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.

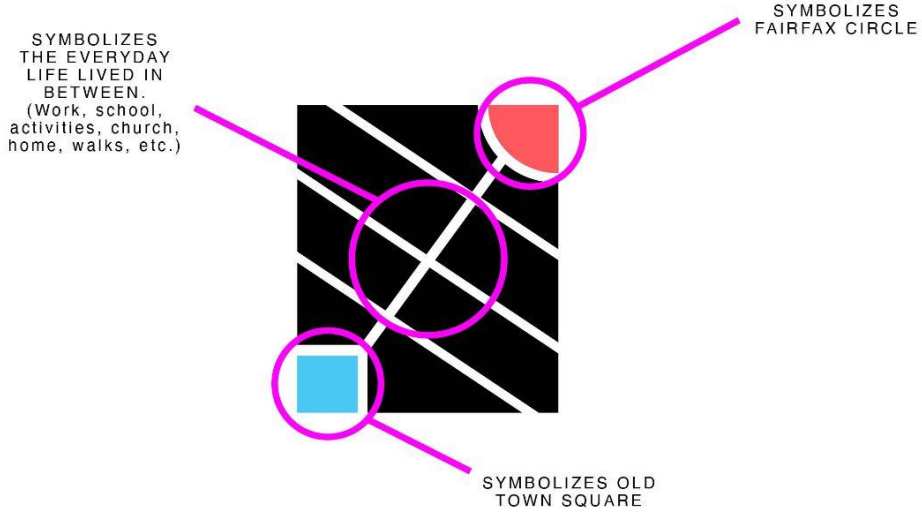
The new multimodal use of Blenheim Boulevard is the ***standard*** of what it means to ***live life connected***.

The connection to everday 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

The road to adventure.
Blenheim Boulevard

The path to Sunday strolls.
Blenheim Boulevard

The way to the future.
Blenheim Boulevard

The route to neighboorhood cookouts.
Blenheim Boulevard

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Blenheim Boulevard

Connecting Old Town Square to Fairfax Circle through Neighborhoods.

Sidewalks

Bike Rides

Parks

Bus Rides

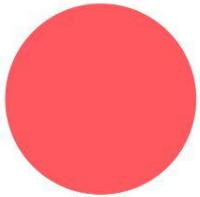
Trails

Schools

Family Walks

MATERIAL & TEXTURES

SHAPES & COLORS

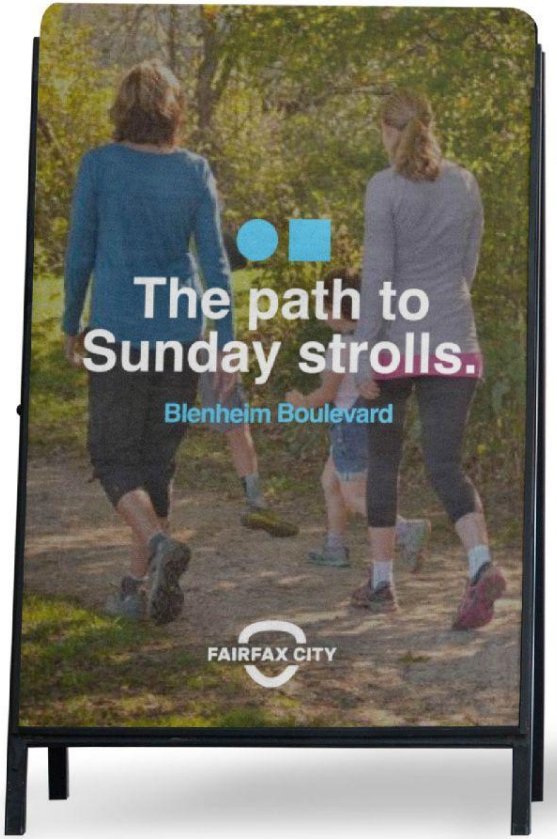


FAIRFAX CITY

Blenheim Boulevard

FAIRFAX CITY

Blenheim Boulevard



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

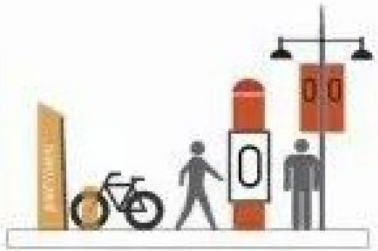
DEFINING CHARACTERISTICS

PHYSICAL SEPARATION

MULTI-USE PATH

CREATIVE FURNISHING DESIGN

CONNECTED CANOPY



BRANDING/IDENTITY

BUILDING ORIENTATION

THE BRAND IN WAYFINDING

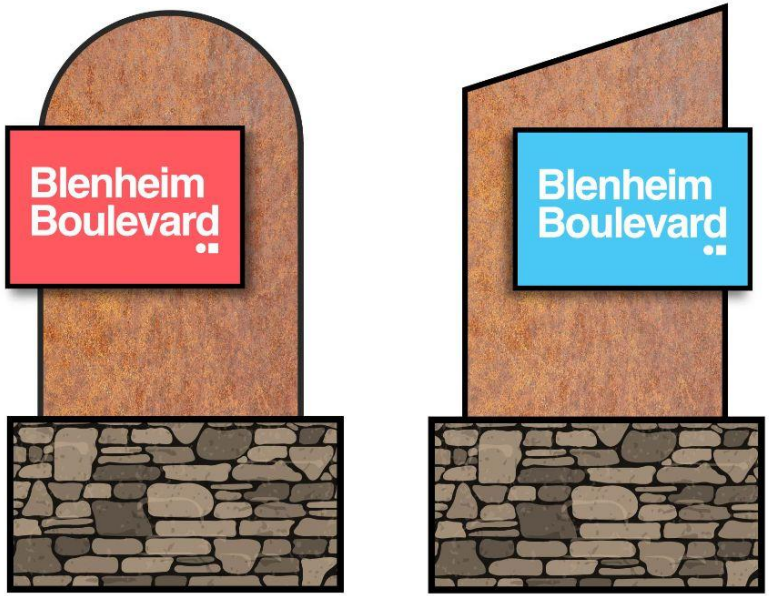
EVERYTHING NORTH OF BLENHEIM TOWARD FAIRFAX CIRCLE IS MARKED BY A RED CIRCLE.

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

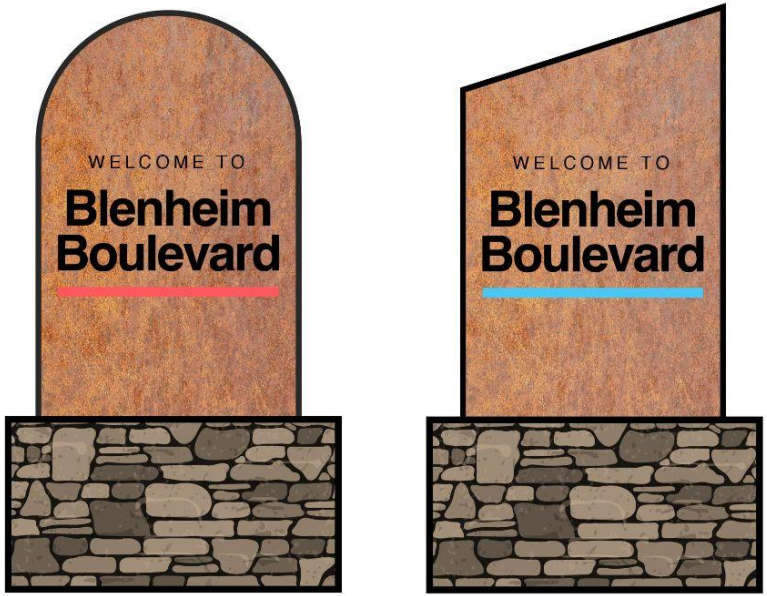
EVERYTHING SOUTH OF BLENHEIM TOWARD OLD TOWN SQUARE IS MARKED BY A BLUE SQUARE.

Van Dyck Park
7 minutes

GATEWAYS



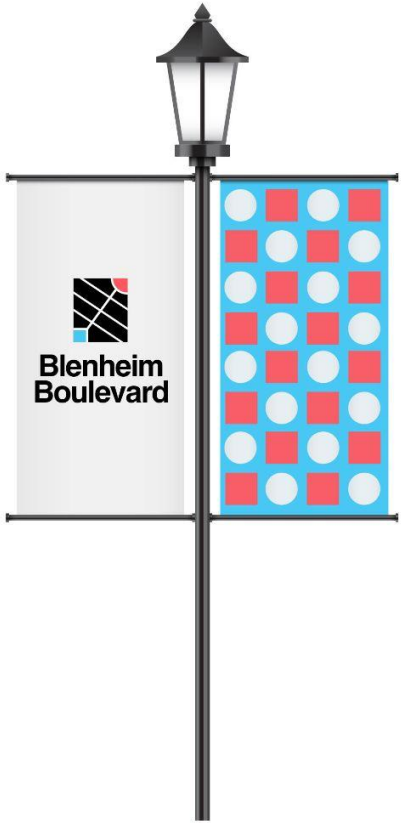
GATEWAYS

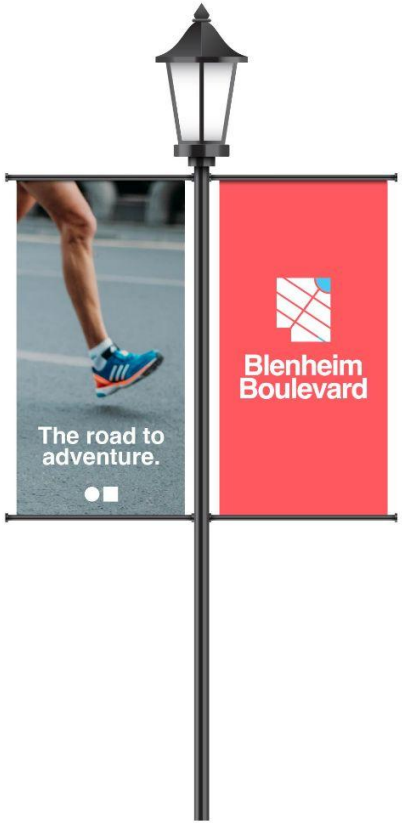

WELCOME TO
Blenheim
Boulevard
WELCOME TO
Blenheim
Boulevard

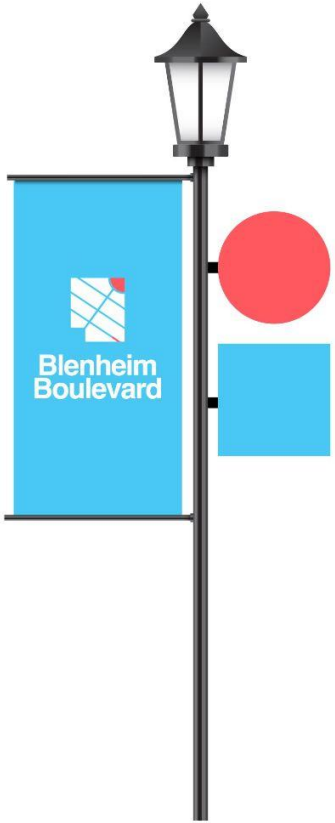
53
Lofts Warehouse

RUSHTON
MEADOWS PARK
3787 W. SOUTH JORDAN PARKWAY
SOUTH JORDAN

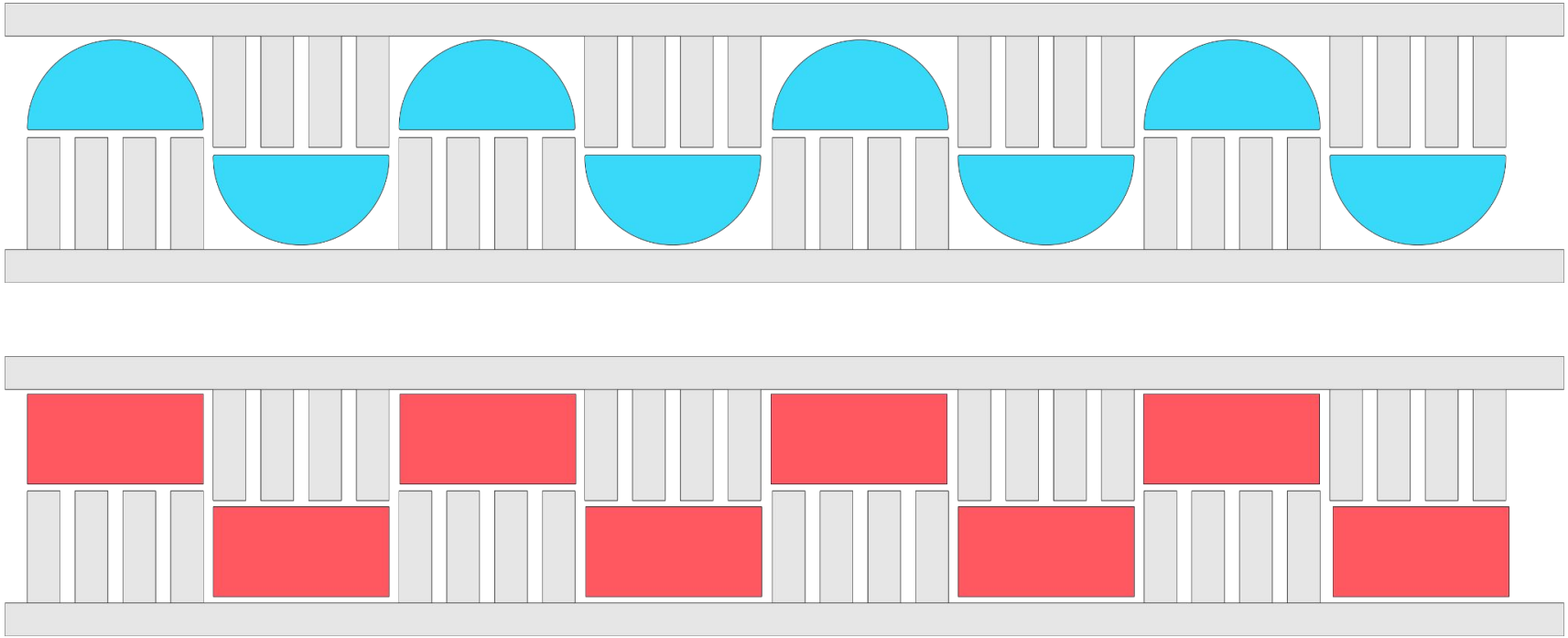
LIGHTING


Blenheim
Boulevard


The road to
adventure.
Blenheim
Boulevard


Blenheim
Boulevard

CROSSWALKS



Thanks!

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