

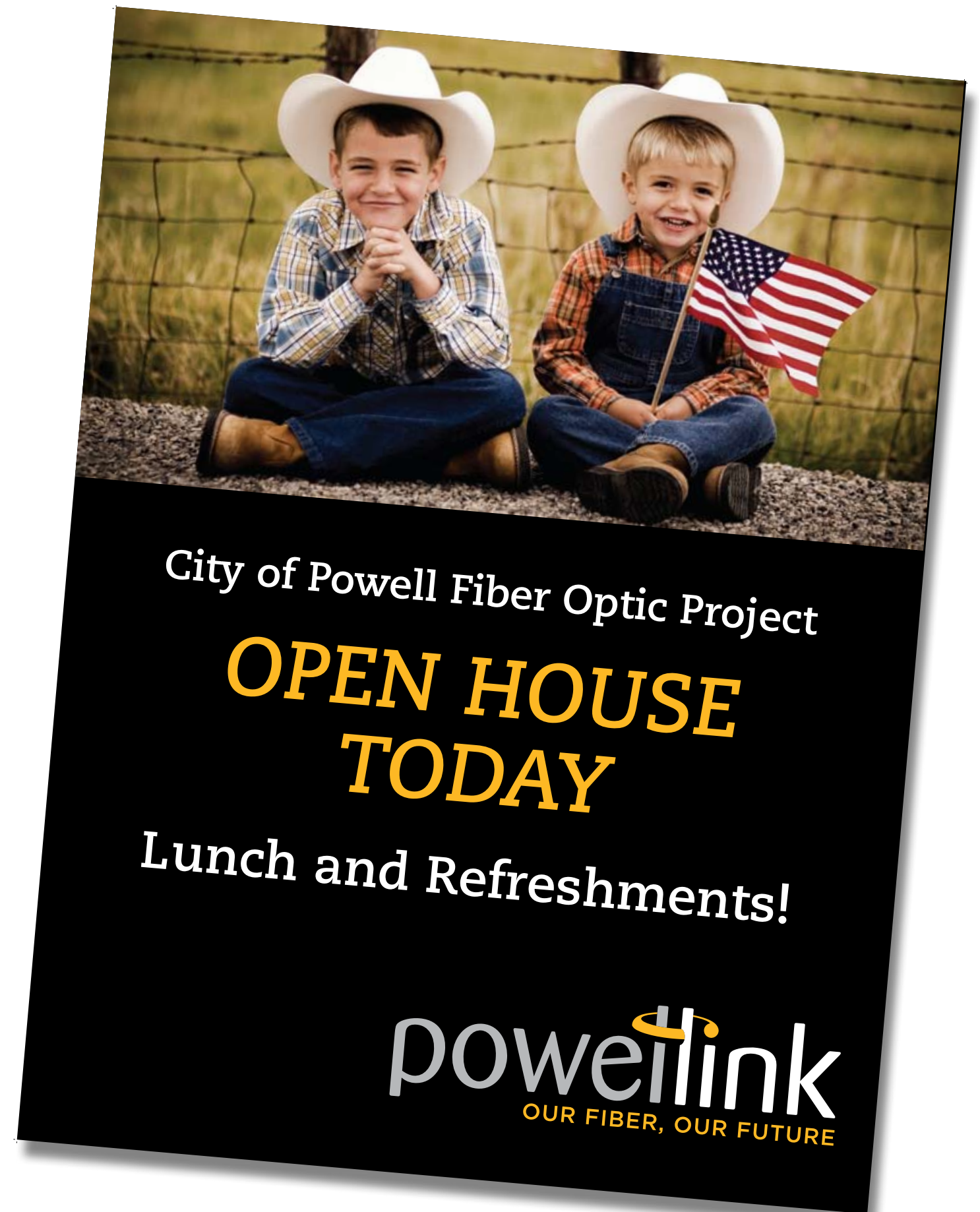
# POWELLINK

IDENTITY / CAMPAIGN / INTERACTIVE

Strengthening the Powell Community  
by building unity through exceptional  
campaign advertising.

#### PROJECT OUTCOME/RESEARCH & DESIGN

- › EFFECTIVE CAMPAIGN TO CONNECT LOCAL RESIDENTS AND BUSINESS OWNERS TO THE PROJECT
- › "POWELLINK" MARK TO ESTABLISH BRANDING AND RECOGNITION AMONG POWELL RESIDENTS
- › ASSISTED IN PROFESSIONAL COMMUNICATIONS BY EXTENDING THE DESIGN TO A COMPLETE IDENTITY SYSTEM



# POWELLINK

IDENTITY / CAMPAIGN / INTERACTIVE



...the new campaign...



## City of Powell Fiber Optic Project Coming Soon

powellink  
OUR FIBER, OUR FUTURE

REDESIGNED

powellink

Our Fiber,  
Our Community

EXTENSION

### WHO IS POWELLINK?

The city of Powell, Wyoming has been working for several years to give their residents and businesses the benefits of a new fiber-optic broadband network. This project was later named Powellink. The goal of the implementation of the new public infrastructure was to facilitate economic growth and opportunity in the small town.

### WHY THEY CAME TO RED

With the kickoff of the new project, Powellink needed signage and other promotional materials to inform and excite the Powell community about the project. RED was contracted to create a campaign for Powellink that would emphasize the key parts of the community and family life that would be benefitted by the new fiber-optic infrastructure.

powellink

### EMOTION TO DESIGN

RED designers met with Entech to discuss key features of their branding and marketing strategies as well as what they wanted their brand to communicate to consumers. After defining brand characteristics, colors, and marketing messages, designers set to work.

RED presented a logo that capture the ide of the fiber-optic connection along with unique typography. The design emphasizes the Powell community as well as the citizens being connected to each other. The tagline promotes the visionary purpose of the project.

The different colors used on promotional materials identify the different core aspects of the community that are benefitted by the fiber-optic network. Door hangers, signage, banners, and advertisements were created to promote the new project. The logo and accompanying design elements were extended to business cards, letterhead, and envelopes to complete the identity system.

### CONCLUSION

Powellink is busy promoting its new infrastructure to the Powell community. The new identity system and campaign effectively communicate the purpose and passion of the project and how it will benefit their families for generations.

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