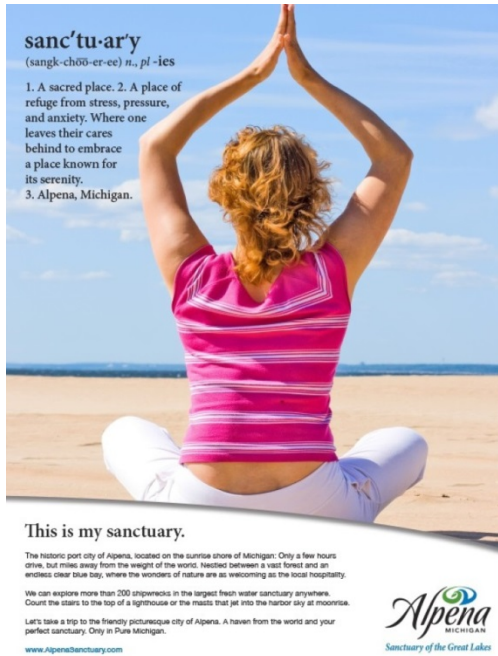


**sanc'tu-ary**  
(sangk-choo-er-ee) n., pl. -ies

1. A sacred place. 2. A place of refuge from stress, pressure, and anxiety. Where one leaves their cares behind to embrace a place known for its serenity.
3. Alpena, Michigan.




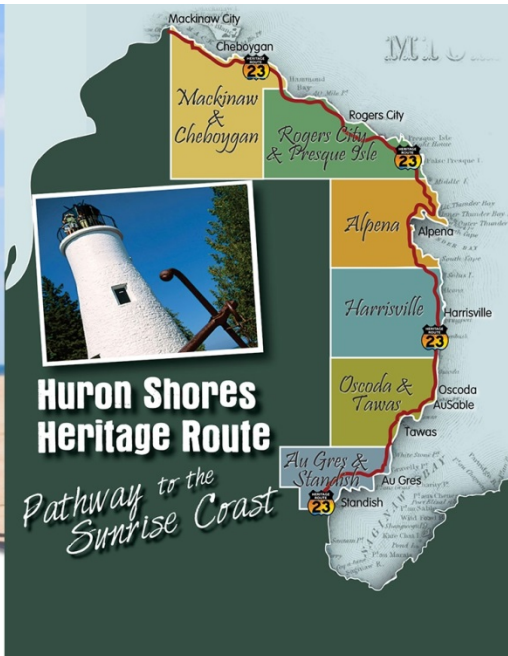
**This is my sanctuary.**

The historic port city of Alpena, located on the sunrise shore of Michigan. Only a few hours drive, but miles away from the weight of the world, nestled between a vast forest and an endless clear blue bay, where the wonders of nature are as welcoming as the local hospitality.

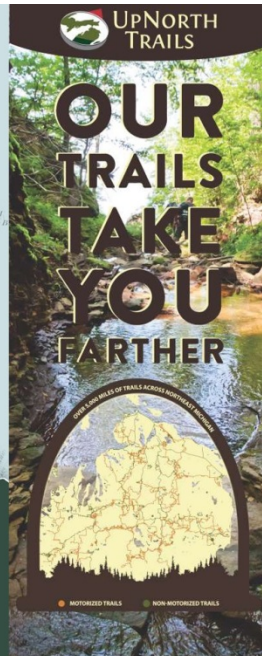
We can explore more than 200 shipwrecks in the largest fresh water sanctuary anywhere. Count the stars to the top of a lighthouse or the masts that jet into the harbor sky at moonrise.

Let's take a trip to the friendly picturesque city of Alpena. A haven from the world and your perfect sanctuary. Only in Pure Michigan.

[www.AlpenaSanctuary.com](http://www.AlpenaSanctuary.com)

**Huron Shores Heritage Route**  
*Pathway to the Sunrise Coast*



**UPNORTH TRAILS**

**OUR TRAILS TAKE YOU FARTHER**

UPNORTH TRAILS SCORES NATIONAL SUCCESS

MOTORIZED TRAILS | NON MOTORIZED TRAILS

# Regional Branding












## Showcasing Northeast Michigan *to the World.*


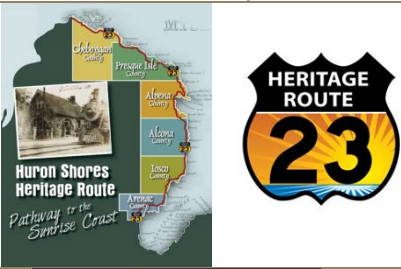
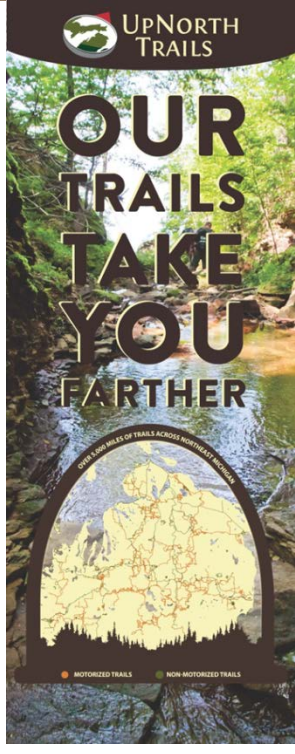
### How do we see ourselves?

Northeast Michigan has long struggled with recognition on the national and global market in all sectors of the economy. In order to be able to communicate who we are to the world, it is first necessary to understand how we see ourselves and to evaluate the message being communicated. This section contains an inventory of how communities in Northeast Michigan envision themselves.

Inventory of Community Branding			
Community	Brand	Imagery	Themes
Alpena	"Sanctuary of the Great Lakes"		Water, outdoor recreation, forestland, get away from it all. Experience your sanctuary in Alpena. Good for your mind, body, and soul.

<p><b>Rogers City</b></p>	<p><i>"The Nautical City"</i>  <i>"The City of Parks &amp; Trails"</i>  <i>"Connect. Grow. Succeed."</i></p>	 	<p>Water, outdoor recreation, connections (trails and Chamber).</p>
<p><b>Onaway</b></p>	<p><i>"Sturgeon Capital of Michigan"</i>  <i>"Year around Fun, Year around Opportunities",</i>  <i>"Onaway Steers the World"</i></p>		<p>Water, fish, recreation.</p>
<p><b>Cheboygan County</b></p>	<p><i>"Michigan's Great Up North"</i></p>		<p>Up North (geography)</p>
<p><b>Cheboygan Chamber/CVB</b></p>	<p><i>"Gateway to the Waterways"</i></p>		<p>Water, gateway, lighthouse.</p>
<p><b>Mackinaw City</b></p>	<p><i>"Living History. Making History"</i></p>	 	<p>History, Mackinac Bridge</p>
<p><b>Indian River</b></p>	<p><i>"Pure Water. Pure Trails. Pure North"</i></p>		<p>Water, trails, forests, sunrise, Up North (geography).</p>
<p><b>Grayling</b></p>	<p><i>"The Heart of the North"</i></p>	 	<p>Up North (geography), heart (central), forests.</p>

<b>Gaylord</b>	<i>“Michigan USA: All Outdoors”  “America’s Summer Golf Mecca”  “The Alpine Village”</i>	 	Outdoor recreation, golf, Alpine, location (45th parallel), heart (central), forests.
<b>Vanderbilt</b>	<i>“Gateway to the Pigeon River Country”</i>		Forests, gateway, water.
<b>Atlanta</b>	<i>“Elk Capital of Michigan”</i>		Wildlife.
<b>Lewiston</b>	<i>“Pure Lewiston”</i>		
<b>Hillman</b>	<i>“Looking to our past to build our future”</i>	 	History, development, wildlife, community, power, agriculture.
<b>Lincoln</b>	<i>“The Village with a Vision”</i>		Future, trees, water.
<b>Roscommon/ Houghton Lake</b>	<i>“Michigan’s Other Great Lakes”</i>	 <b>HOUGHTON LAKE HIGGINS LAKE LAKE ST. HELEN</b> <a href="http://www.MichigansOtherGreatLakes.com">www.MichigansOtherGreatLakes.com</a>	Water (Houghton Lake, Higgins Lake, Lake St. Helen), outdoor recreation.
<b>Oscoda</b>	<i>“Naturally”</i>		Nature, water, sunrise, forests.
<b>Tawas Area</b>		  	Nature, water, lighthouse, forests, history.

West Branch			Victorian community.
US 23 Heritage Route	<i>"Pathway to the Sunrise Coast"</i>		Water, sunrise, connections, history, nature.
Up North Trails	<i>"Our Trails Take You Farther"</i>		<p>Trails, connections, Up North (geography), connections.</p> <p>The extensive nature of actual and virtual trail systems in Northeast Michigan tie the communities and assets together. This brand, Our Trails Take You Farther, is an all-encompassing umbrella brand for the entire region. Beneath that umbrella brand, sub-campaigns (as listed above) can occur. For example, in the Alpena Area, the following could be used: "Our Trails Take You To...The Sanctuary of the Great Lakes".</p>

### Common Themes.

The people and communities of Northern Michigan present themselves to the world in much the same way. The common themes of water, history, trails, forests, wildlife, sunrise, the outdoors, gateways, and "Up North" are found throughout the community brands.

### Regional Identity & Placemaking.

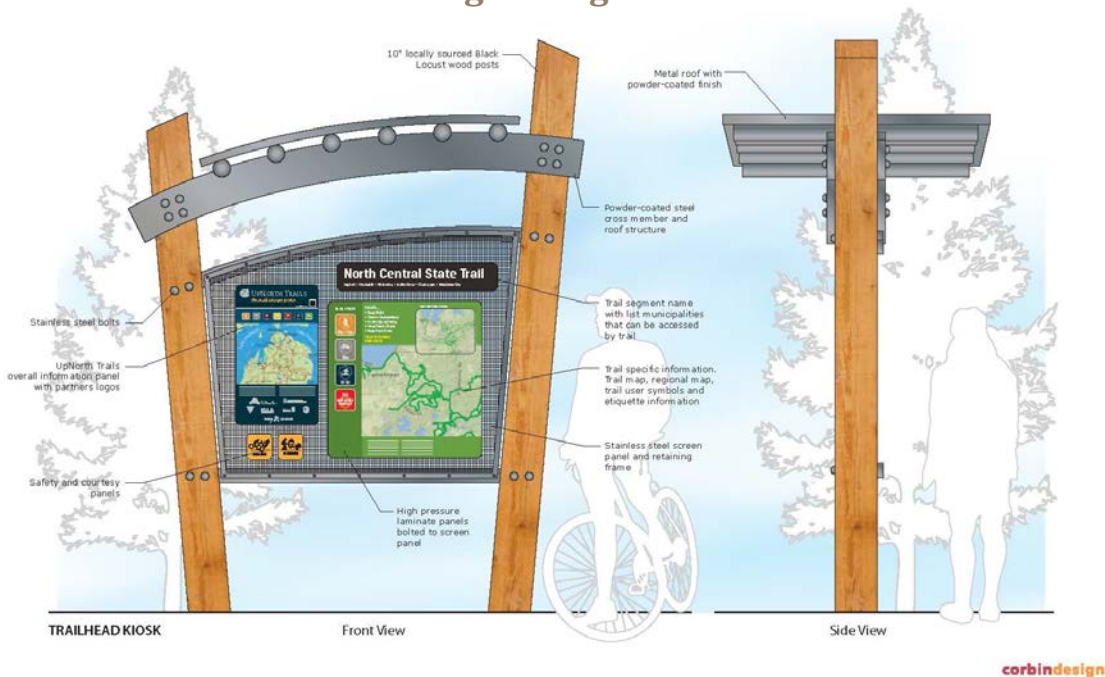
Communities in Northeast Michigan can tie into the umbrella brand discussed above. The regional message that Northeast Michigan is communicating is that ***"Our Trails Take You to Great Places"***. This tie-in can occur in marketing materials and community signage. As part of the Regional Prosperity Initiative, design work was completed for signage. Corbin Design, Inc. was retained to develop signage design concepts. The sign designs are intended to tie communities into the Up North Trails system using the brand ***"Our Trails Take You Farther"***. The designs include a trailhead kiosk, secondary kiosk, trail guide, trailblazer, and community gateway signs. The signs are intended to be used on any type of trail system under multiple types of ownership and

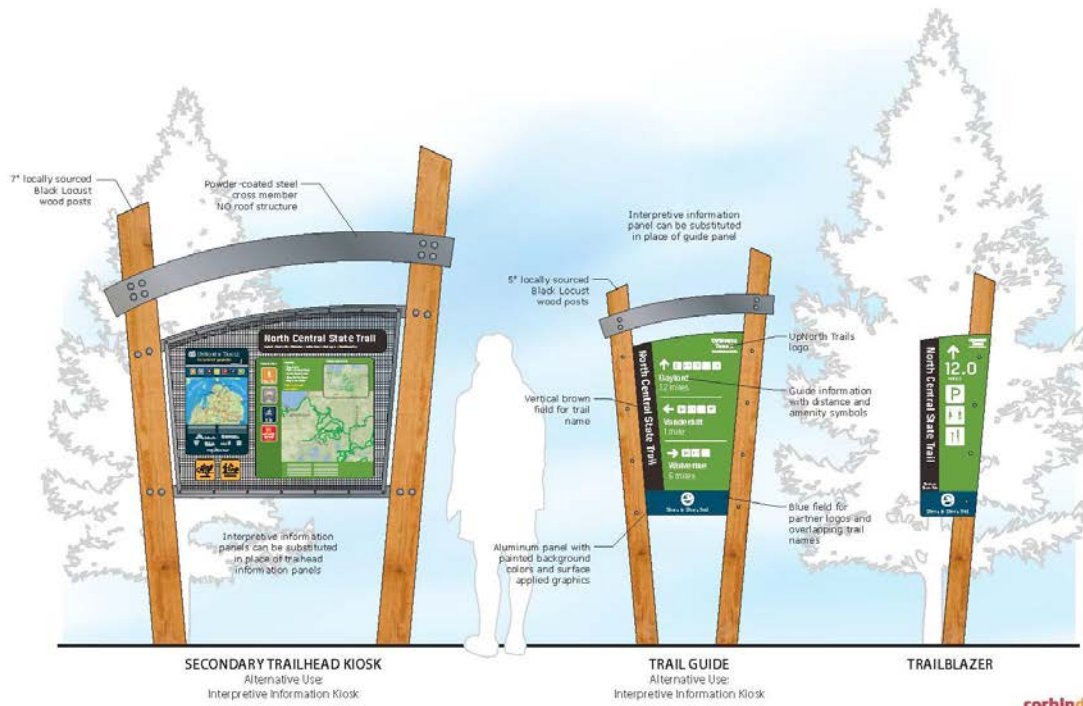
management. These signs will be available for communities to use to identify themselves as part of the Up North Trails region and will also serve to tie the communities together. Using the **“Our Trails Take You to....”** message presents the region as an interconnected network of great places linked with the natural world. Communicating this concept will open Northeast Michigan to global tourism markets and present the region as a great place to live (i.e. talent attraction). This regional identity will assist in the successful launching of the strategies for prosperity by helping to change the image of Northeast Michigan.

**Strategy: Increase national and global recognition of the region by showcasing a consistent and effective Northeast Michigan image.**

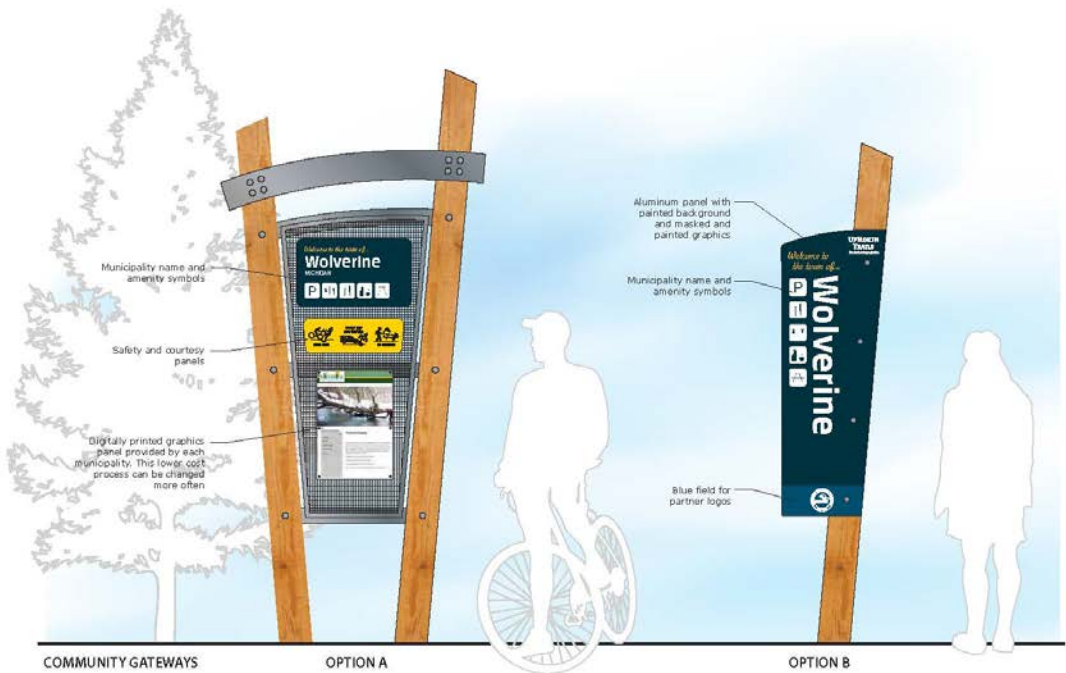
1. **Create and utilize an effective regional brand which communicates the essence of Northeast Michigan to the world.**
  - a. Engage a branding consultant to develop the regional brand and brand guidelines.
  - b. Utilize the regional brand in all marketing materials and communications.

**Our Trails Take You Farther Sign Designs:**





corbindesign



corbindesign