

*Through collaborative partnerships and targeted programs, CenterState CEO is committed to supporting local businesses, revitalizing neighborhoods and communities, and creating a welcoming destination for residents and visitors, alike.*

## TOURISM

Delivering a Destination Promise The Syracuse Convention & Visitors Bureau - now known as **Visit Syracuse** - has unveiled the new regional destination brand, which grew out of a need to find a fresh new way to capture what visitors and residents tell us they enjoy about this region: authentic character, cultural gems, and unmatched outdoor spaces in a place to connect and reconnect with what matters. Extensive research, including interviews with stakeholders, residents and customers, revealed diversity of the region and its personalized appeal as the primary brand building blocks. The result of capturing those emotions is one simple message: **SYRACUSE DO YOUR THING.**

In its work to implement the perfect brand for the region, Visit Syracuse hired BCF, a company known for its success with destination branding. It then turned to local artist Jason Evans to build on the vibrant look and momentum of the previous logo by enhancing it with four colors representing the personal appeal of the region: tranquility/trust (blue), energy/active (orange), creativity/individuality (purple) and optimism/cheer (green). Evans also made sure the logo embraced the region by designing it from the regional code, SYR.

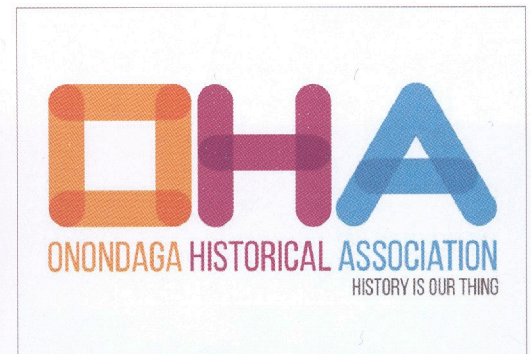
The resulting brand enables everyone to customize the message and define what his or her thing is, setting the stage for customer groups to celebrate unique and diverse interests.



Photo Courtesy of Daylight Blue Media



Green Travel Writer Yoli Ouyia doing her thing and enjoying the great outdoors at Onondaga Lake Park.

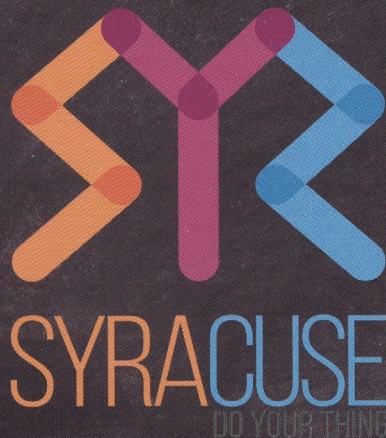


For the Onondaga Historical Association, "History is our Thing."

## EVOLVE YOUR PASSION FOR SYRACUSE

Community members are already using the brand to showcase what they do and to tell our collective story. Members are encouraged to integrate the brand into their own company messaging.

Learn how at [visitsyracuse.org/BrandingMaterials](http://visitsyracuse.org/BrandingMaterials), and share how you #DoYourThing.



*"Branding is exactly what the name implies and, if done properly, can be extraordinarily powerful. Syracuse is a destination where visitors and residents are known to celebrate their passions. Do Your Thing is a bold, open-ended, action-based challenge to over-used, under-effective slogans like 'Something for Everyone.' The fact that the brand is not derived from us, but from our customers – visitors – enables the brand to reflect authority and power."*

-DAVID HOLDER, PRESIDENT, VISIT SYRACUSE