

Brand Lab for TechWorks

ZGM conducted a brand lab with stakeholders, potential members and outsiders to understand the desires of companies who would consider being part of this new business.

We broke down audience personas and analyzed their brand archetypes.



Common archetypes were:

Explorer

Forging new paths in new technologies



Mentor

This is a place where accountability rests of both sides and real results are reached.



Citizen

The analysis was that this is not a place to come and simply share workspace. results are reached.

THE BIG IDEA

Strategic Summary

Become a beacon in the region for high level talent and developer resources. Support ambitious entrepreneurs in emerging technologies with an environment that provides:

- Sense of community
- Affordability
- Accountability
- Mentorship
- Advanced Resources (gigabit internet, education and training)
- Alumni Program (come back as part of mentoring/resources)

PRIMARY GOALS:

- Build companies to succeed to the point they must move out and on to a larger model
- Create more jobs in the region
- Build evidence - based platform for business model (proximity to larger city, proximity to airport)

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THE BIG IDEA

Strategic Summary

AMENITIES:

- Free parking
- Access to large, metropolitan center
- Access to major airport
- Event space
- Pedestrian access to historic downtown district
- Access to greenways
- Adjacent to Rivermen Brewery

DIFFERENTIATORS:

- GIG technology
- A developer hub that provides resources to developers (potential for portal to become virtual as well)
- Provision of access to high level symposiums, forums, events, etc.
- Connection to local and regional colleges, universities and schools
- Connection to IBM for Cyber Security Initiative
- The "real deal" – not a fake incubator

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BRAND

BRAND

| Brand Positioning

Let's start by stating "Who We Aren't"

We are not a collection of shared and private office space with co-working and shared desks, claiming to be a business growth model.

WHO WE ARE

We are a relevant, functional work place for gritty entrepreneurs with a passion for innovation and growth.

WHAT WE DO

Sharing resources and knowledge, we attract entrepreneurs who understand that their companies will outgrow us and become part of a new tech engine for the region.

WHY IT MATTERS

We help build sustainable companies in a digital era who will give back to the community through education, mentorship and job growth.

NAMING

TECHWORKS
of Gaston County

RATIONALE: WORK

- The word WORK denotes a sense of strong effort and collaboration
- In an industrial setting, it denotes a sense of massive upscale potential
- It brings a visual of minds and hands working and learning together to achieve and build things
- It has a sense of grounding and realness

RATIONALE: TECH

- TECH is one our eras most overarching words for all innovative concepts
- It continues to embrace all emerging ideas surrounding development, user design, artificial intelligence, security, etc.

Logo Development

Techworks font: Brandon Printed, One Shadow
of Gaston County font: C Akzidenz, Bold

Typeface was chosen to imbue the gritty work ethic of
intended audience.



Brand Symbol

This mimics the universal symbol for go/power and is
a stylized derivation of the industrial lynchpin.



VISUAL & VERBAL BRAND DEVELOPMENT

Color Theory

Rationale

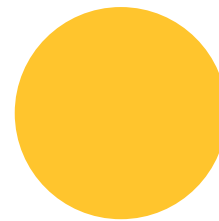
The recommended color palette is bright, happy and warm. The color yellow is often used to represent innovation and optimism. Pairing with the elegant dark gray and black gives balance and sense of calmness.

For the environment, we recommend exposing the building's brick walls where appropriate and white as a primary wall color to brighten the space.

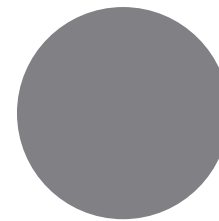
The blue is pulled out as an additional accent color to brighten the space.

Paint colors TBD by Scott Miner/Redline.

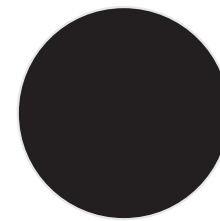
Primary Colors



PMS 123

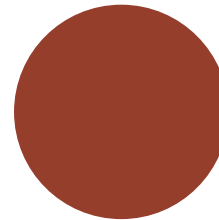


PMS Cool Gray 10

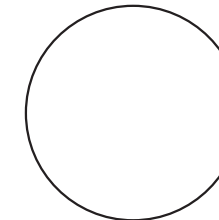


Black

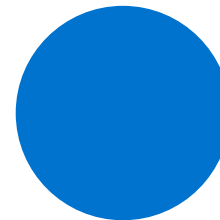
Secondary Colors



Exposed brick
where appropriate



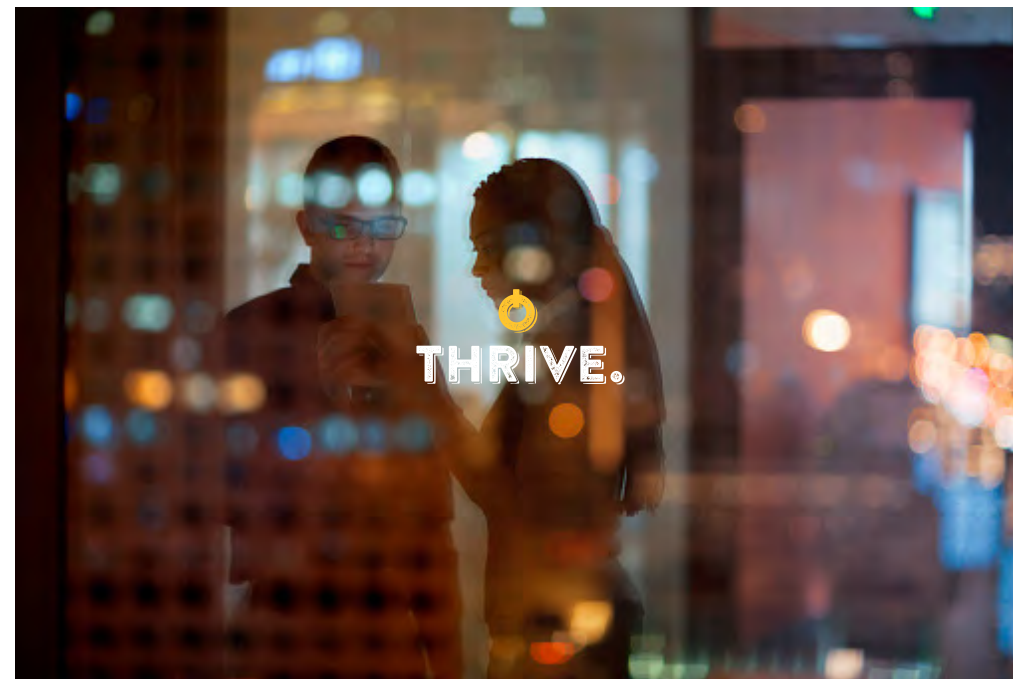
White



PMS 285

VISUAL & VERBAL BRAND DEVELOPMENT

Positioning Statement and
Visuals for Digital and
Static Media



MENTORSHIP & ACCOUNTABILITY



TECHWORKS
of Gaston County