



Palm Springs Entertainment Trolley

Brand Exploration!

02 July 2014

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Intro

What we're doing tonight!

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The Branding Journey

1. Discovery
2. Brainstorm
3. Presentation: 25 name concepts
4. Selection: 4 concepts
5. Visual exploration
6. **Presentation: 4 BRANDS (Tonight!)**

And we need you to choose the **winner!** But first...

Discovery Wrap-up

Key findings & that kind of thing.

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Participants

City Staff

Mayor Pougnet

Council Subcommittee (Councilmembers Foat & Lewin)

“Main Street” Businesses

Hoteliers

Neighborhood Orgs

Tourists

& Others!

Mission



We identified 4 key reasons for the Trolley's existence:

1. **Economic development**—supplying customers to City businesses—including restaurants, bars, & daytime retail!
2. **Enhancing City's brand**—
 - Adding to the City's identity as a **hip, urban center of activity**—*unlike all other Desert cities.*
 - Conveying a **friendly, welcoming vibe** for visitors & residents.
3. **Increasing public safety**—by giving drinkers other ways to get around (besides their cars).
4. **Helping traffic**—easing congestion by reducing the number of cars in Downtown during busy times.



But also... The Entertainment Trolley is very **green**—a hot topic for residents!

Target Audience



- **Visitors.** This is 60% of our audience. This audience tends to be:
 - **North American** (75% or more), especially from **Western cities** (L.A., San Francisco, Seattle, Portland, San Diego, etc.)
 - **Hipstery**
 - **25-45 years old**
 - **Straight, gay, & metrosexual**—basically, everyone! 😊
- **Locals.** This is 40% of our audience. This group will be a little older (median age 51) and perhaps more daytime-oriented.



While the brand isn't exclusive, **the trolley is not aimed at families**—it's more for **adults** looking to **shop and party**. This is not a theme-park attraction.

Tonality: Attributes

FUN

Party-like
Interactive
Amusing
Lounge-like
Social
Festive

SHARED

Inclusive

FLEXIBLE

COOL

Progressive
Forward-thinking
Proactive
Mod
Hip
Wow!

REAL

Authentic

EASY

Convenient
Stress-free
Free

SURPRISING

Rad!
Unique
Unexpected
Out of the ordinary
Adventurous
Mysterious

Tonality: Anti-Attributes

EXCLUSIVE

Expensive
Privileged
Elitist

BORING

Utilitarian
Functional
Transporty

SCARY

Uncomfortable
Hassle

SPRING BREAKY

Raucous

GIMMICKY

Tourist-trappy
Manipulative
Tacky
Kitschy

Concepts

Four yummy creations to choose from! 😊

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What Goes Into a Good Name?



A few things:

- Ease of **pronunciation**.
- Ease of **spelling**.
- **Musicality**.
- Multiple **layers of meaning**.
- **Local thematic relevance**.
- **“Legs”**—that the name extends easily into the language.



Do all of the concepts check **all** of these boxes?
No. But the best ones check most of them...

Visual Themes



So, what visual themes did we explore? **Local stuff!**

- **Desert.** The environment, animals, plants, heat, topography, etc.
- **Midcentury Modern.** Palm Springs owns this style—and we want to leverage it.
- **“Golden Age” of Hollywood.** The entertainment and personalities from Midcentury.

...



**We'll start with
nuclear-grade
vibrancy...**

BUZZ: LOGO



BUZZ: CONCEPT



Palm Springs **Buzz**

- A **multilayered** name:
 - An **altered state**—a pleasant, mild one.
 - The surging energy & excitement of a **dense, urban space**.
 - **Being plugged in** to what's happening—& what's new!—in Palm Springs.
- Carries **safety message**: it's OK to be buzzed on the Trolley—but not in your car!

ATTRIBUTES

Urban
Festive
Fast
Exciting
In-the-know

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USAGES

Slogan: “Catch the Buzz.”

Slogan: “The only way to get Buzzed.”

Speech: “We’re gonna Buzz on over—see you in ten.”

Speech: “We Buzzed up from Downtown.”

BUZZ: VEHICAL WRAP – A (side 1)



BUZZ: VEHICAL WRAP – A (side 2)



BUZZ: VEHICAL WRAP – A (back)



BUZZ: VEHICAL WRAP – B (side 1)



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BUZZ: VEHICAL WRAP – B (side 2)



BUZZ: VEHICAL WRAP – B (back)



BUZZ: SIGNAGE



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BUZZ: INSTALLATION



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And now for a
darker, more sultry
mood...

HUSTLE: LOGO



HUSTLE: CONCEPT



PS Hustle

- Retro word with a **naughty** vibe.
- Suggests many things—hurrying, dancing, deal-making, and other things. 😊
- Husky, **sexy sound**.
- Rolls off the tongue **easily**.

ATTRIBUTES

Fast
Fun-retro
Energetic
Sexy
Naughty

USAGES

Slogan: “Hustle on down to Tahquitz Canyon.”

Slogan: “Do the Hustle.”

Speech: “**Dude, we’re not waiting—you better Hustle.**”

Speech: “Take the Hustle—it’s faster.”

HUSTLE: VEHICAL WRAP – A



HUSTLE: VEHICAL WRAP – B



HUSTLE: VEHICAL WRAP (back)



HUSTLE: SIGNAGE





And now for a
lighter, more
whimsical
feeling...

LIFT: LOGO





Palm Springs **Lift**

- One of the simplest ways to express "ride".
- Promises a **lift to your destination**—but also to **lift your experience of the City**, and even your **mood**.
- **Simple** & to-the-point.
- Has a **light, friendly, service-oriented** sound.

ATTRIBUTES

Friendly
Supportive
Informal

USAGES

Slogan: “**The Lift is where the fun starts.**”

Slogan: “Catch a Lift into town.”

Speech: “**We started near Racquet Club—then grabbed a Lift to Hunter’s.**”

Speech: “Let’s just grab a Lift—it’s easier.”

LIFT: VEHICAL WRAP



LIFT: VEHICAL WRAP (back)



LIFT: SIGNAGE



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LIFT: INSTALLATION – A



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LIFT: INSTALLATION – B



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...



And finally, a **twist**
on the idea of
transit...

RETRO: LOGO



RETRO: CONCEPT



PS Retro

- Sounds like "Metro"—suggesting a transit service—but changing one letter gives it a **cool twist**.
- An opportunity to pay homage to the City's **Midcentury Modern** history & aesthetic—and later periods.
- Rolls off the tongue **easily**.

ATTRIBUTES

Stylish
Cool
Hip

USAGES

Slogan: "Only in Palm Springs."

Slogan: "**Forget the Metro—go Retro.**"

RETRO: VEHICAL WRAP – A



RETRO: VEHICAL WRAP – B



RETRO: VEHICAL WRAP (back)



RETRO: SIGNAGE – A



RETRO: SIGNAGE – B



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RETRO: INSTALLATION



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Discussion!

And the winner is...? 😊

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