



# Designing Brand Identity

third edition

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an essential guide for the whole branding team

**We are the Park Angels of Charleston—the historic, the proud. And we come together to improve, to preserve, and to share our parks in a way that's worthy of our beautiful city.**

The Park Angels are the volunteers of the Charleston Parks Conservancy (CPC) in Charleston, South Carolina, who actively take a special interest and ownership in their city parks. The Park Angels is also a movement that connects people to the past, people to people, and people to their parks. CPC was founded in 2007 by Darla Moore.



**Goals**

Raise awareness and generate excitement in the community and among volunteers and donors.

Work with the City of Charleston to create a unique private/public partnership to support the parks.

Create an outlet for caring citizens who want to make a difference.

Instill a sense of ownership among the citizens of Charleston.

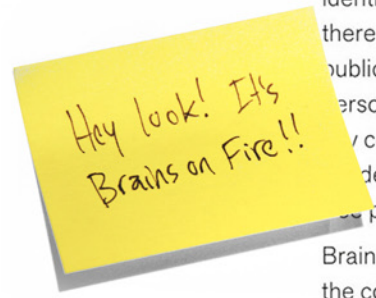
**The Park Angels movement has given rise to a whole new way of defining support. It has opened a window for the community to give back to one of our most important resources—our parks.**

Jim Martin  
Executive Director  
Charleston Parks Conservancy

**Park Angels is a movement of people coming together in the name of their public spaces.**

Robbin Phillips  
Courageous President  
Brains on Fire

Process and strategy: Charleston, South Carolina, is a 300-year-old city, rich with pride and heritage. The Charleston Parks Conservancy partnered with Brains on Fire to start a grassroots movement within the Charleston community to revitalize the more than 120 city parks. The identity firm's qualitative research revealed that there was no centralized documentation about public parks. The stories that did exist were personal, and passed on by word of mouth. The city could no longer fund the needed upkeep, and residents wouldn't respond to a basic call for a planting or cleanup day.



Brains on Fire developed a strategy to reframe the conversation about how the parks fit into people's lives and interests, either from a horticulture perspective and passion, or simply creating life memories.

Creative solution: To get park lovers involved, Brains on Fire set out to form deep relationships, and the Park Angels were born. The firm created separate but complementary identity and online community sites, and recruited and trained six Lead Park Angels. Lead Angels would serve two-year terms, and be responsible for responding to citizen concerns and suggestions, recruiting

new Park Angels, and coordinating improvement efforts. The Lead Park Angels are featured prominently on the highly interactive website. Use of social media tools, including Facebook and Twitter, helps them connect people to people, people to the past, and people to the parks—both online and off. You can see the Park Angels on YouTube and Flickr, or help write a park Wiki and post on a messageboard. Dog lovers are encouraged to post their pups and become "Bark Angels." The Charleston Parks Conservancy was the first such organization to elevate its volunteers by allowing them to help guide the direction of the organization and serve as its public face.

Results: A transformation has taken place. There are no more barriers between the residents of Charleston and their parks. Now, neighborhoods are reaching out to the Park Angels to inquire how to beautify their parks. Education classes on the horticultural history of the parks are filled to capacity on a monthly basis, and more and more park lovers—from Gen Y to Boomers—are actively volunteering in their parks. The Charleston Parks Conservancy is taking the burden off of the city and has allowed the community to engage on a personal, grassroots level.

