

# ANCHORAGE

SEBASTIAN GARBER  
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WHERE WE WERE

INDIGENOUS  
GOLDRUSH

RECENT

ANCSA  
PIPELINE  
RETAIL

NOW + FUTURE

OUTDOOR TOURISM  
CULTURAL TOURISM  
ARCTIC INNOVATION







ANCHORAGE

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IS SUBARCTIC.



INTRODUCTION

# WHO WE ARE



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WE ARE

HUSKIES, GLACIAL SILT,  
TUNDRA, MOOSE,  
PTARMIGAN, SOLSTICE,  
AURORA, INVERSION,  
MILLIBAR, LYNX, FIREWEED,  
WOLVERINE, WILLIWAW,  
GRIZZLY, BELUGA,  
WE ARE FROM ANCHORAGE.



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THE LAND IS

DENA'INA, SUPIAQ,  
ALEUT, YUP'IK, INUPIAQ,  
TLIN'GIT, DEGXINAG,  
HAN, EYAK, TANACROSS,  
KOYUKON, TANANA,  
AHTNA, KUSKOKWIM,  
GWICH'IN, HAIDA.





WE ARE

RESILIENT & INNOVATIVE  
LONG TERM OBSERVERS  
OF THE SUBARCTIC  
CHANGING SEASONS.

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INNOVATE

WE CANNOT AFFORD  
TO FOLLOW. WE MUST  
INSPIRE CONFIDENCE  
AND ESTABLISH HOPE  
THROUGH CIVIC PRIDE  
AND IDENTITY.

SOMETHING  
WE CAN ALL STAND BEHIND.

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CITY BRAND

# OUR SUBARCTIC CITY



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## CITY BRAND

- 1 City Logo
- 2 City Typeface
- 3 City Color Palette
- 4 Public Art Plan









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F O N T

## GEOGRAPH TT

Geograph is a contemporary, geometric sans serif. Inspired by the historic wellsprings of geometric and grotesk typefaces, drawing upon idealism of Futura and the pragmatism of Super Grotesk. Geograph's suite of alternate letterforms enable flexible typographic textures and tones.

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p  
q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0







DGHEYAYTNU  
CREEK

BIGWild  
Life

COASTAL TRAIL

MUSHERS  
DISTRICT

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DENA'INA  
EŁNENA



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COLOR

CIVIC

Our color theory is rooted in history.  
An updated blue hero the palette  
while a grey and beige compliment  
as a secondary support.

COLOR NAME  
HEX# E6E6E6

COLOR NAME  
HEX# EBE5DA

COLOR NAME  
HEX# EBE5DA

COLOR NAME  
HEX# 0000FF









OUR CITY

# CITY EXAMPLES



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## OUR CITY

- 1 Efficient communications
- 2 Innovative business
- 3 City districts
- 4 Civic pride
- 5 Welcome sign





ANC

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E.MARKIS.S@anchorageak.gov

MARKIS SULIO  
SENIOR CITY CLERK

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SENIOR CITY CLERK

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ANCHORAGE

CITY HALL  
LVL 01 RM 05

MUNI.ORG



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MARKIS SULIO  
SENIOR CITY CLERK



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Private Sector  
Financing



ANCHORAGE  
Private Sector  
Financing





https://www.muni.org/businesses

# ANCHORAGE



## START AND RUN A BUSINESS

Businesses are a valued part of our community. Located in Southcentral Alaska, Anchorage is the place where the modern and wilderness coexist and create a great place to live and do business. Starting and growing your business can be complex and sometimes overwhelming BUT we are here to help and are excited to see you start, grow and maintain a healthy and happy business. We hope that this website helps you successfully navigate the basics of starting and growing a business in Anchorage. Check back soon, this website is updated regularly.

### Statewide Business Resources

Business Licenses & Corporations  
Small Business Development Center  
Small Business Administration  
Anchorage Economic Development Corp.  
SCORE Mentors  
UAA Business Enterprise Institute  
PTAC (State and Federal Contracting)  
Anchorage Chamber of Commerce  
Eagle River Chamber of Commerce  
Anchorage Downtown Partnership  
World Trade Center of Anchorage  
Made in Alaska  
Hiring Employees  
Other Business Training Resources

### Demographic Specific Assistance

Veteran Entrepreneurs  
Women Entrepreneurs  
Minority Entrepreneurs  
Rural Entrepreneurs  
Neighborhood Entrepreneurs  
Entrepreneurs with Disabilities



### Municipal Business Resources

Office of Equal Opportunity  
Anchorage Community Development Authority  
Weekly Job and Business Lab at the Library  
Welcoming Anchorage

### Doing Business With The City

Municipal Codes you Should Know  
Paying your City taxes  
Municipal Business License & Permit Information  
Contracting & Bidding with the Municipality  
Land & Building Use Rules & Information  
Become a Disadvantaged Business Enterprise  
Planning an event in a Municipal Facility  
Work for the Municipality  
Advertise your Business on a Municipal Bus

### Have A Concern.

If you have a Municipal concern,  
please reach out to OEO, the Equal  
Rights Commission or the  
Ombudsman Office.





https://www.muni.org/businesses

# ANCHORAGE



## MUSHERS DISTRICT

COME  
BE PART  
OF THIS



**NEW**  
CITY MARKET  
LIGHTING  
PEDESTRIAN  
WAYFINDING

Business Resources

4th Ave Market  
F St Station  
David Greenery  
Alaska Art Alliance  
Big Rays Sporting Goods

[Leasing Options](#)  
[Financial Options](#)

## DESIGN DISTRICT

COME  
BE PART  
OF THIS



**NEW**  
2 GALLERIES  
BREWERY  
WAYFINDING  
LIGHTING

Business Resources

4th Ave Market  
F St Station  
David Greenery  
Alaska Art Alliance  
Big Rays Sporting Goods

[Leasing Options](#)  
[Financial Options](#)

## STICKLEBACK DISTRICT

COME  
BE PART  
OF THIS



**NEW**  
BIKE PARK  
LIGHTING  
PEDESTRIAN  
WAYFINDING

Business Resources

4th Ave Market  
F St Station  
David Greenery  
Alaska Art Alliance  
Big Rays Sporting Goods

[Leasing Options](#)  
[Financial Options](#)



4th & F St.  
Mushers District

↑ Design District  
Anchorage Museum  
SEEDLab  
Lumen Design

← Stickleback Cr. Dgheyaytnu  
Harbor  
Ulu Factory  
Railroad

Westchester →  
Lagoon



01 Lumen Design Studio  
02 Lumen Design Studio  
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100 Lumen Design Studio

















OUR CITY

# CITY CENTER



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## CITY CENTER

- 1 Architectural precedence
- 2 Flexible space
- 3 Information hub
- 4 Civic pride



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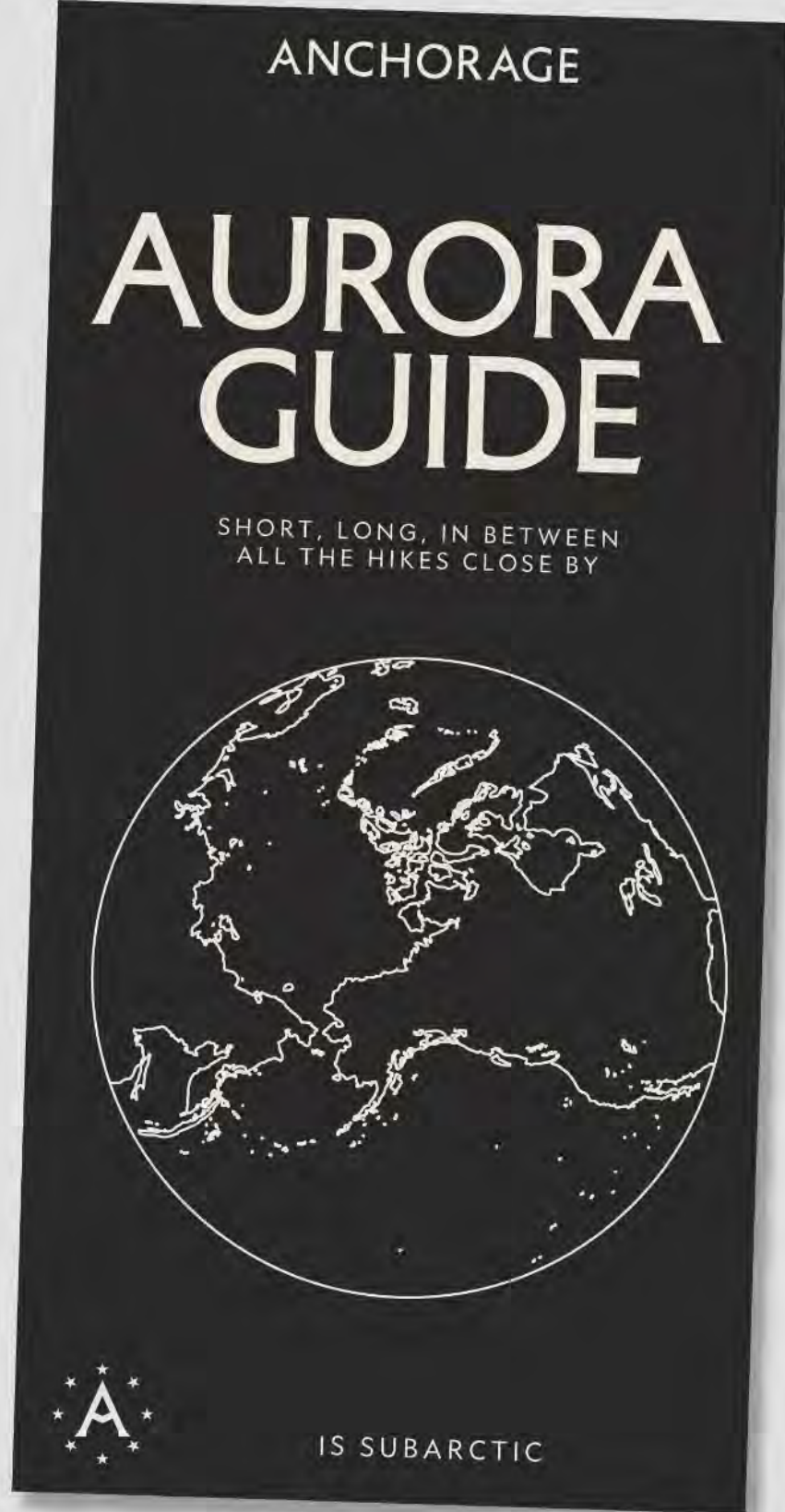
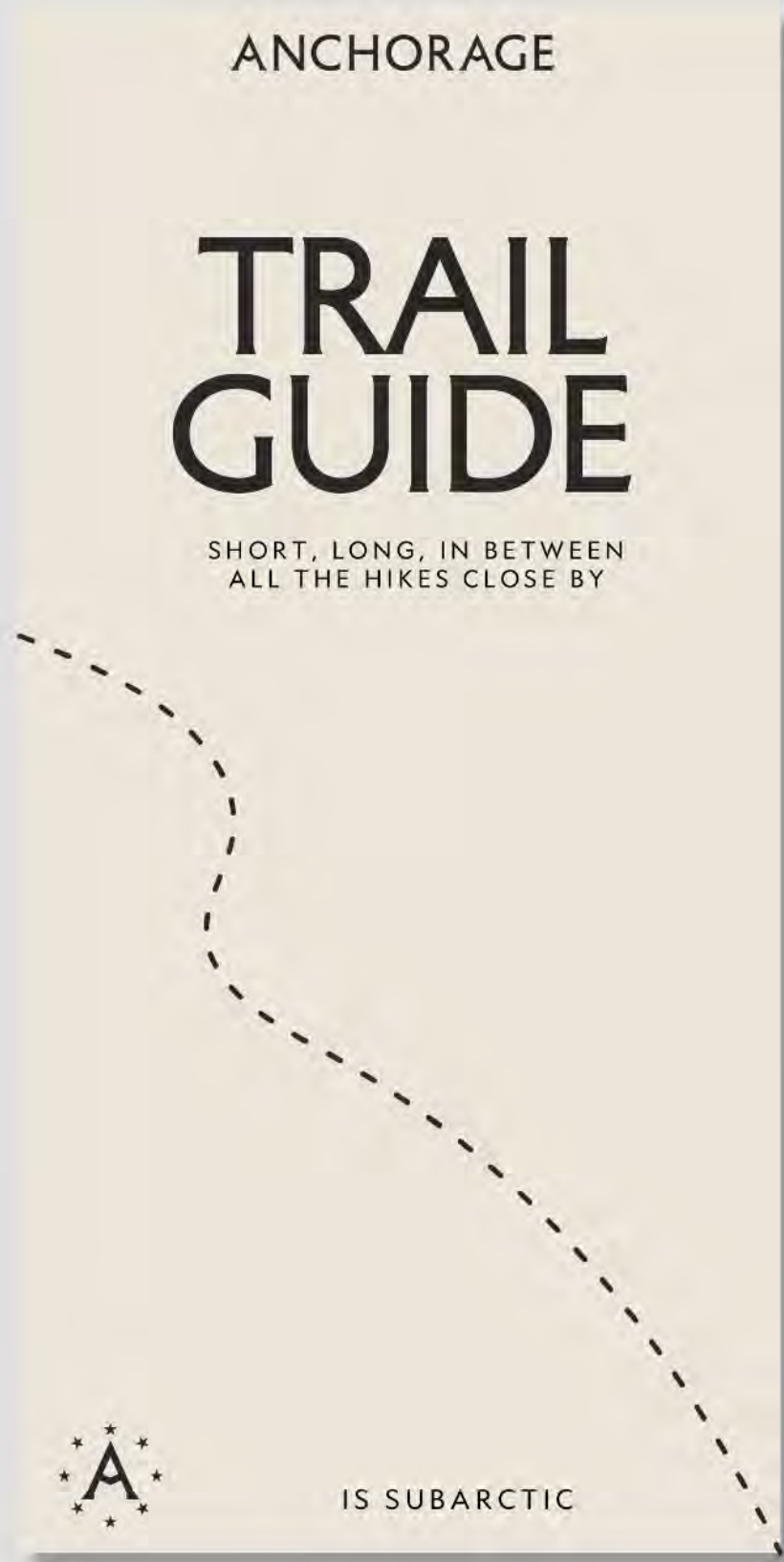
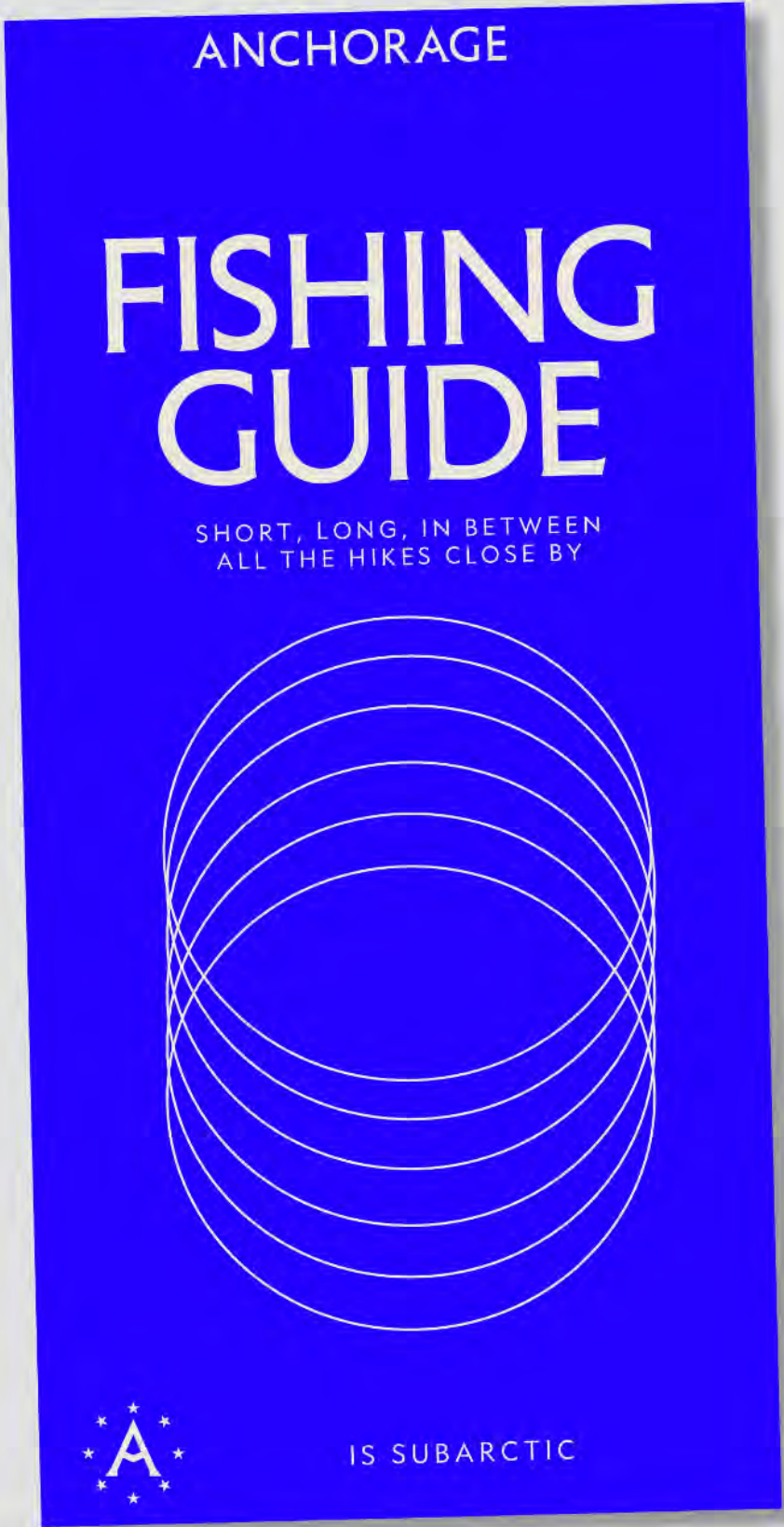


ANCHORAGE  
VISITORS  
CENTER



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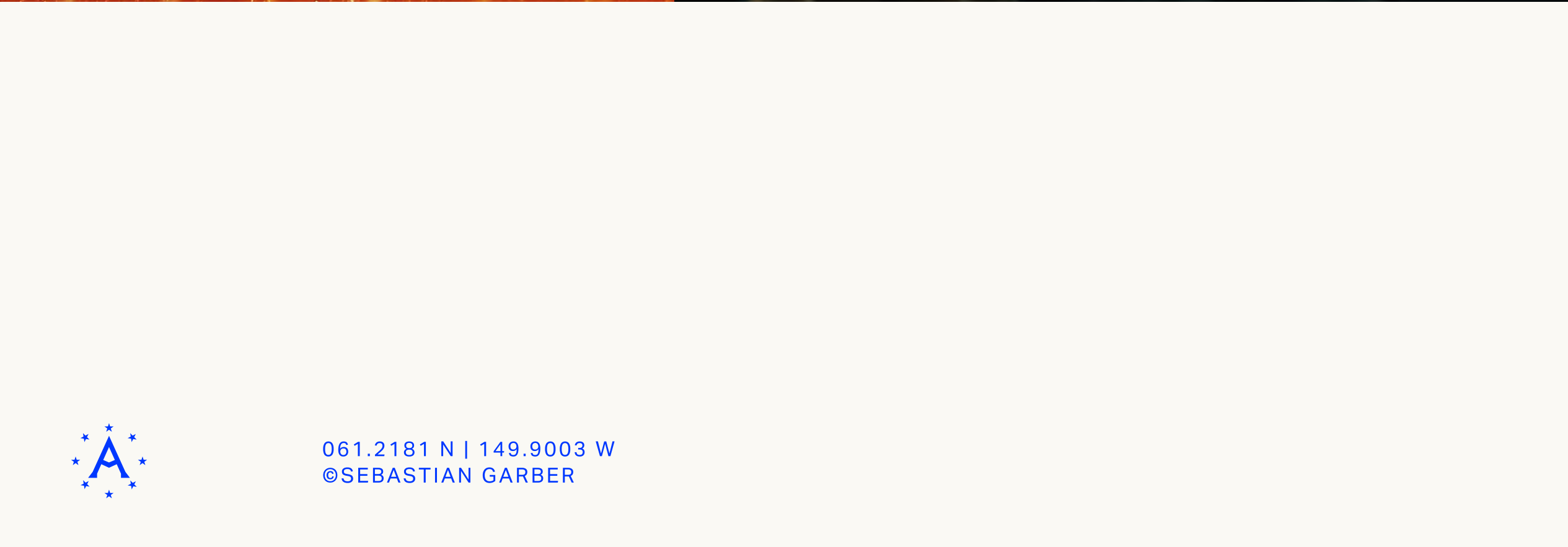
C A M P A I G N

# ANCHORAGE IS



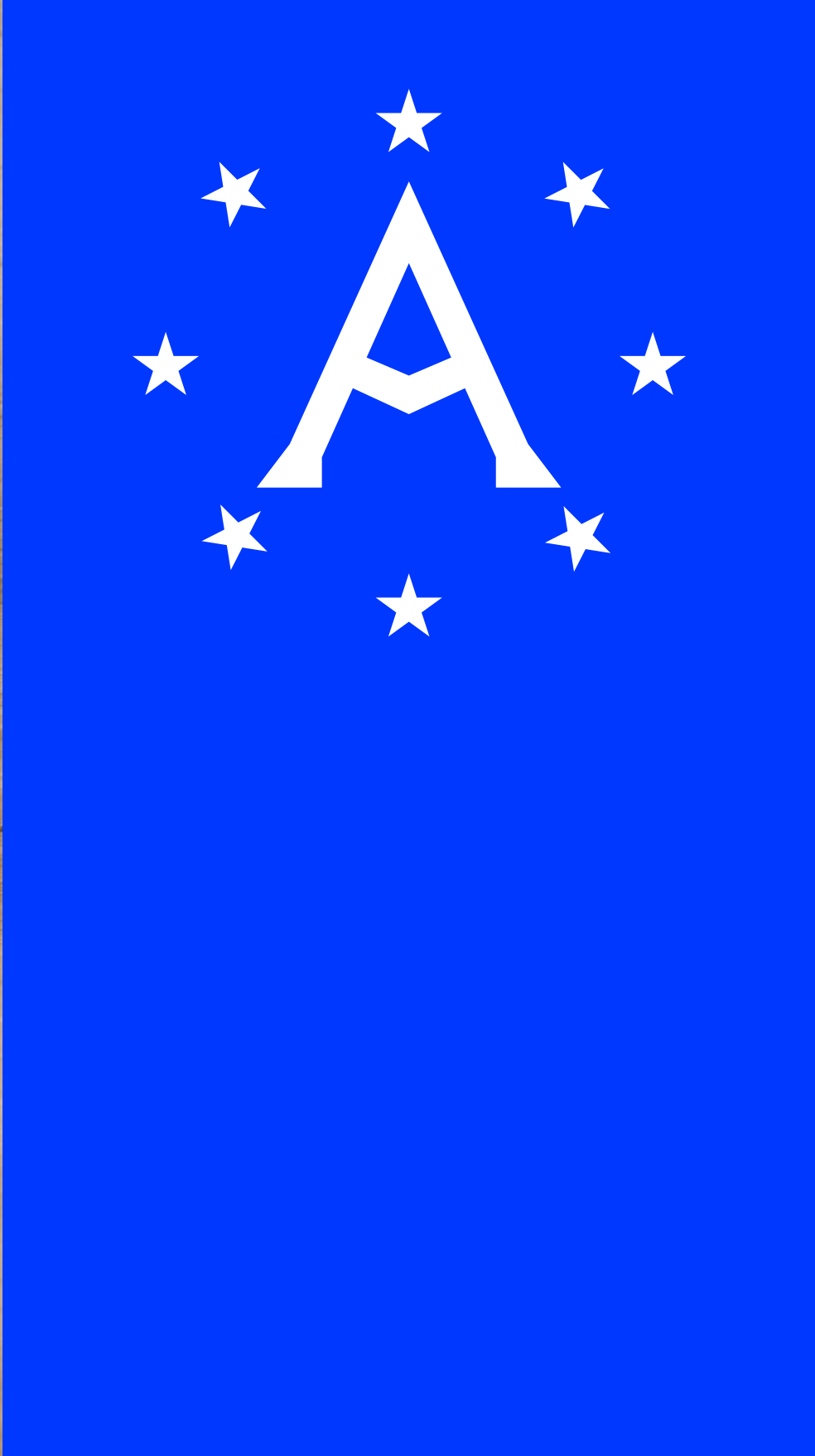
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## PIN IT. WIN IT. SHORT WELL SHOT CONTENT

Exactly what it sounds like. It cant all be cute animals and big mountains. Short distance super cubs, snowmachine highmarks, and that three wheel trike that drives around Downtown in the snow.



## AFTER WORK PHOTO CAMPAIGN

Mini boats, hulligan fishing, float plane rides, ship creek kings with a side of the pioneer.



## SETH ROGAN SHORT WELL SHOT CONTENT

Seth got on the wrong plane in Los Angeles and flew right over his home town of Vancouver. Shit. North to anchorage it is. Turns out it wasn't so bad of a flight. Ends up meeting some people. Spends a weekend in Anchorage. Films a short ad, and buys a cabin.



## CITY GLACIERS SHORT WELL SHOT CONTENT

Omalley glacier, the muldoon monster, dowlng dozer, our city is full of insanely large snow piles. Might as well name em, climb em, and conquer em with an Anchorage flag.





## RESEARCH

There was a 19% increase in the visitor numbers to Helsinki in the year after the brand renewal. Gain to local business.



## POWER OF ICELAND KINGS OF COLD TRAVEL OREGON



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INTERESTED  
IN HELPING  
THIS BECOME  
REALITY?

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