



AFTER 20 YEARS OF INCREDIBLE SUCCESS

Heart of Biddeford begins an exciting new journey with the unveiling of their refreshed brand identity!

THE CHALLENGE AT HAND

Our existing brand identity, including our lettermark logo, represents a different time in our organization's history, and a different city. Created in 2006, it worked well at conveying the overall feeling of the organization - one that was open, hopeful, and full of

♥ for a downtown that had been through some hard times - but it is not as well connected to who we are in 2024. In fact, in 2024, some still don't know who we are, what we do, how to get involved, or how we strive to support the ambiguity as to what type of organization Heart of Biddeford is, creating a barrier to wider recognition and the fostering of deeper community involvement.

HUMBLE BEGINNINGS

Heart of Biddeford, a Great American Main Street award-winning Main Street, celebrates 20 years of community building in 2024! What began as a scrappy group of n coming together to brainstorm ways to breathe new life into their downtown has become a mature organization grounded firmly in our place, one that faces new challenges and new opportunities. Heart of Biddeford has shifted from a cheerleader for the underdogs to a more nuanced community influencer.

COLLABORATIVE SOLUTION

Embarking on a brand refresh journey, HoB's communications committee sought to craft an identity that was unmistakably "Biddeford" - an emblem that resonated with the community's vibrancy and made clear Heart of Biddeford's role within it. This strategy involved doing what Heart of Biddeford does best: drawing together the talents and passions of community members, listening to their experience, and creating an updated look that would foster a renewed sense of belonging and pride.

THE HEARTBEAT OF THE TOWN

Central to our strategy was to more clearly reflect that the Heart of Biddeford is the heartbeat of Biddeford, integral to the city's current vitality and its future growth; that when we support the core (heart) of Biddeford, the town square where we feel like community, it strengthens not just the downtown but the whole body of Biddeford. Essential to our updated brand identity is conveying the idea, the feeling, that when our downtown shines, our entire community thrives - and Heart of Biddeford is key to that.

OUR UPDATED BRAND IDENTITY

Heart of Biddeford's new branding, brought to life by Kanya Zillmer / Seven Tree Co., refreshes and brings our original branding into a more modern direction, and aligns with our mission. With a palette inspired by Victoria Gordon-painted mural in the Heart of Biddeford office, the logo brings a friendly, approachable and vibrant downtown feel, with a hand-drawn illustration and custom designed font, conveying at a glance, "Downtown Biddeford." We've carried the heart symbol through, even as we refresh the logo and other brand assets, to remind us of the vibrancy and vitality and community with which Heart of Biddeford was formed, and continues to be core to our evolution.