Brand Leadership Team (BLT)

**MAPR BRAND**

**DOE**
Tracy Atkins (CO)
Jonathan Sitzlar (TN)
Colleen French (WA)

**NPS**
Kris Kirby (CO)
Niki Nicolas (TN)
Charles Stickfaden (NM)

**DMO**
Marc DeRose (TN)
Kris Watkins (WA)
Patrick Sullivan (NM)

**Cities/Counties**
Amy Fitzgerald (TN)
Pamella Brown-Larson (WA)
Linda Matteson (NM)

**Historians**
D. Ray Smith (TN)
Heather McKlennan (NM)
Project Mission

• Mission: develop the marketing brand for MAPR

• Guidance:
  • Will be used by DMO's, cities and stakeholders to promote MAPR and attract visitors
  • Must compliment NPS/DOE branding, themes
  • Must be cost effective
Agenda

• Importance of Branding – Kris Watkins, Visit Tri-Cities
• Branding Process – Patrick Sullivan, Los Alamos Commerce and Development
• Introducing the Brand – Al Moffatt, The Tombras Group
• MAPR Next Steps – Marc DeRose, Explore Oakridge
Importance of Branding MAPR

• More than just a logo...
• Combines official themes, messaging, style, etc. to provide an easily recognizable and consistent identity for MAPR
• Provides a unified mark and message that can be used to effectively market the park to visitors
• Differentiates MAPR from over 400 other National Parks using "Arrowhead" brand
• Unifies 3 park sites and insures consistency of messaging
• Minimizes dilution effect caused by multiple logos, messages and inconsistencies (i.e. If no official brand, everyone will make up their own)
• Allows for uniform displays and signage around sites - improves local pride in history, the park and the city
• Group met in Los Alamos in June of 2015 at ECA meeting

• Continuous periodic conference calls to discuss progress of MAPR

• ECA meeting in Denver in August of 2016 the group was tasked with developing a marketing plan
MAPR Committee

• Monthly teleconferences over the next 6 months to discuss branding, logo development, and marketing.
• Each DMO assembled local groups of municipal staff, historians, DOE and NPS officials.
• Meeting in February 2017 in Denver
MAPR Committee

• Logo and Brand Promise development began in March of 2017.
• First version of logo used for booth at Waste Management Symposium in March 2017
• Further development throughout spring and summer
• The Tombras group engaged late July 2017
MAPR Committee

- Second meeting in Denver in August 2017
- Logo and brand promise finalized
The Tombras Group

240+
Vertically Integrated Ad Age
Agency of the Year

Top 25
Independent Agency

"We connect creativity and data for business results."
MARP Brand Identity Criteria

- Logo, tag line, brand promise
  - Clearly communicate Park & sites
  - Capture sense of history & intrigue
  - Open door to stories within context of science
  - Communicate legacy
  - Entice visitation
MANHATTAN
PROJECT
NATIONAL HISTORICAL PARK
HANFORD • LOS ALAMOS • OAK RIDGE

OVERARCHING TYPOGRAPHY STYLE
FOR 3 CITIES

TYPOGRAPHY "STANDS STRONG TOGETHER"
STYLISTICALLY MADE TO GO WITH NPS LOGO

INSPIRATION FROM MAP AND TYPOGRAPHY OF THE ERA
REINTERPRETED AS MODERN HERITAGE
MANHATTAN PROJECT
NATIONAL HISTORICAL PARK
HANFORD • LOS ALAMOS • OAK RIDGE
Secret Science That Changed The World.
MANHATTAN PROJECT
NATIONAL HISTORICAL PARK

OAK RIDGE, TN
HANFORD/TRI-CITIES, WA
LOS ALAMOS, NM
Secret Science That Changed The World.

LOS ALAMOS, NM
HANFORD/TRI-CITIES, WA
OAK RIDGE, TN
Secret Science That Changed The World.

HANFORD/TRI-CITIES, WA
OAK RIDGE, TN
LOS ALAMOS, NM
Secret Science That Changed The World.
MAPR Brand Promise

The Manhattan Project National Historical Park (MAPR) is a unique collaboration between DOE and NPS. For curious visitors from around the world, MAPR is a one-of-a-kind national park that brings together three top secret WWII sites of Hanford, Los Alamos, and Oakridge. MAPR challenges visitors to think about how the world has changed with the dawn of the atomic age and sparks amazement, intellectual stimulation, introspection and humility.
MAPR Next Steps

• Style Guide: guidance on uses, colors, fonts, etc. for branded materials (October 1, 2017)

• Marketing Strategy

• Discovery - Market Research, KPIs, goals (October 1, 2017)

• 3 year Plan - achieve goals (KPIs) (December 1, 2017)

• Execution - implement plan (March 1, 2018)

• Will require financial investment by 3 sites - TBD, quote pending
THANK YOU!