

Prineville, Crook County Chamber to get new brand identity

by Bend_Weekly_News_Sources

PRINEVILLE, Ore. — The Prineville-Crook County Chamber of Commerce in cooperation with the City of Prineville and Crook County has entered into an agreement with The Iverson Group, a marketing and business development firm based in Prineville, to create a new community-wide brand identity.

States and local communities have increasingly enlisted the help of “branding companies” like The Iverson Group to help “reinvent and strategically position themselves” much like consumer products companies have done for years. Communities are also including rebranding as a strategy to meet the goals of their comprehensive plans, with recent rebranding successes experienced by the State of Oregon, Sisters, and Milton-Freewater.

The Iverson Group says they take a unique approach to community rebranding. All sectors of a community (in this case the City, Chamber, and County) are represented on a “branding committee” which regularly reviews research data and design ideas. The resulting brand identity is one that all stakeholders accept and adopt.

The Prineville-Crook County Chamber will spearhead the introduction of the new brand identity once the research and design phases are complete, which is expected to take about three months.

“Having one brand identity that everyone from Prineville to Paulina to Powell Butte can embrace is going to be a wonderful step for our community,” said Jay Porter, 2008 President of the Prineville-Crook County Chamber.

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