

Brand Narrative

The following Brand Narrative takes the foundation of the brand platform and breathes life into it through an artistic interpretation of language. Its purpose is to help residents and consumers connect and embrace the emotional story of the brand to their own lives. It represents inspiring language meant to describe Lake Bluff's assets as they relate to your new brand and garner excitement among brand drivers, brand partners and community stakeholders.

The Brand Narrative is critical to successful integration of the brand for a number of reasons:

- It can literally and figuratively serve as a guide for users working to integrate brand tone and language into their own marketing and communications.
- It helps maintain consistency of tone and message amongst all users, thus preserving the integrity of the brand.
- It provides language users can replicate verbatim in their own communications when applicable.

Because of the inherent value in brand narratives, we recommend wide distribution of the copy, typically in tandem with the logo. Many of our clients use the strategic brand platform and the brand narrative together as a touch point for each new project or policy they initiate. In other words, "Does this idea support and further what makes us special?"

On the northern-most point of Chicago's prestigious North Shore is a jewel of a village where the soundtrack of life is laughter. It rings out from the children who pedal furiously across the Green on bikes. Like church bells, it peals from the restaurants and specialty stores and bars that dot the downtown. It is an undercurrent in the shouted greetings of friends and neighbors on the streets or in their backyards.

It is North Shore living in Lake Bluff style.

Although the address is pretty prestigious, Lake Bluff is far from an exclusive club. It's a place where you can be casually comfortable in your own skin, and where newcomers to this tiny town of 6,000 are welcome to have as much of a voice in shaping the village as those who have lived here forever. Who you are as a part of the community is the measure of your worth here, not what you do, which means that at any given moment, you could just as well be talking to a leader of an industry as an industrious skilled artisan. And it's our heartfelt belief that whether you've come for a day of fun or a lifetime of living, Lake Bluff is stronger for having you here.

We don't take ourselves too seriously. Perhaps because we realize that despite the sterling credentials and successful careers of the people who live in Lake Bluff, it is experience that gives life its meaning, not extravagance or prestige. Our idea of standing on ceremony is saluting the flags in our famous 4th of July parade. Business meetings are conducted over Lake Bluff Lagers and our only pretense is pretending to be someone – or something – else at the annual Halloween block party. We love our dogs more than our possessions and value friends and family more than . . . well . . . more than anything.

Even businesses are a little more relaxed in Lake Bluff. Unique shops and restaurants are the cornerstone of our quaint downtown and merchants there know your name as well as your favorite ice cream flavor. Office parks and shovel ready development offer options for all types of business. And to help ensure success, we provide the support for businesses to flourish in style from our highly educated work force to incentives to help you get started. And all of Lake Bluff's business benefits are just minutes from the resources of the mighty commercial shoulders of Chicago, yet a world away from its stresses.

We're grateful to be living on Chicago's North Shore. Beautiful views of Lake Michigan. Educated residents in every town. Charm, influence and affluence everywhere. But for those of us who've make Lake Bluff home, there is nowhere else on the Shore we'd rather be and nowhere else on earth we'd ever live. Some places just fit like a glove.

North Shore Life. Lake Bluff Style.

Descriptive Vocabulary

The brand vocabulary provides a common language that reinforces brand attributes and brand positioning for use in communications materials, press releases, interviews, presentations and general conversation among regional officials, brand partners, area businesses and internal/external audiences.

Creatively, these words set the balanced tone of the brand:

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|-----------------|---------------|
| Business casual | Happy-go-luck |
| Carefree | Informal |
| Caring | Jewel |
| Casual | Laid-back |
| Charm | Laughter |
| Comfort(s) | Life |
| Down-to-earth | Lifestyle |
| Easygoing | Low pressure |
| Experience(s) | Relaxed |
| Family | Small town |
| Family-fun | Style |
| Friendly | Unpretentious |
| Happiest | Warm |
| Happy | |