

Branding Case Study Profile

Park: Lewis and Clark National and State National Historical Parks,
Oregon and Washington

Branding Images:



Problem Addressed and Unifying Concept:

At the time Fort Clatsop was developing a marketing plan for the new shuttle system, the NPS, the Department of the Interior and Congress began developing the legislative initiative to expand Fort Clatsop National Memorial and change the name of the expanded park to Lewis and Clark National Historical Park (LCNHP). The new park combined Fort Clatsop National Memorial in Oregon with three sites in Washington: Clark's Dismal Nitch, Station Camp and Cape Disappointment State Park and three sites in Oregon: Clatsop Village site at Fort Stevens State Park, Ecola State Park and the Salt Works in Seaside.

The Park faced an identity problem: many visitors to Fort Clatsop and the expanded park were unaware that the fort was part of the National Park System and that the existing park and proposed additions were all part of the Lewis and Clark experience.

So when the Park began working with the design firm of Nobel Erickson and the Park's community partners on the marketing plan for the shuttle system, Chip Jenkins, the superintendent of Fort Clatsop, made the pitch to: 1) establish a Lewis and Clark National Historical Park identity for the 50 miles of Pacific Coast on either side of the Columbia River and, 2) use the marketing for the shuttle system as the catalyst for creating and launching this identity branding program. Reinforced through display and merchandise, the suite of logos is creating a graphic identity and unity for the components of LCNHP. A further on-going benefit is a revenue stream from sales of the logo merchandise which helps the Association assist the parks.

The new park shuttle system, The Explorer, was the initial vehicle to carry the Park's message. The Explorer campaign produced a synergy, with the established identity and related marketing concepts being transferred to a larger public relations strategy for the newly-expanded Lewis and Clark National Historical Park. The Explorer logo appeared on roadside signage at bus stops, the NPS and partner websites, brochures and maps from travel/tourist representatives, and on information from hotels and restaurants. The Explorer graphics also adorned interpretive panels at the Explorer hub at Netul Landing, site markers, event logos, a commemorative letter head and a postage stamp. As additional graphic logos were designed for key sites, the set of graphics were also featured on a line of Cooperating Association sales merchandise including posters, cards, mugs, etc.

The canoes in the initial graphic served as the icon for the Lewis and Clark National and State Historical Parks and *Destination: The Pacific*, the bicentennial commemoration in 2005 of the Lewis and Clark expedition.



“The canoes (The side-by-side expedition's dugout canoe and the Clatsop native canoe they encountered) came with certain concepts – freedom of movement, leave no wake, camaraderie, discovery. It also brought to the project the Tribes' importance to Lewis and Clark's survival, their part in the story of exploration,” said Jackie Noble, of

Noble Erickson, the design firm responsible for creating the branding images.

In developing the icon and other images, Noble Erickson focused on discovering the inherent character of the area and highlighting the unique history, geography and culture of the Lower Columbia.

Production Partners:

The marketing strategy and artwork was designed by Nobel Erickson, a Denver design firm, in conjunction with the National Park Service, the Lewis and Clark Bicentennial Association, Washington State Parks, the Washington State Historical Society, Oregon State Parks and the Pacific County Friends of Lewis and Clark.

Talent Recruited:

Through a competitive process, the firm of Noble Erickson was award a contract in 2003 to work with Fort Clatsop to develop a marketing strategy and an icon for the park shuttle and bicentennial event, *Destination: The Pacific*.

Concurrently, the Park had funding to create artwork for orientation panels for the shuttle facility. Noble Erickson was chosen as the sub-contractor to develop the artwork. The firm worked closely with the parks to develop the icons so that the artwork could work in orientation panels and as stand alone pieces.

Production Process and Time Frame:

The CTAA grant funded the unifying Lewis and Clark Explorer logo, a regional map and technical assistance. The Park then contracted with Noble Erickson to produce 9 interpretive panels which was paid through NPS Alternative Transportation funds. The images featured key Lewis and Clark destination locations for the new shuttle facility at Netul Landing that were also used as stand alone icons. Artwork was done at a competitive price for orientation signage. Then the Fort Clatsop Historical Association contracted Noble Erickson to have the artwork converted into graphic format and oversee the production of the poster.



The Fort Clatsop Historical Association paid for the artwork to be incorporated into graphics, the printing for the posters and the production of other image bearing merchandise. By having the initial graphics and poster in hand, the Park was able to create the stimulus for other organizations to emulate.

Washington State Parks paid for the graphics and printing of posters for Fort Columbia in Chinook and Cape Disappointment along the Long Beach Peninsula. The Washington State Historical Society picked up the cost of the Station Camp graphic design which will eventually be used to produce a poster.

Oregon State Parks produced and paid for the design and printing of Fort Stevens and Ecola posters.

The graphic work and printing of Discovery Trail and North Head Lighthouse posters were paid for by Friends of Columbia Gateway, the Cape Disappointment State Park friends group.

Production of the Destination: The Pacific poster was paid for by Destination: The Pacific.

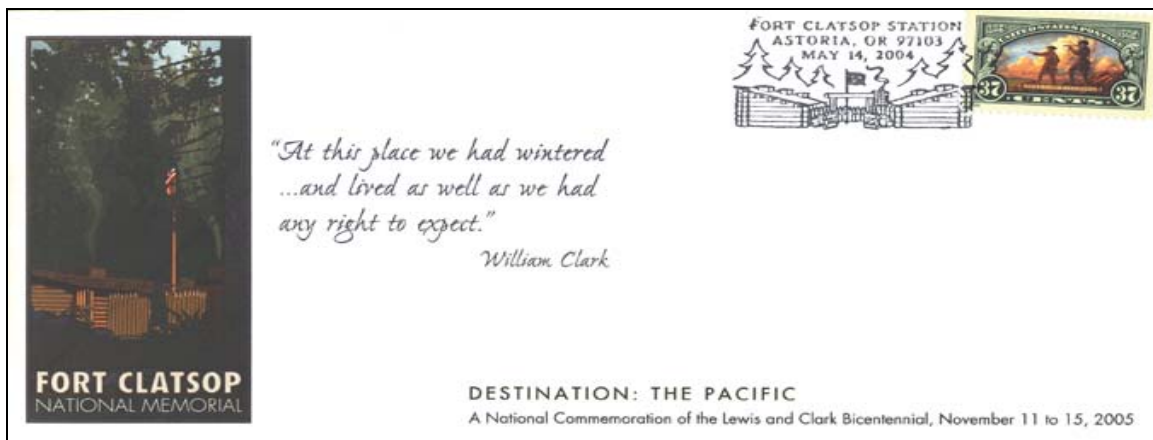
The Lower Columbia River Water Trail, which runs for 147 miles from Bonneville Dam down to the park, awarded Noble Erickson a contract to develop the branding for the trail which will mesh with what has been done for the Park.

Image Roll Out/Display of Images:

The initial icon was used to promote the Lewis and Clark Explorer Shuttle throughout the region. The park used the icon and produced posters, fliers, advertisements in visitors guides. The park also produced 400 posters with the icons and distributed them to businesses throughout the region to market the park's shuttle system.

Next, to promote the Lewis and Clark Bicentennial celebration, *Destination: The Pacific* was printed on event flyers, reminder cards, invitations to special events and attractions, entrance tickets, and program guides.

Noble Erickson designed an envelop that the Park unveiled at the ceremony for the release of new Lewis and Clark stamps.



A limited edition of 2,500 envelopes were produced to commemorate the Lewis and Clark bicentennial, Destination: The Pacific. The Fort Clatsop icon and a quote from William Clark were printed on the front of the envelope which was produced for the National Park Service in association with the U.S. Postal Service

Through the Lewis and Clark Bicentennial Association, the community produced about 200 banners that hung from light poles in Astoria, Seaside and other communities. The banner featured the Explorer logo with the word WELCOME across the top.

The Park and Association has used the additional icons on merchandise, invitations to special events, banners that were hung along the roads in communities throughout the region, and on the Park's website at www.lewisandclarkpark.org and www.forttosea.org. Noble Erickson developed a style guide to help direct how the imagery should be used.

How Was It Financed?

The park received a \$35,000 grant from the Community Transportation Assistance Association (CTAA) to help develop a marketing plan for the new shuttle system serving Fort Clatsop and the surrounding areas that coincided with the bicentennial celebration of the Lewis and Clark adventure. The CTAA includes state and locale transit associations, and federal, state and local government organizations.

The grant funded the development of the initial icons for the Lewis and Clark Explorer Shuttle, initial branding concept and plan, and a style guide.

The orientation panels for the shuttle system were funded through the NPS Alternative Transportation Program. This was part of a larger funding package to plan, design and construct the alternative transportation shuttle hub at Netul Landing.

Noble Erickson designed the first poster **pro bono**. The design cost for each additional poster was \$2,500 and included initial design discussion, up to 4 drafts of the poster, artwork preparation for the printers, and rights to use the images in whatever format. Chip Jenkins, the Park's superintendent, estimates the design firm is now charging approximately \$5,000 to develop new images.

The Fort Clatsop Historical Association is working with several vendors to produce merchandise with the icons, including the largest vendor, T-Line Solutions of Portland, Oregon. Their primary business is providing merchandise for the Made in Oregon Stores.

Merchandising and Earned Income:

Coffee cups, posters, calendars, note cards, note books, pencils, magnets, baseball caps, pins and t-shirts bearing the icons are available for purchase through the Fort Clatsop Historical Association, the state park associations and their parks and on their websites. The Association oversees the production of the merchandise. The graphic images that are used on other merchandise besides the posters, are the Fort Clatsop, Fort to Sea, Dismal Nitch and the Salt Works.

Posters cost approximately 50 cents to print depending on the print run and retail for \$4.95. The Fort Clatsop Historical Association covers the production costs for the posters.

Merchandise with the branding images of Fort Clatsop, Fort to Sea, Dismal Nitch and the Salt Works include coffee mugs, pencils, posters and shirts.

Under the terms of the contract with Noble Erickson, the Park has full use rights. All the artwork was done with public funds and is in the public domain. Noble Erickson does not have copyrights to any of the images.

On-going revenue is being generated from sales of merchandise that bear the icons. In the last three years, FCHA's revenue has gone from just under \$300,000 to just over \$600,000. The increase in revenue is due primarily to tripling size of the visitor center store which offers an array of merchandise. The largest increase in sales has been in children's educational materials.

Over the last three years Fort Clatsop Historical Association has used the net revenue to fund park major capital projects – and to repay loans funding park projects. This includes purchases of two parcels of land for a total of approximately 200 acres and approximately \$200,000 expansion and renovation of the bookstore in the visitor center.

Public Reaction:

Public reaction has been extremely positive, with people commonly asking where they can purchase the posters. While the Bicentennial celebration has ended, the banners remain up because the community enjoys the artwork. In cooperation with a local publisher, the Park produced a park guide using the graphic style of the artwork. Reaction to the guide has been very favorable.