



THUNDER BAY

NATIONAL MARINE SANCTUARY

*Branding a Sustainable Future:
Special Places with Special Values*

facebook.com/ThunderBayShipwrecks

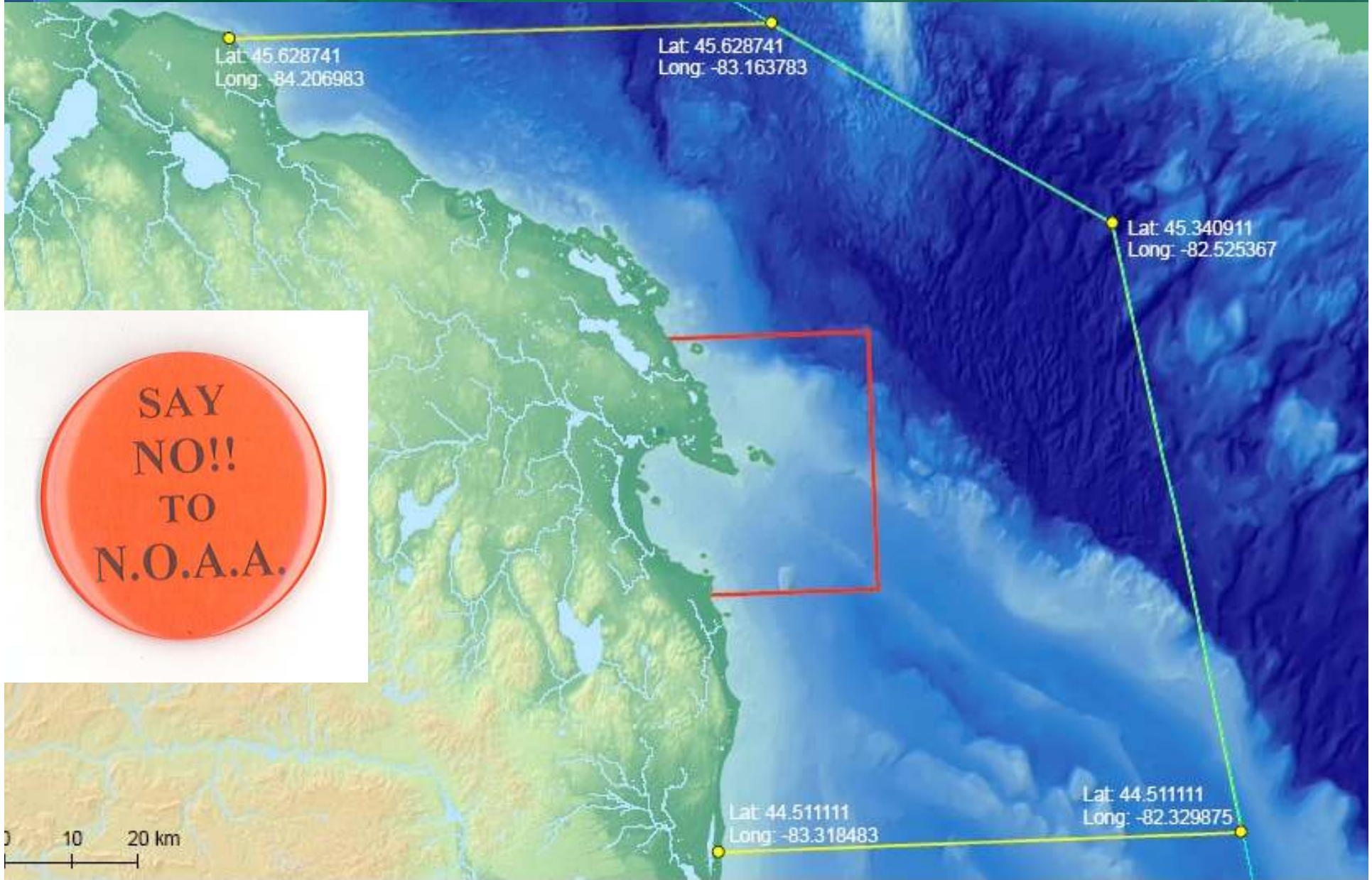
twitter.com/ThunderBayWreck





THUNDER BAY

NATIONAL MARINE SANCTUARY



**SAY
NO!!
TO
N.O.A.A.**

Marine • Body • Soul



Sanctuary of the Great Lakes



THUNDER BAY

NATIONAL MARINE SANCTUARY

*Preservation Through
Access and Community Engagement*

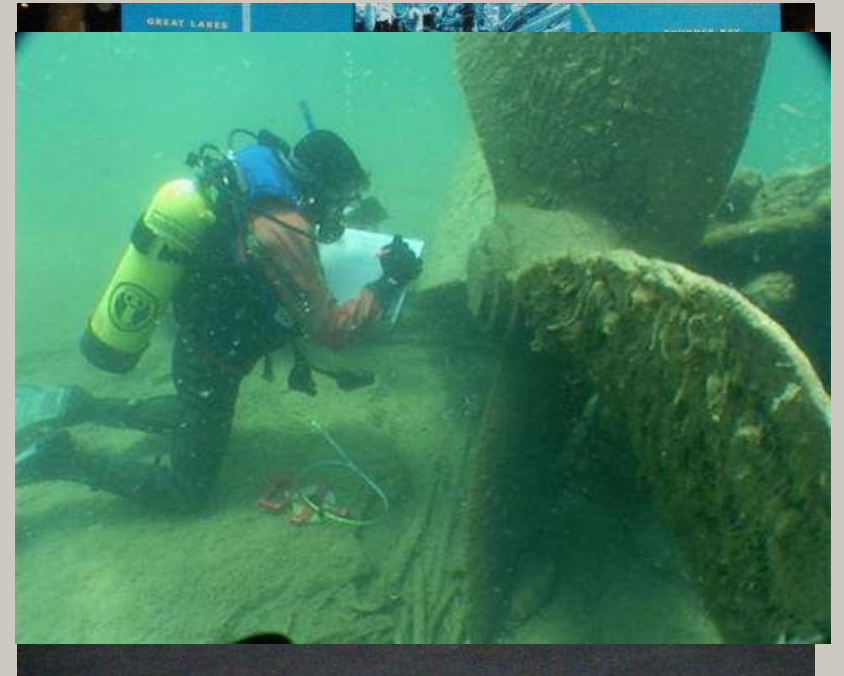




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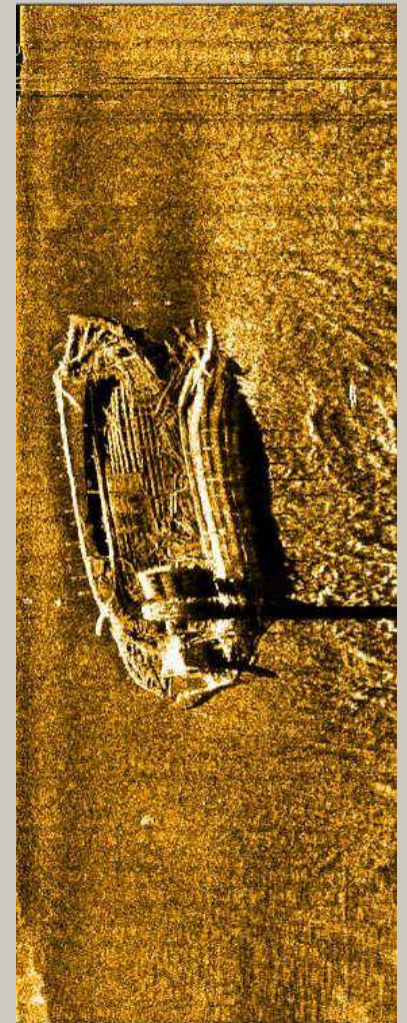
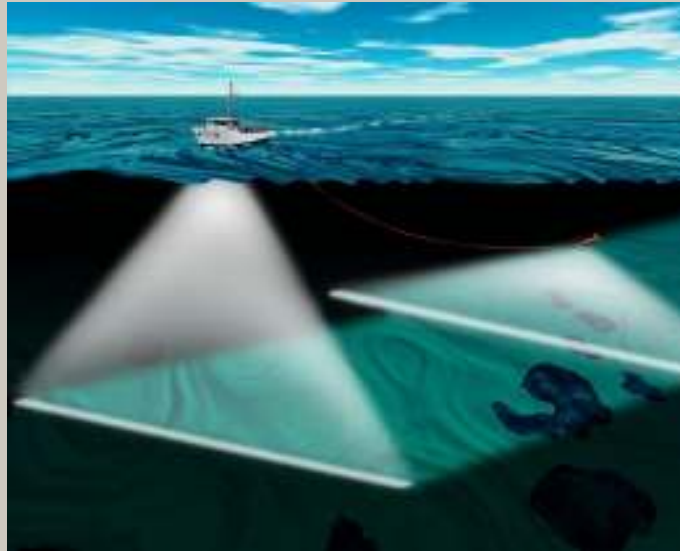
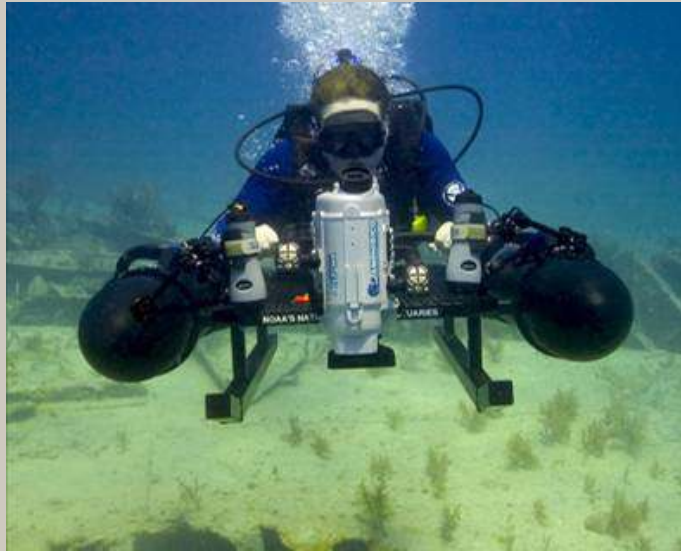
We value experiences that affect our lives in meaningful ways. By fostering strong personal connections through access and relevance, there is a greater public will for action. People protect what they value.





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NEW

Marine Technology

A Sea of Opportunities

Now enrolling for summer
courses on the water!



NATIONAL MARINE
SANCTUARIES
THUNDER BAY

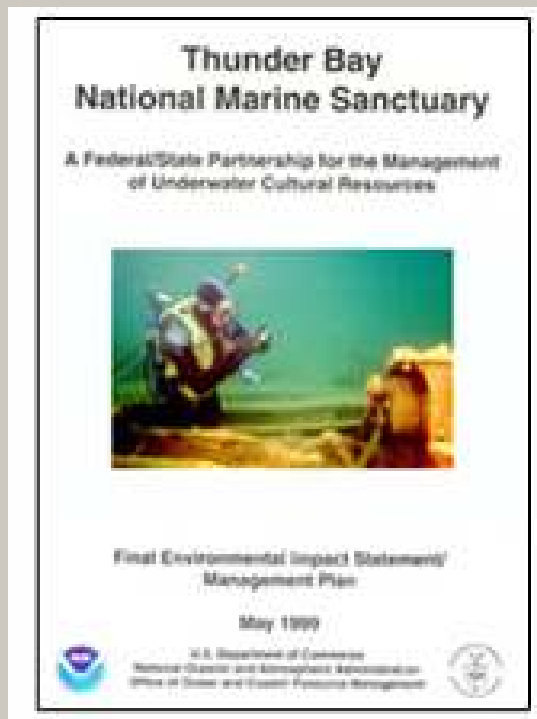




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**“The impacts of a boundary expansion fit directly into the Chamber’s Mission of advancing the economic development and community’s quality of life; therefore, we give our full support for boundary expansion...”—
Alpena Chamber of Commerce**






Alpena
MICHIGAN

Sanctuary of the Great Lakes



As your Sanctuary of the Great Lakes, Alpena is a haven from daily life. Culturally rich and surrounded by natural beauty, Alpena is the place to relax, rejuvenate, and inspire the happy, healthy, and creative you.

Pillars of Brand

Learning Opportunities: Heritage, culture, environment, wellness & technology

Wellness: Fitness, outdoor recreation, healthy eating, relaxation & empowerment

The Environment: Sanctuary, Lake Huron, TB River, state parks, trails, silent sports, birding and other environmental attractions.

The image displays three vertical panels, each representing a pillar of the brand. Each panel has a colored header, a 'Did you know?' text block, a photograph, and the Alpena logo at the bottom.

- MARINE:** The header is blue. The text states: "Did you know? There are more than 300 shipwrecks in Thunder Bay that you can explore. In fact, Alpena is home to the the only fresh water marine sanctuary in the world!" The photograph shows a sailboat on a large body of water.
- BODY:** The header is green. The text states: "Did you know? There are 18 miles of bike trails throughout Alpena. Most rarely touch the city street and have trail mileage markers and map kiosks." The photograph shows several people riding bicycles on a paved path.
- SOUL:** The header is purple. The text states: "Did you know? Every year more than 300 people learn to sail through classes held right here in Alpena. Isn't it time you put the wind in your sails?" The photograph shows a group of people on a boat, some wearing blue life jackets.

Each panel features the Alpena logo at the bottom, which includes the word "Alpena" in a stylized font, "Michigan" in smaller text below it, and "Sanctuary of the Great Lakes" at the very bottom.

sanc'tu·ar'y (sangk-
choo-er-ee) *n., pl – ies*
1. A sacred place. 2. A
place where people
connect with each other,
the environment, history,
and their creativity. 3.
Where lasting memories
are created and
embraced. 4. Alpena,
Michigan

sanc'tu·ar'y (sangk-chōō-er-ee) *n., pl – ies*

1. A sacred place. 2. A place where people connect with each other, the environment, history, and their creativity. 3. Where lasting memories are created and embraced. 4. Alpena, Michigan.



This is my sanctuary.

The historic port city of Alpena, located on the sunrise shore of Michigan. Only a few hours drive, but miles away from the weight of the world. Nestled between a vast forest and an endless clear blue bay, where the wonders of nature are as welcoming as the local hospitality.

We can explore more than 200 shipwrecks in the largest fresh water sanctuary anywhere. Count the stairs to the top of a lighthouse or the masts that jet into the harbor sky at moonrise.

Let's take a trip to the friendly picturesque city of Alpena. A haven from the world and your perfect sanctuary. Only in Pure Michigan.

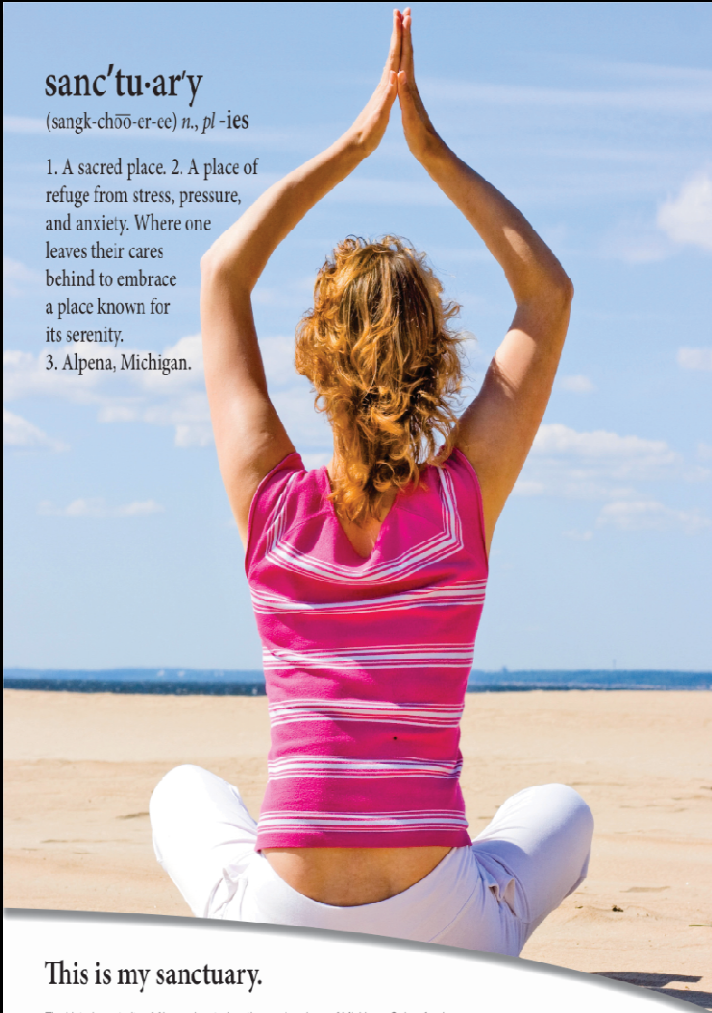
www.AlpenaSanctuary.com

Alpena
MICHIGAN
Sanctuary of the Great Lakes

sanc'tu-ar'y

(sang-k-choo-er-ee) *n., pl -ies*

1. A sacred place. 2. A place of refuge from stress, pressure, and anxiety. Where one leaves their cares behind to embrace a place known for its serenity.
3. Alpena, Michigan.



This is my sanctuary.

The historic port city of Alpena, located on the sunrise shore of Michigan: Only a few hours drive, but miles away from the weight of the world. Nestled between a vast forest and an endless clear blue bay, where the wonders of nature are as welcoming as the local hospitality.

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Alpena
MICHIGAN

Sanctuary of the Great Lakes



Explore YOUR NATIONAL
MARINE SANCTUARY



Diving
Snorkeling
Kayaking
Fishing

ALPENA
MICHIGAN'S ADVENSHORE

National Marine Sanctuaries
National Oceanic and Atmospheric Administration

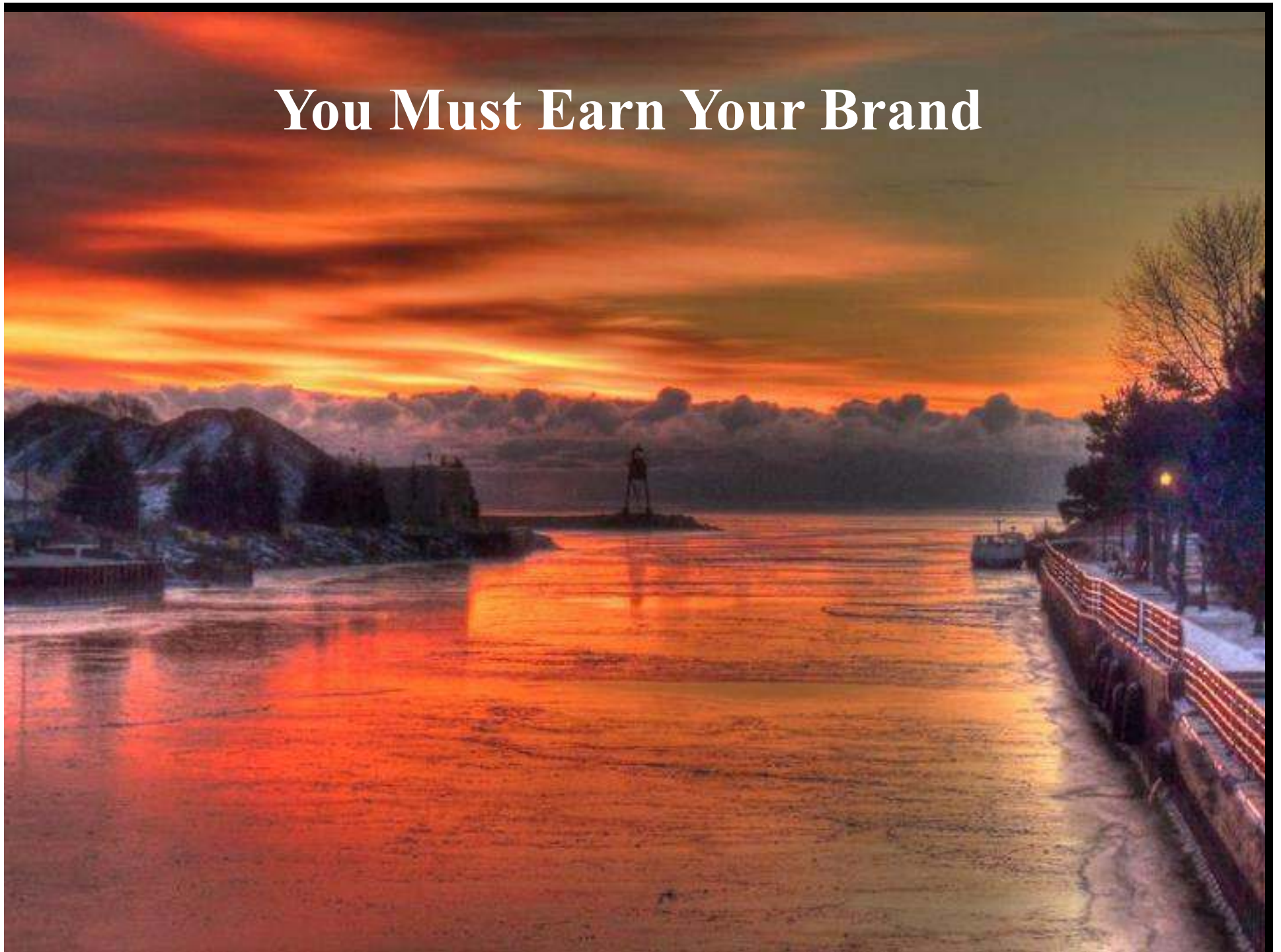


THUNDER BAY NATIONAL MARINE SANCTUARY

Branding, Marketing, Advertising, Logos & Slogans

Slogans and logos are to
branding as the tip is to the
entire iceberg

You Must Earn Your Brand



Earning the Brand

- 50 Action Items and Growing

Branding, Development &
Marketing Action Plan

Recommendations List

August 2012





You're
Invited to



Plaza Palooza!

Share Your
Voice & Ideas

Door Prizes
Available!

Express your ideas on what
would make the ideal public
plaza for our downtown.
Come share your voice!

Tuesday, November 13
Art in the Loft
5:30 PM Hors d'oeuvres
6:00 PM Brainstorming Session





Sanctuary of the Great Lakes

Economic Development Quality of Life



**A brand is a promise.
A good brand is a promise kept.**





ThunderBay.noaa.gov

facebook.com/ThunderBayShipwrecks

twitter.com/ThunderBayWreck