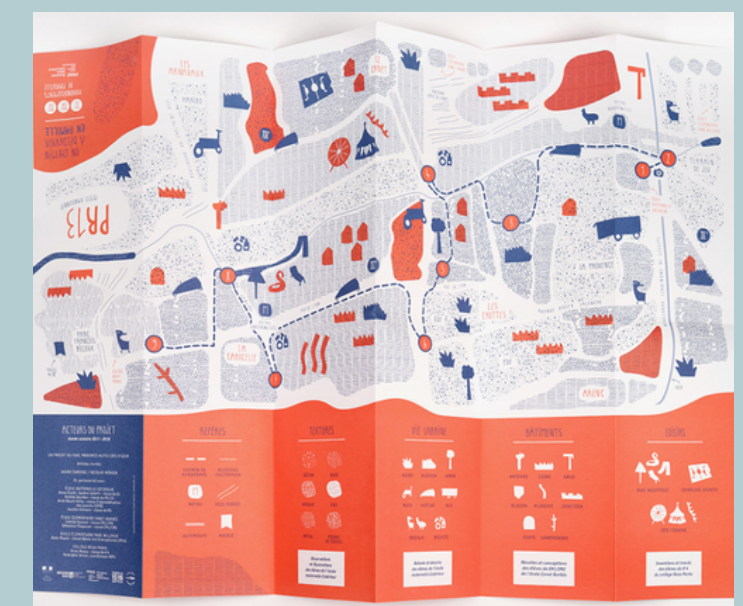
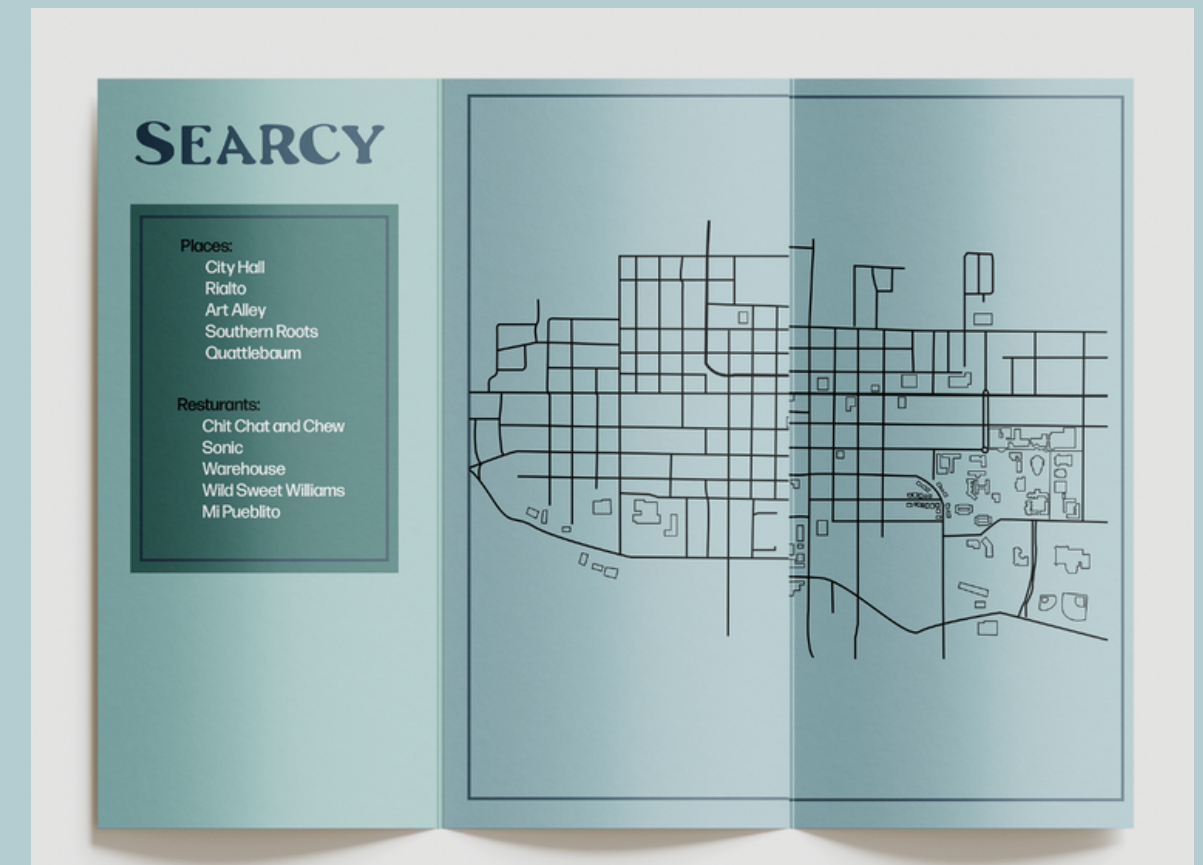
- Business
- Events/concerts
- Upcoming things
- Venues



Website Design Inspiration



Brochure



Merchandise



Packaging

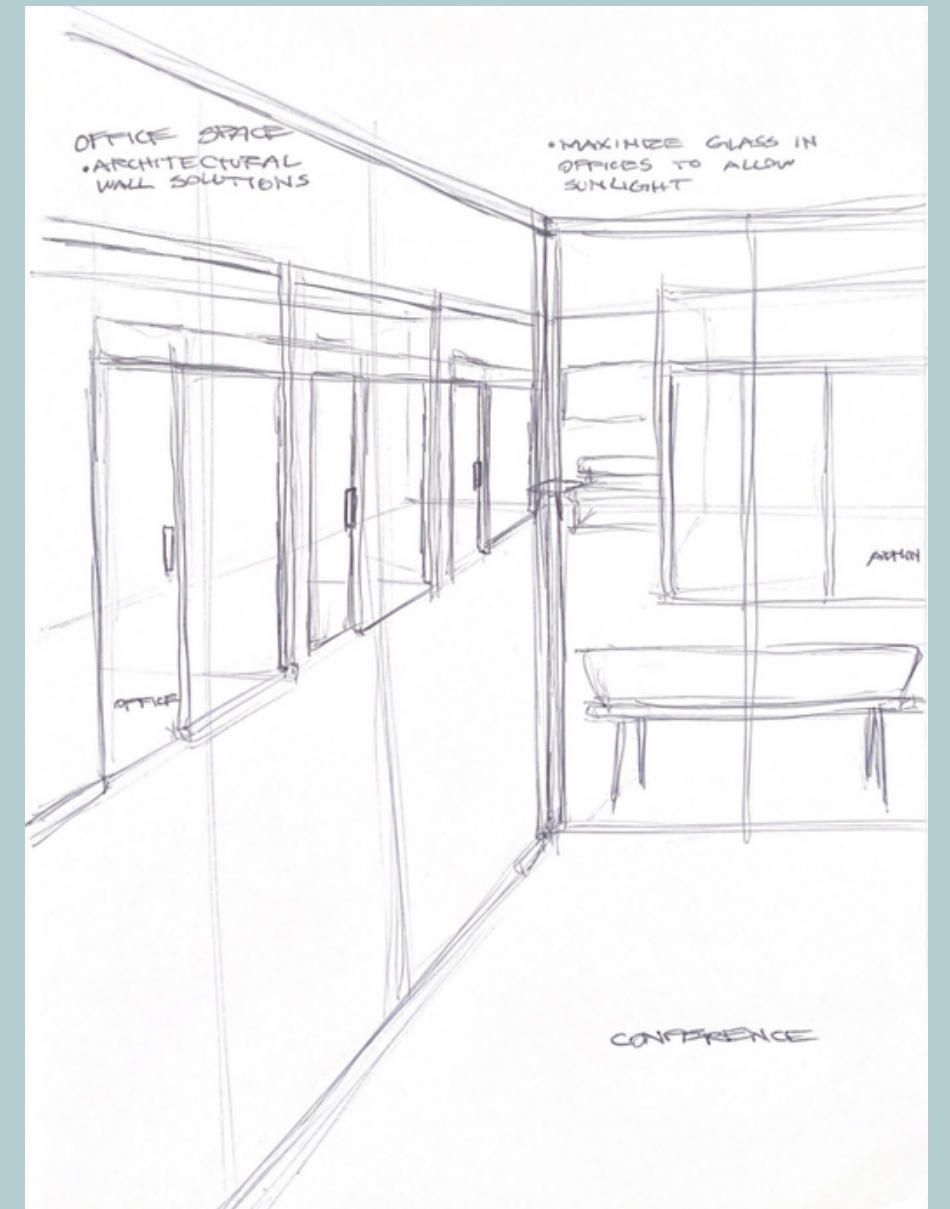
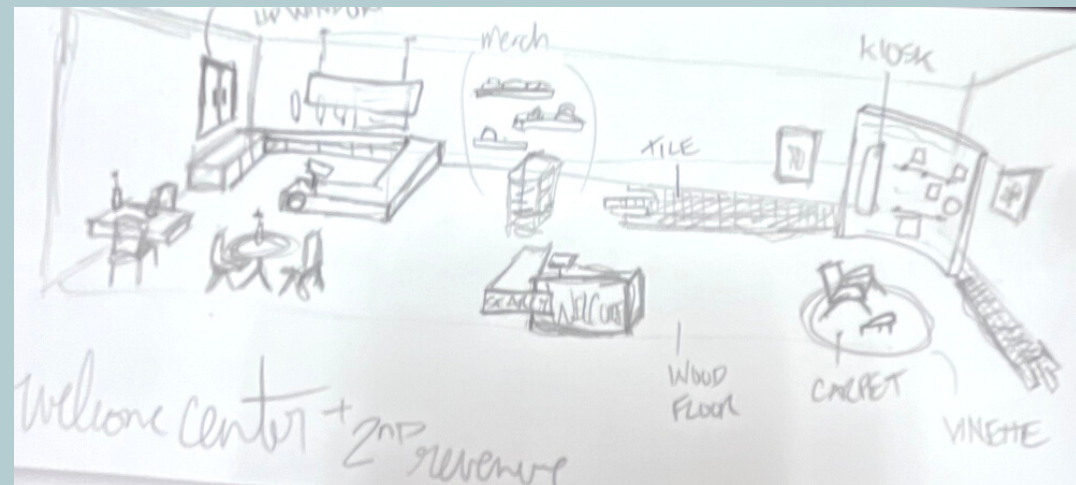
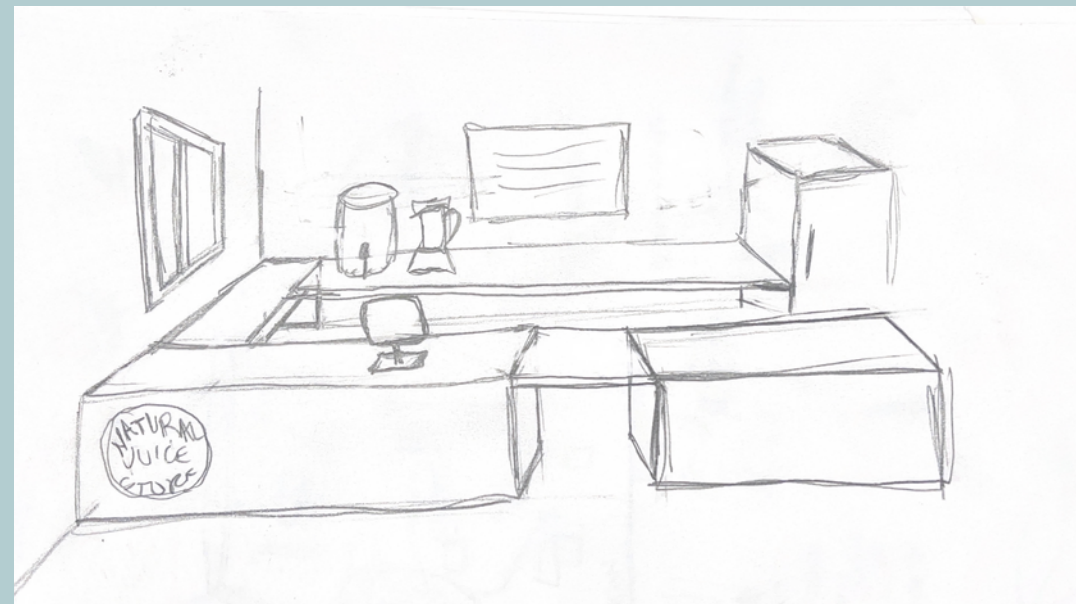
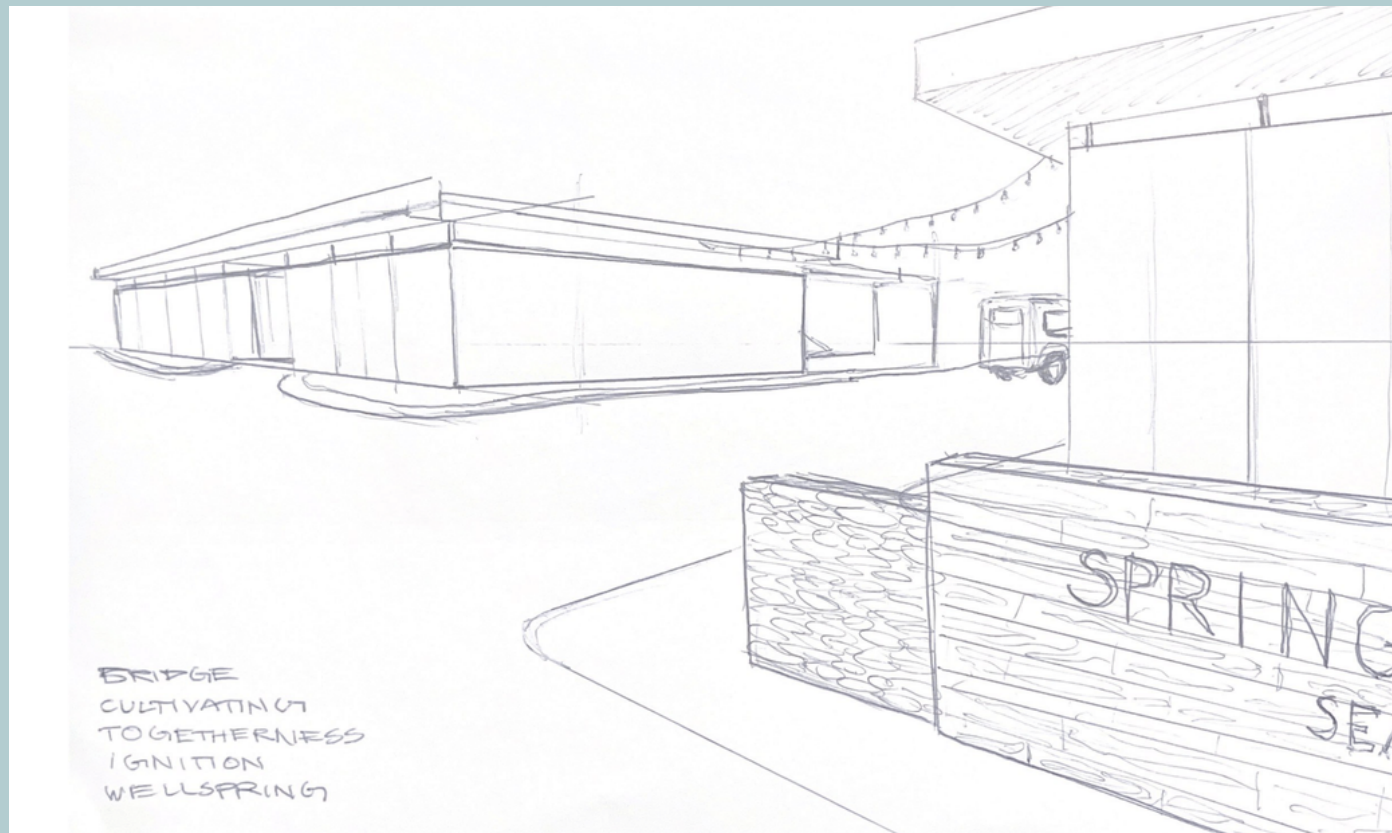


03. Interior Design

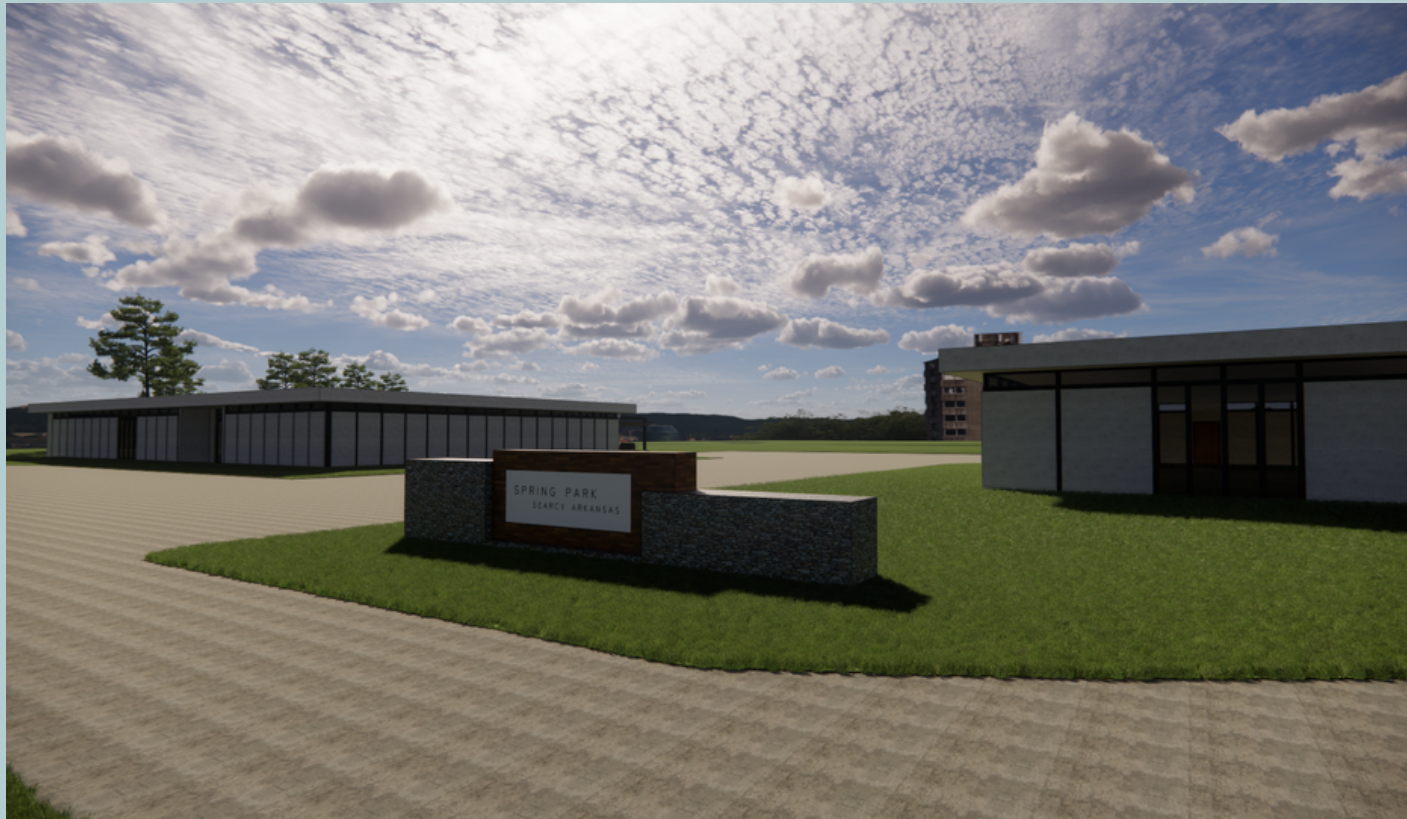
Design Concept

The Spring Park Welcome Center and offices combine all aspects of daily life in Searcy Arkansas into one cohesive brand for the city. Team Relic seeks to unite the community by emphasizing the elements that make Searcy approachable. Relic utilizes the existing mid-century modern style of the old library to frame the history of Searcy. Architectural nods to the past, and sleek finishes of the future, bring forth Searcy's identity in a new light. With a strong history of community, wholesome hometown fun, and self-made businesses, the Relic brand represents where the city has been and where Searcy is going.

Sketches



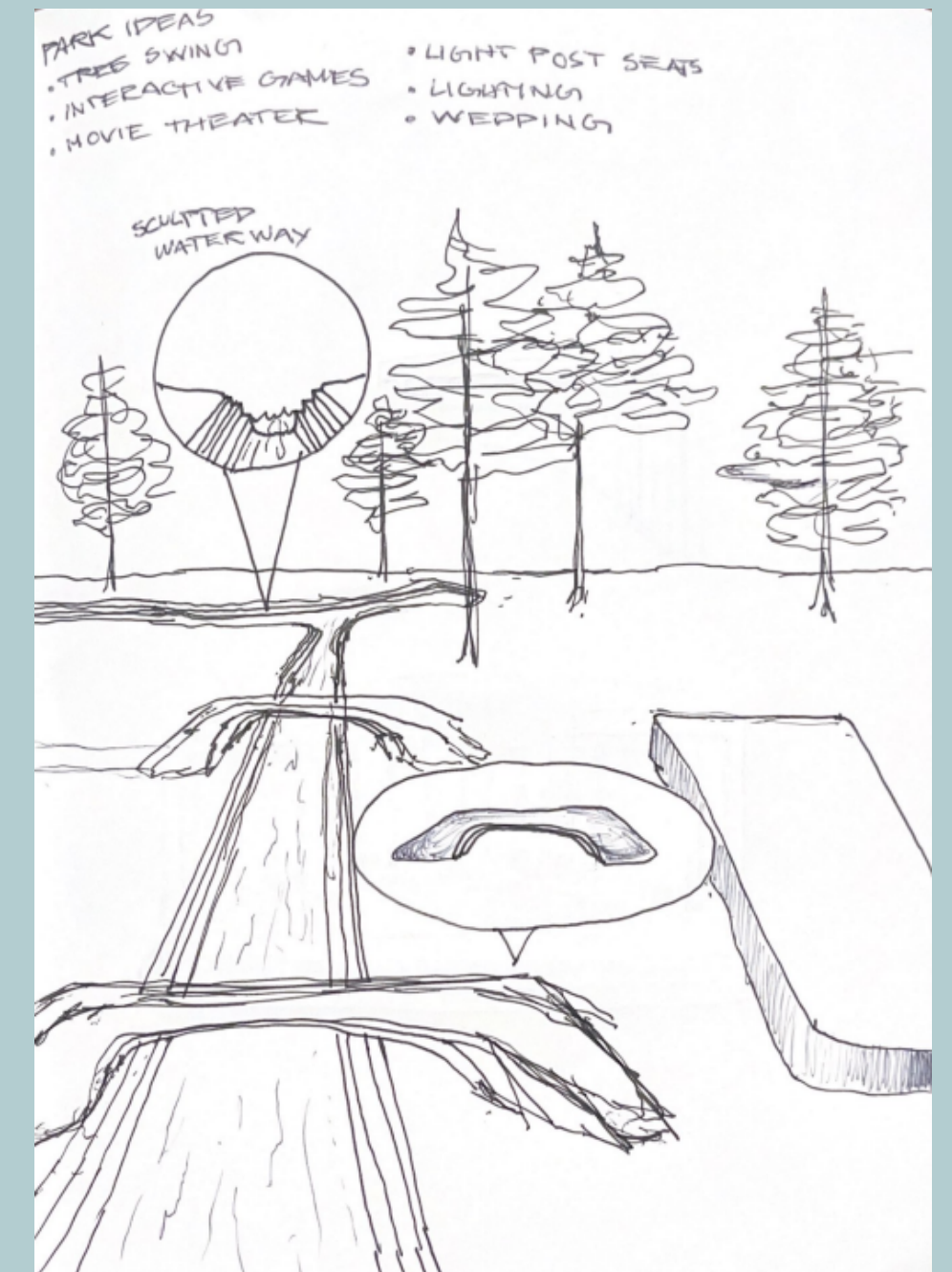
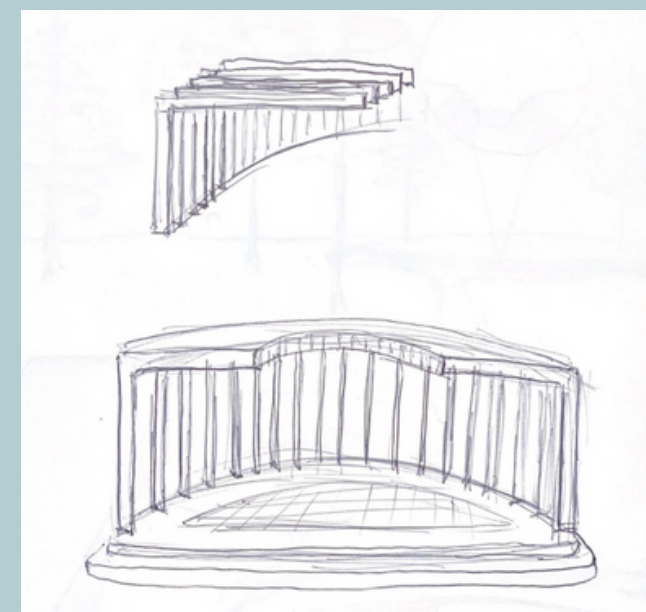
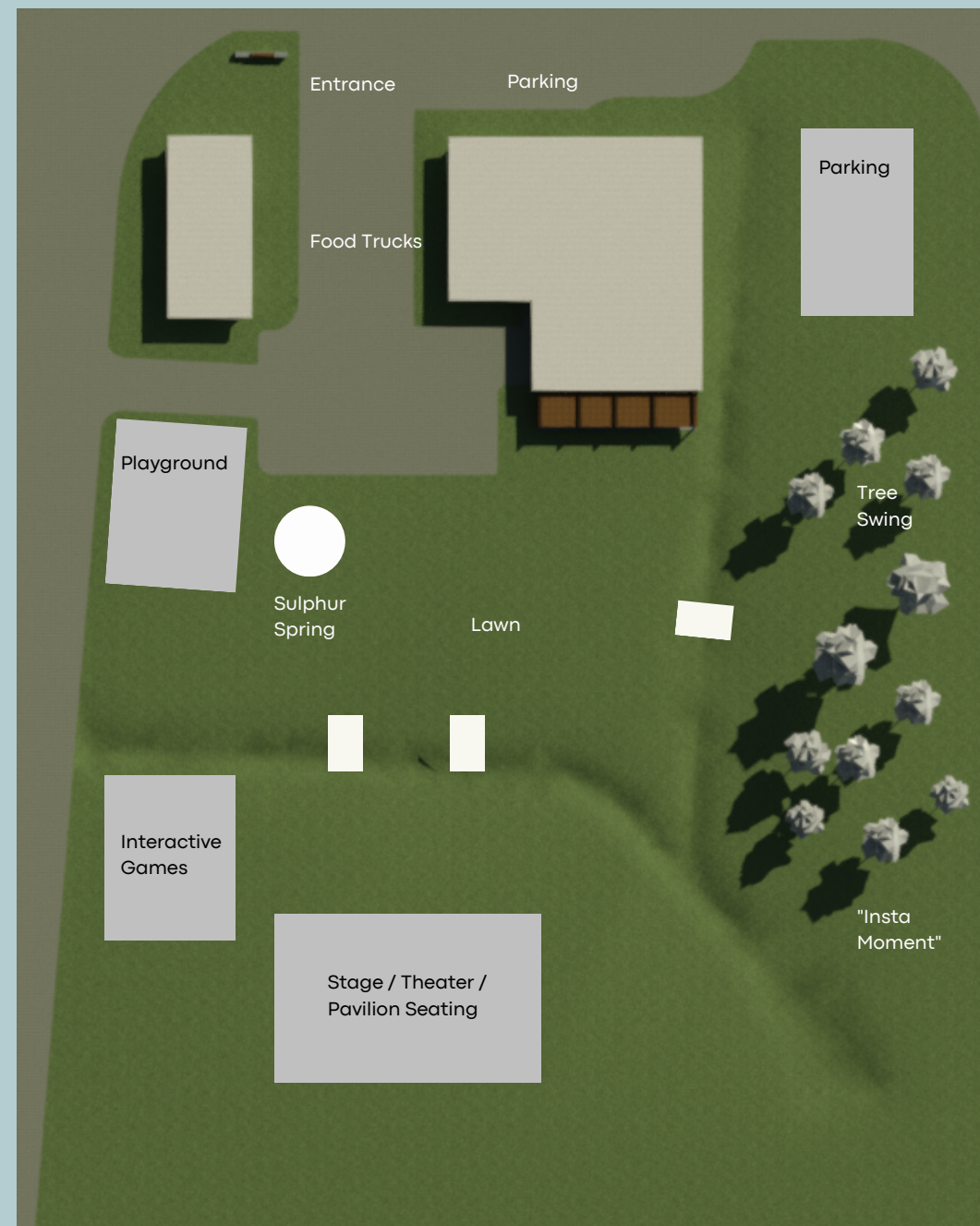
Site



Site

Features

- Sculpted Riverbed
- Interactive Games
- Tree Swing
- Stage / Pavilion
- Bathrooms
- Garbage / Recycling
- Playground
- Picnic Area
- Outdoor Theater
- Green Space



Interior Mood Board



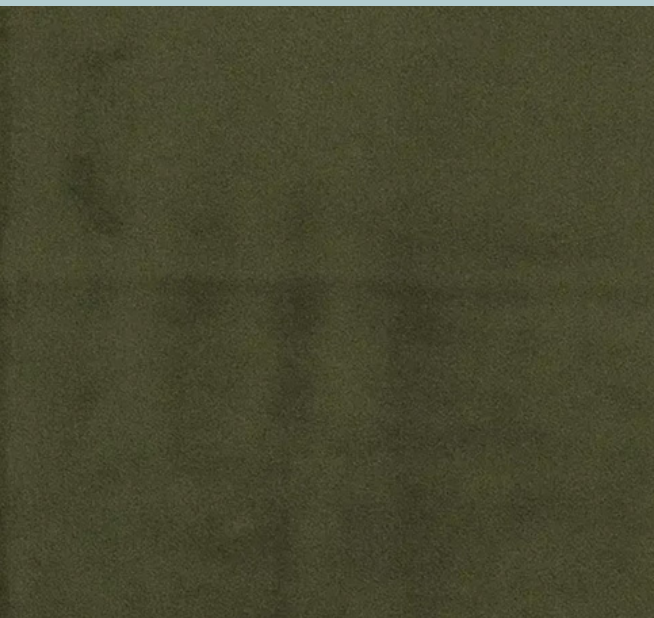
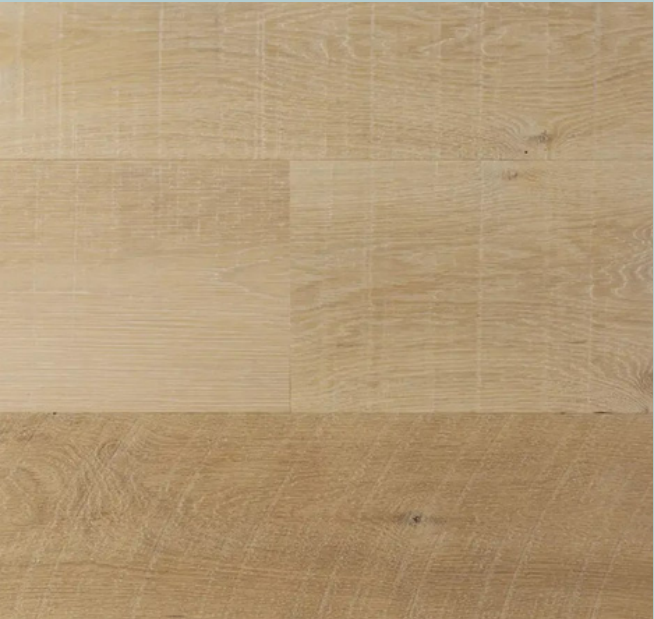
Second Revenue



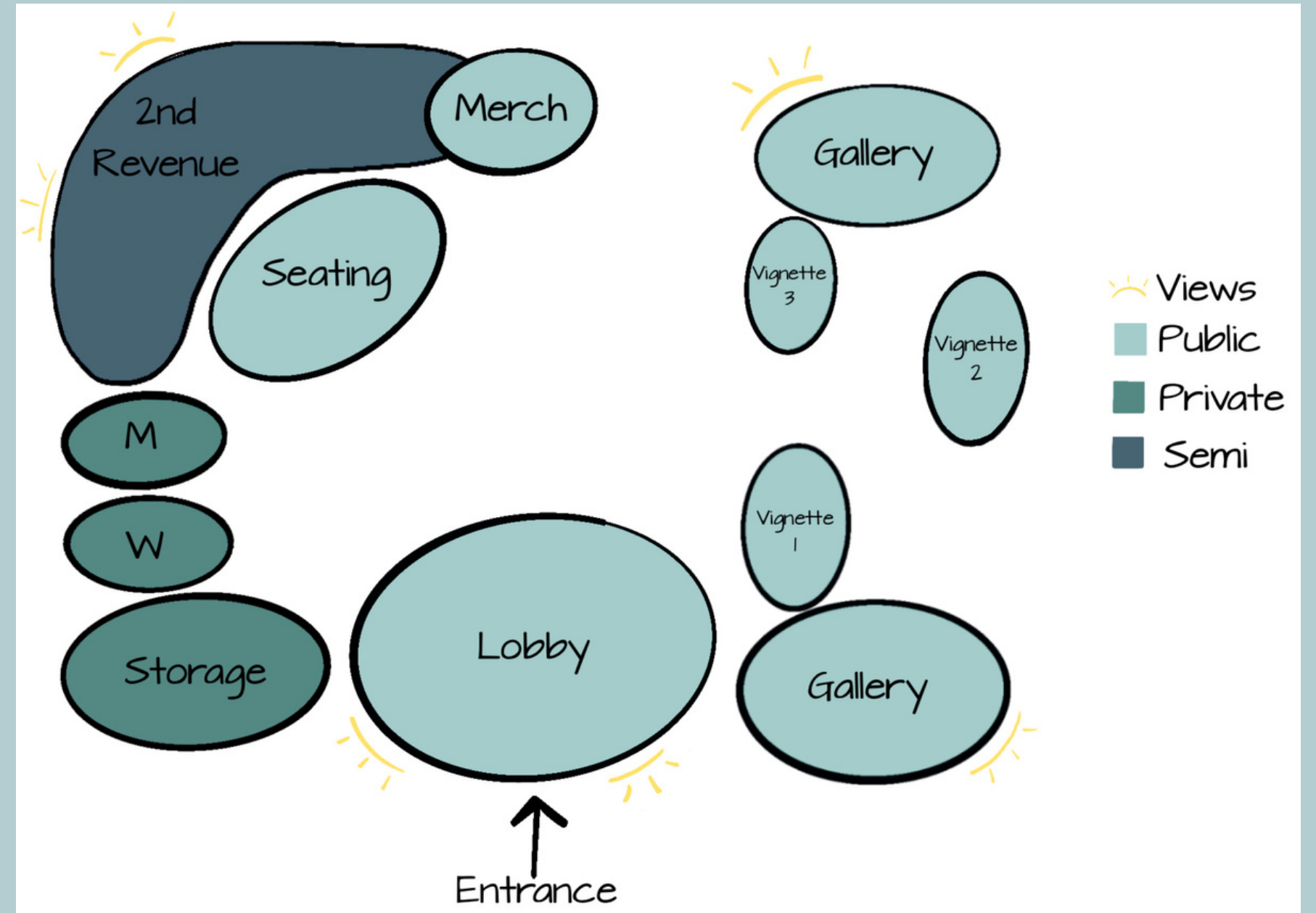
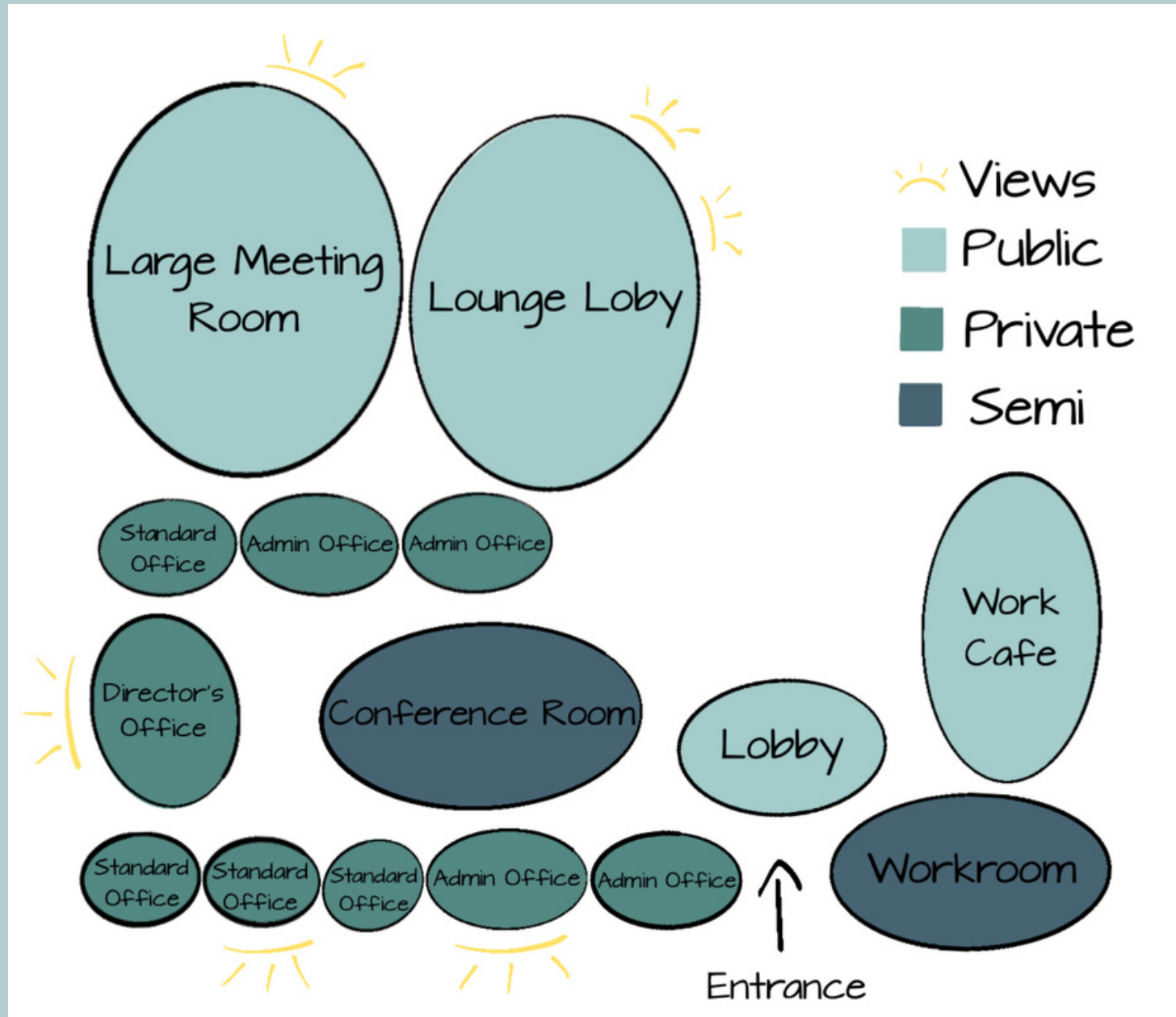
Relic is pleased to announce our partnership with the Natural Food Store. There will be a pop up of their new Kombucha as well as a fresh-pressed juice bar. This not only promotes Searcy's small business, but also promotes healthy living.



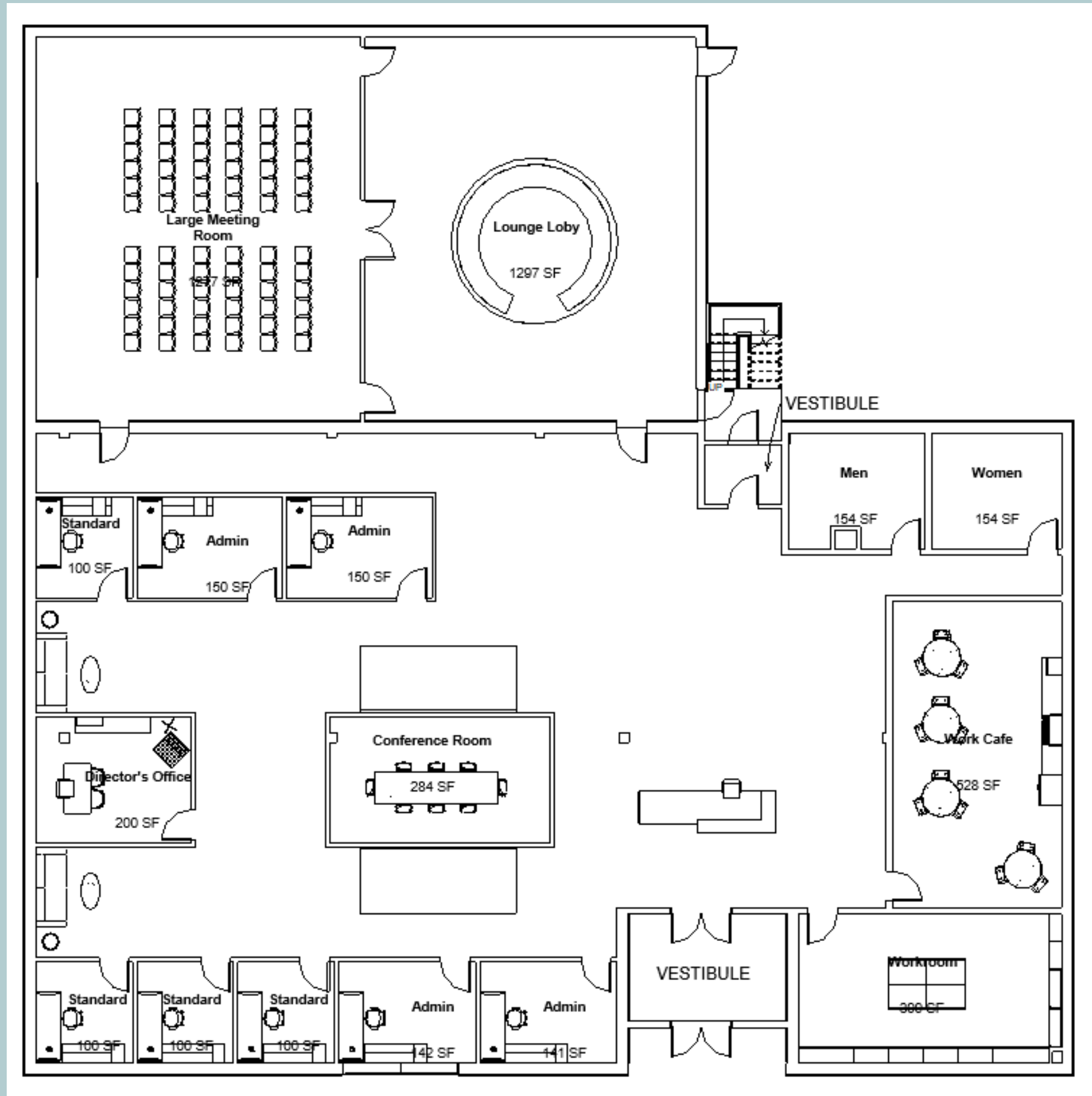
Materials



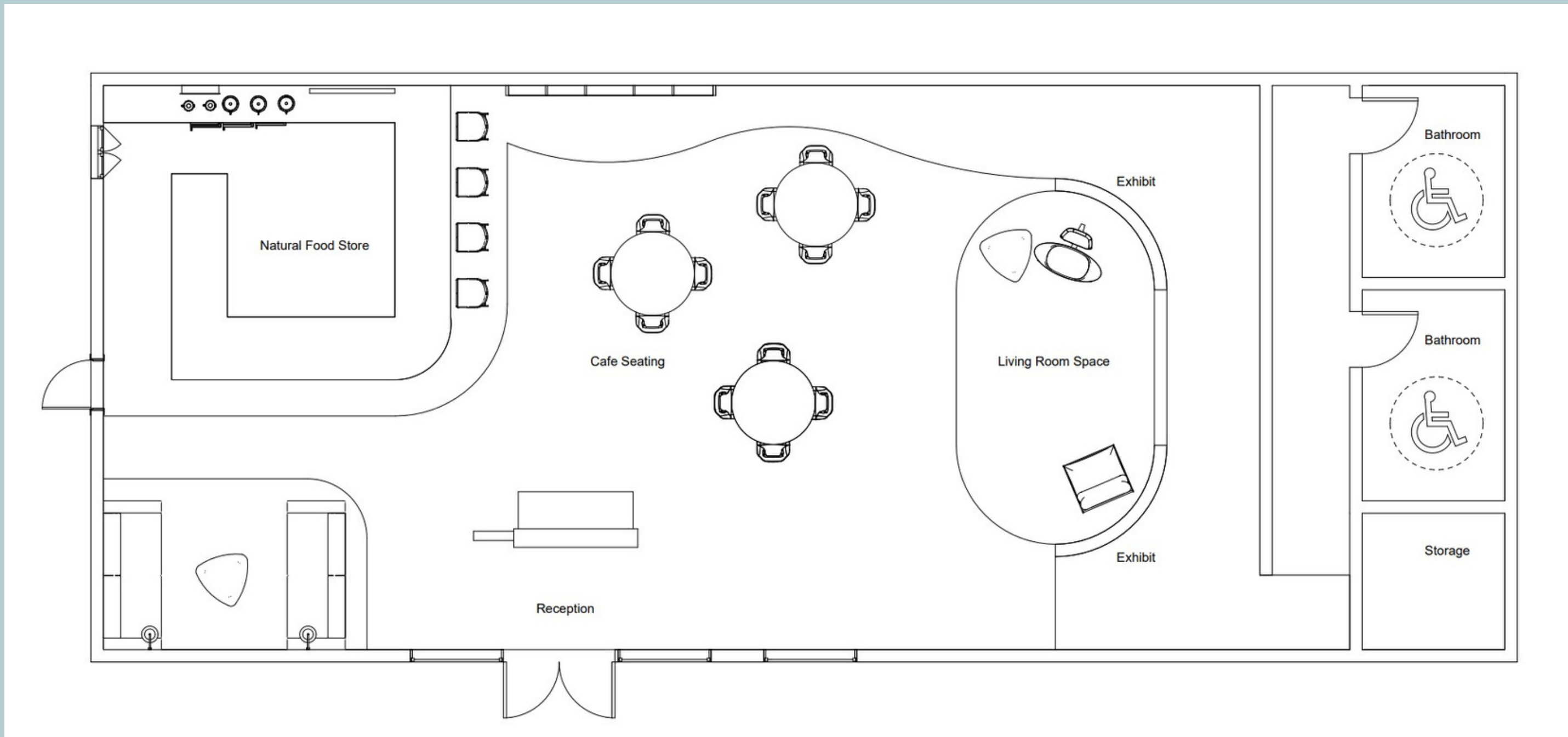
Bubbling



Schematic Admin Suite Floor Plan



Schematic Welcome Center Floor Plan



Perspectives



Questions