

Brand Vision

Blenheim Boulevard | Fairfax City, Virginia
January 2023

CivicBrand

BRAND

VISION & MARKETING

THE STORY

From Square to Circle and every shape and size in between - Blenheim Boulevard is the heart of Fairfax City. We trust it to lead children to a day's worth of learning. We let it guide us to get lost in our city's beautiful parks and trails. We travel through to make it to work and events on the square. We identify it through our homes where we dwell along it.

Simply put, the boulevard connects our day to day living.

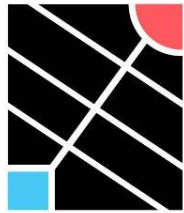
SUMMARY OF THE BRAND

Rather than focusing on how great or safe the revamped Blenheim Boulevard transports us via car, bus, bike or walk. It's about the ***connection to living*** Blenheim Boulevard provides locals and visitors because it is built this way.

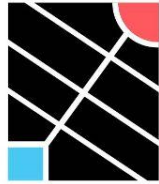
The new multimodal use of Blenheim Boulevard is the ***standard*** of what it means to ***live life connected.***

**The connection to
everyday living.**

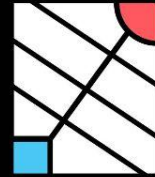




**Blenheim
Boulevard**

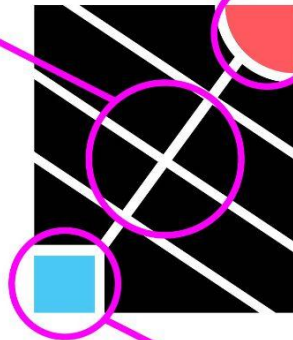


**Blenheim
Boulevard**



**Blenheim
Boulevard**

SYMBOLIZES
THE EVERYDAY
LIFE LIVED IN
BETWEEN.
(Work, school,
activities, church,
home, walks, etc.)



SYMBOLIZES
FAIRFAX CIRCLE

SYMBOLIZES OLD
TOWN SQUARE

●■ **Blenheim Boulevard**

●■ **Blenheim Boulevard**

●■ **Blenheim Boulevard**

●■ **Blenheim Boulevard**

A close-up, low-angle shot of a person's legs and feet as they run on a paved road. The person is wearing blue and orange running shoes and dark shorts. The background is slightly blurred, showing a road surface and some distant structures.

**The road to
adventure.**

●■ **Blenheim Boulevard**

A group of three people walking away from the camera on a dirt path through a wooded area. The person in the foreground is wearing a blue long-sleeved shirt and dark pants. The person in the middle is wearing a light purple long-sleeved shirt and dark pants. The person in the background is wearing a light blue long-sleeved shirt and a striped skirt. The path is surrounded by trees and greenery.

**The path to
Sunday strolls.**

●■ **Blenheim Boulevard**

A classroom full of children sitting on the floor, listening to a teacher. The children are of various ages and are looking towards the front of the room. The teacher is standing at the front, and there are educational materials and supplies visible in the background.

**The way to
the future.**

●■ **Blenheim Boulevard**

A group of people gathered around a table, preparing food for a cookout. The scene is indoors, and there are several large pots and pans on the table. The people are smiling and appear to be enjoying the activity.

**The route to
neighborhood
cookouts.**

●■ **Blenheim Boulevard**



The road to
adventure.

● ■ Blenheim Boulevard



The path to
Sunday strolls.

● ■ Blenheim Boulevard



The way to
the future.

● ■ Blenheim Boulevard



The route to
neighborhood
cookouts.

● ■ Blenheim Boulevard

Connecting Old Town Square to Fairfax Circle through Neighborhoods.



Sidewalks

Bike Rides

Parks

Bus Rides

Trails

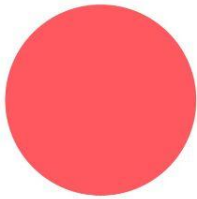
Schools

Family Walks

MATERIAL & TEXTURES



SHAPES & COLORS



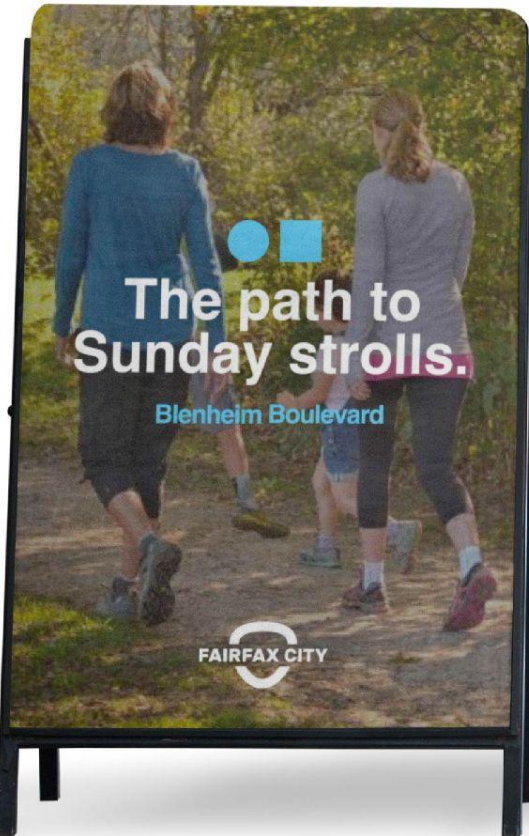


**Blenheim
Boulevard**



FAIRFAX CITY

**Blenheim
Boulevard**



The path to
Sunday strolls.

Blenheim Boulevard

FAIRFAX CITY

MANTRA BRAINSTORM

The road to day to day living.

The connection to everyday living.

A commonplace road to living.

The connection to live, work, and play.

PLACE

'CONNECTED' BRAND ELEMENTS

DEFINING CHARACTERISTICS



PHYSICAL SEPARATION



MULTI-USE PATH



CREATIVE FURNISHING DESIGN



CONNECTED CANOPY

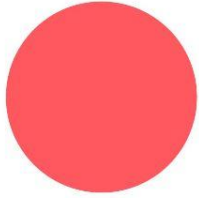


BRANDING/IDENTITY

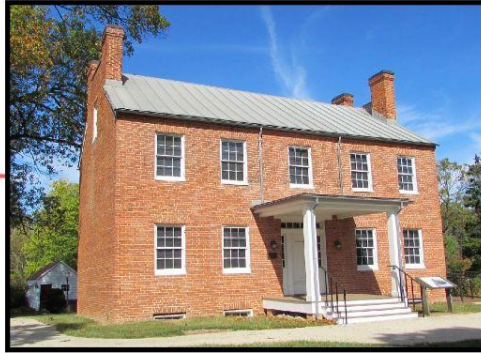


BUILDING ORIENTATION

THE BRAND IN WAYFINDING



**EVERYTHING NORTH OF BLENHEIM
TOWARD FAIRFAX CIRCLE IS MARKED
BY A RED CIRCLE.**



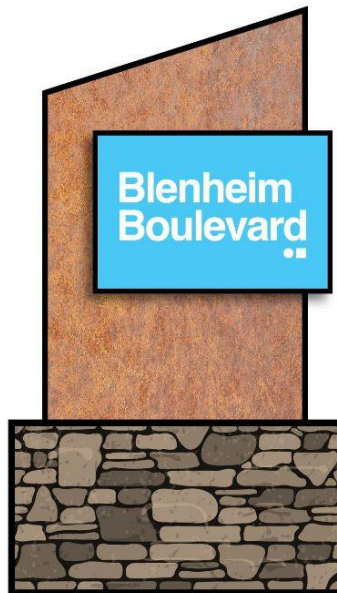
**BLENHEIM SERVES AS THE CENTER OF
ALL DIRECTIONS ON THE BOULEVARD.**



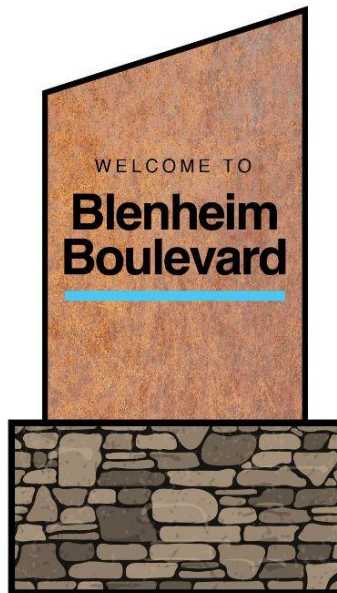
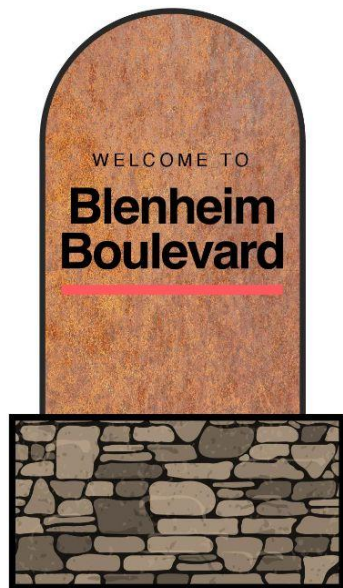
**EVERYTHING SOUTH OF BLENHEIM
TOWARD OLD TOWN SQUARE IS
MARKED BY A BLUE SQUARE.**



GATEWAYS

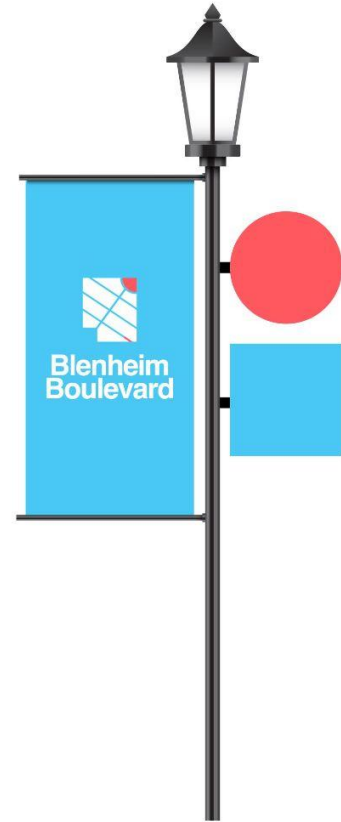
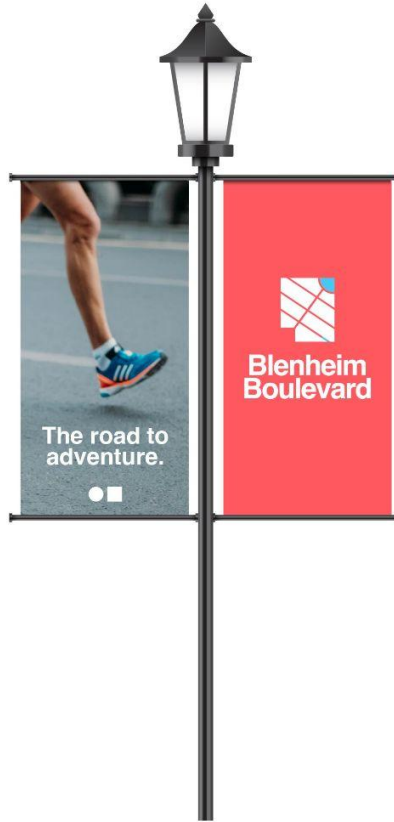
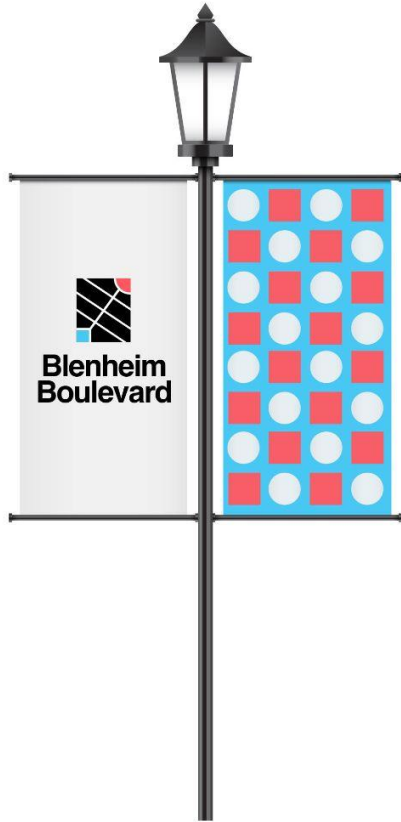


GATEWAYS

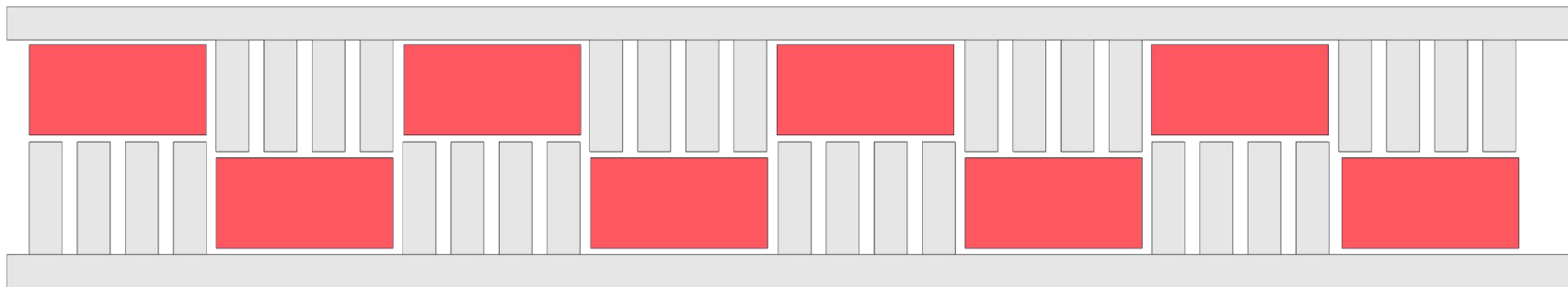
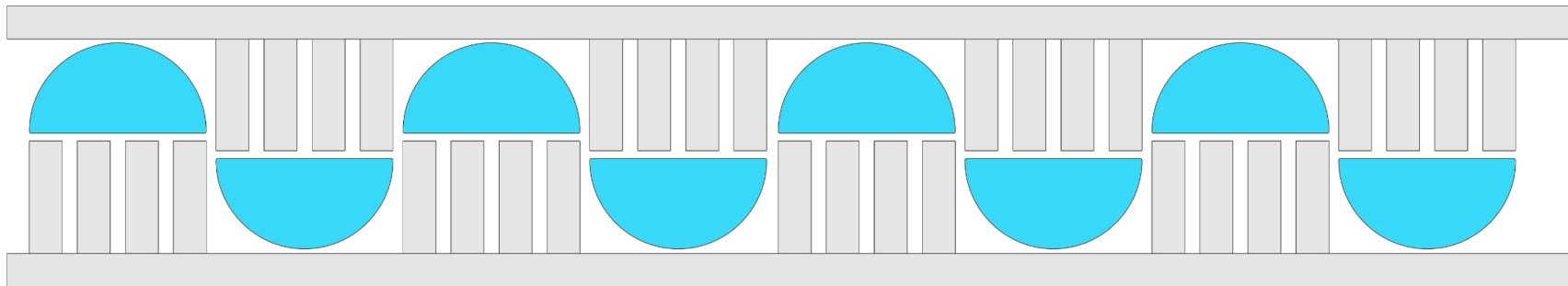




LIGHTING



CROSSWALKS





Thanks!

CivicBrand