



A new visual identity and long term creative plan to inspire investment, confidence, and retention in our residents & investors for a thriving community.

WHERE OUR IDENTITY IS

GOLDRUSH

PIPELINE

CAPTAIN COOK

IDITAROD

KHLONDIKE

SETTLER POV

NOW + FUTURE

ARCTIC INNOVATION

OUTDOOR REC TOURISM

CULTURAL TOURISM

ANCHORAGE

061.2181 N | 149.9003 W

IS SUBARCTIC.

# ANCHORAGE

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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,



THE LAND IS

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



WE DO

SNOWMACHINE, DIPNET,  
FLY BUSH PLANES, CLIMB  
MOUNTAINS,  
COMMERCIAL FISH, HUNT,  
DOWNHILL MOUNTAIN  
BIKE, CAMP, ICESKATE,  
THROUGH HUT HIKE.



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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INNOVATE



- Dates Last Frontier visual vernacular
- Does not resonate with young affluence
- Paints Alaska as a uninhabited place
- White savior

- Updates our International visual presence
- Invites young innovative people
- Acknowledges indigenous presence
- Helps indigenous pride



CITY BRAND

# OUR SUBARCTIC CITY

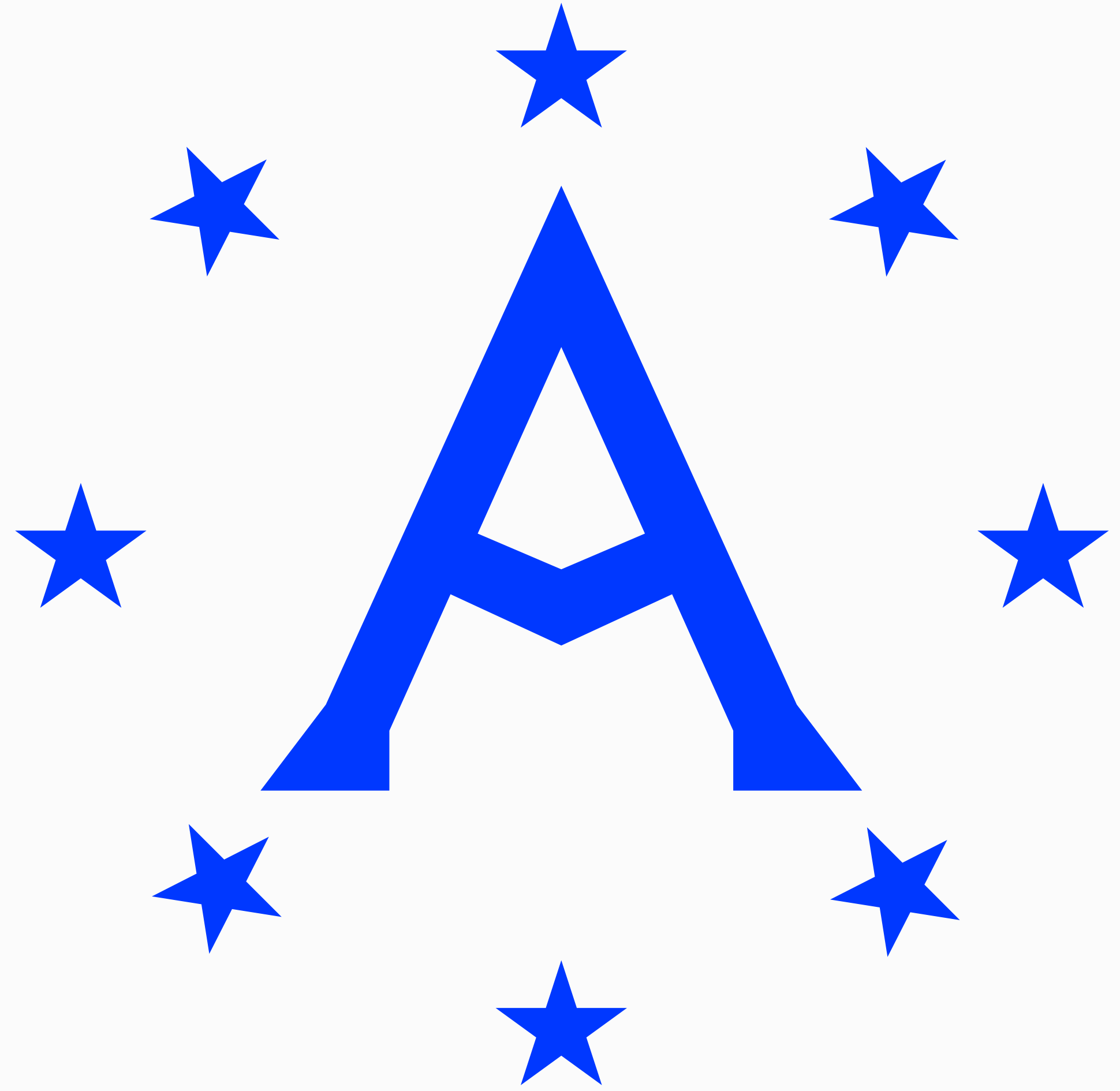


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CITY BRAND

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



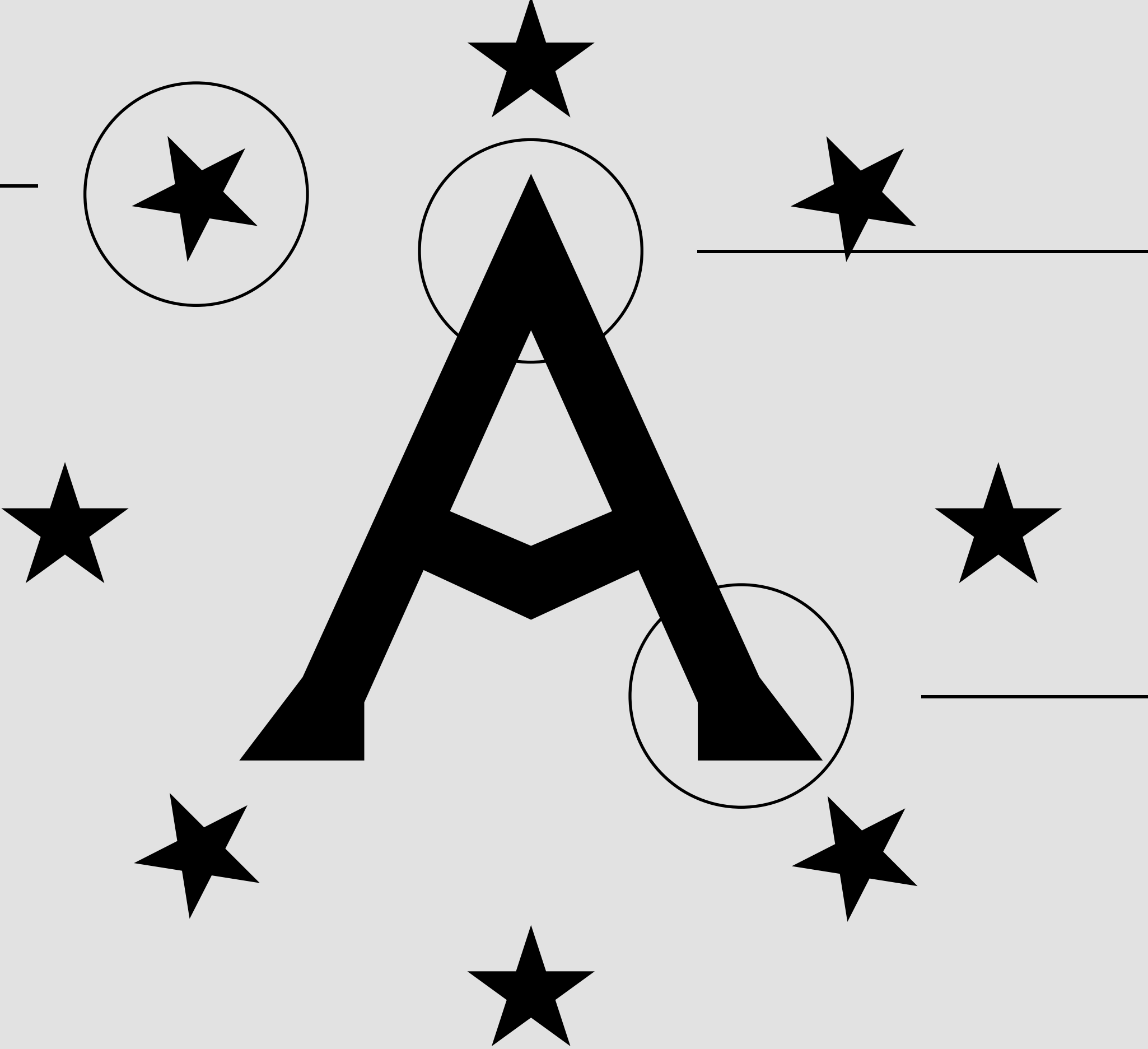


## 8 Stars

The 8 stars are taken from our state flag that has been championed by flag connoisseurs around the world.

## Flag Principles

- 1. Keep It Simple
- 2. Use Meaningful Symbolism
- 3. Use 2 or 3 Basic Colors
- 4. No Long lettering or Seals
- 5. Be Distinctive or Be Related



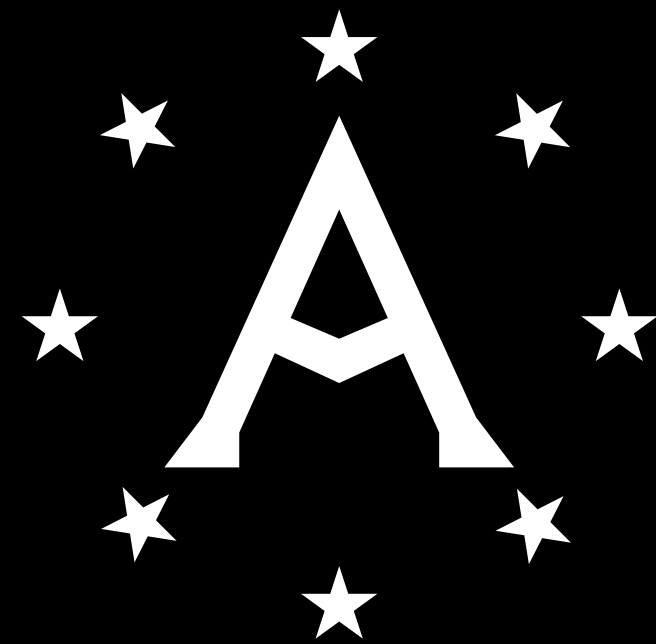
## Front Range Mountains

Peaks and valleys within the letter A nod to the front range of Anchorage that is utilized for recreation.

## Anchor

The wedges of the letter A reference the original anchor municipality icon.

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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



PLACEMAKING  
FONT

## SUKDU

Sukdu Vol.01-A seeks to inspire young Indigenous designers while attempting to solve an on going visual communication dilemma—Indigenous languages are set in the Latin character set. Sukdu is set to initiate respectful conversations and encourage reflection while creating something that generate pride and gives designers an authentic choice.

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

COASTAL TRAIL

# MUSHERS DISTRICT

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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



ANNC

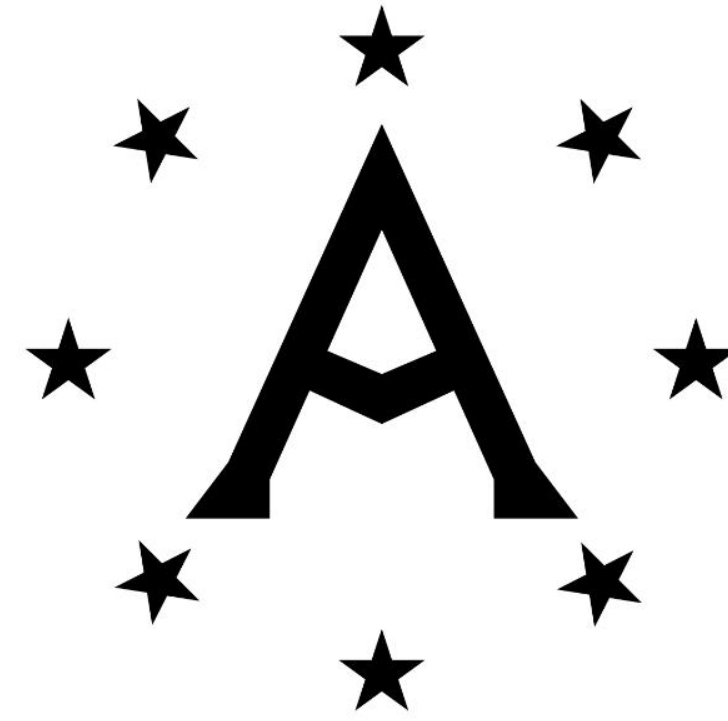
P.0000000000  
E.MARKIS.S@anchorageak.gov

MARKIS SULIO  
SENIOR CITY CLERK

ANCHORAGE

CITY HALL  
LVL 01 RM 05

MUNI.ORG



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SENIOR CITY CLERK

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MARKIS SULIO  
SENIOR CITY CLERK

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Private Sector  
Financing



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Private Sector  
Financing

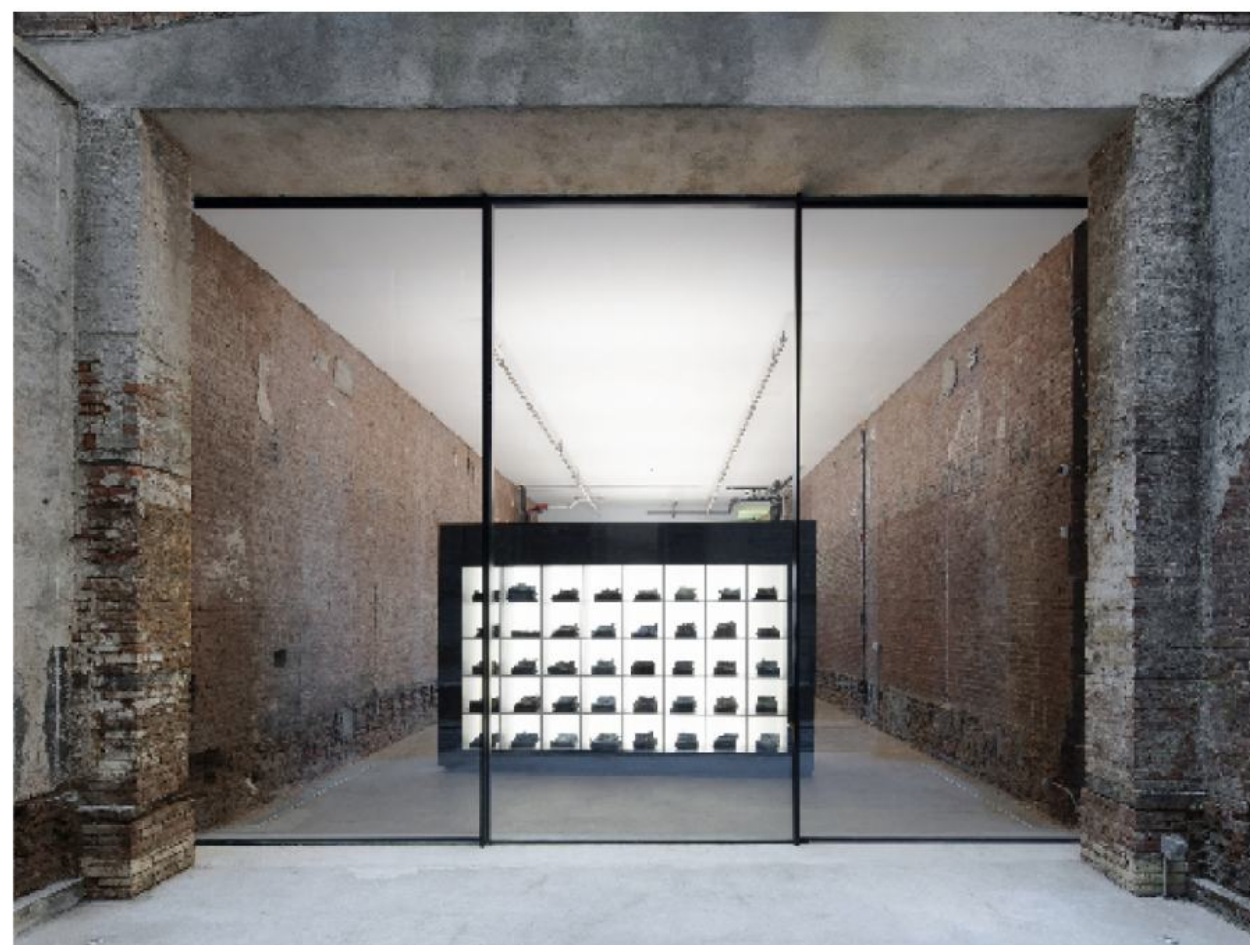




https://www.muni.org/businesses



# 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.

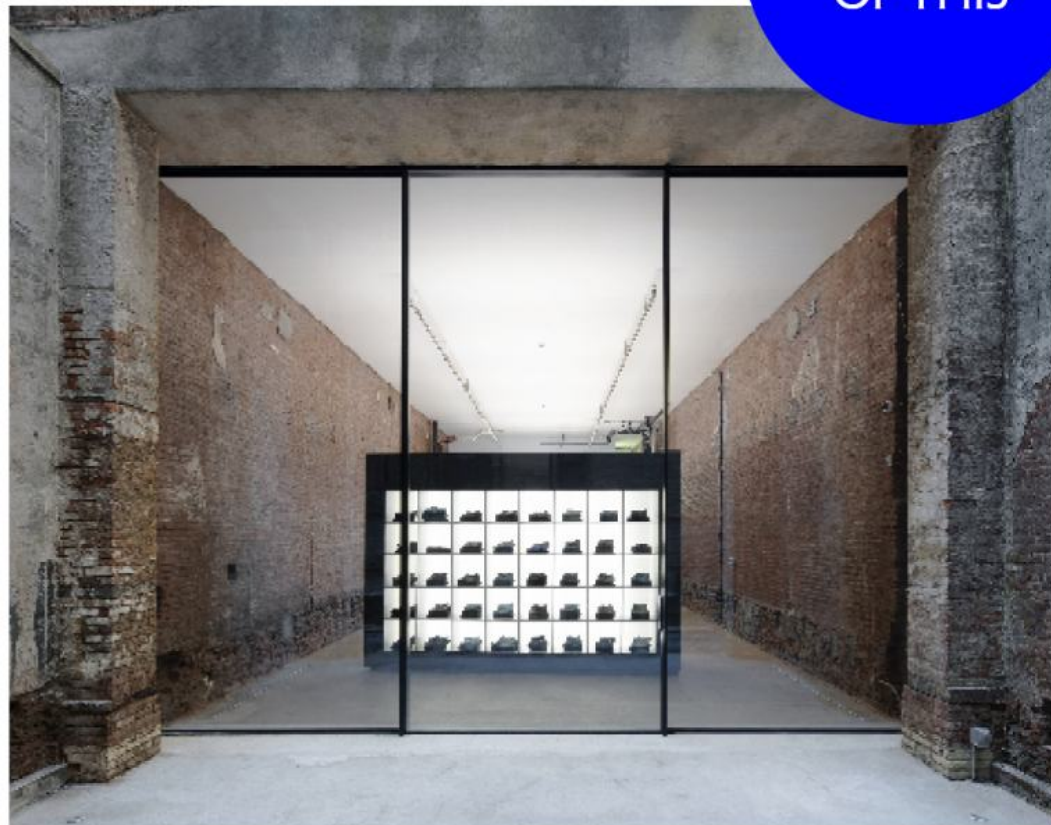
If you have a Municipal concern, please reach out to OEO, the Equal Rights Commission or the Ombudsman Office.

# 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



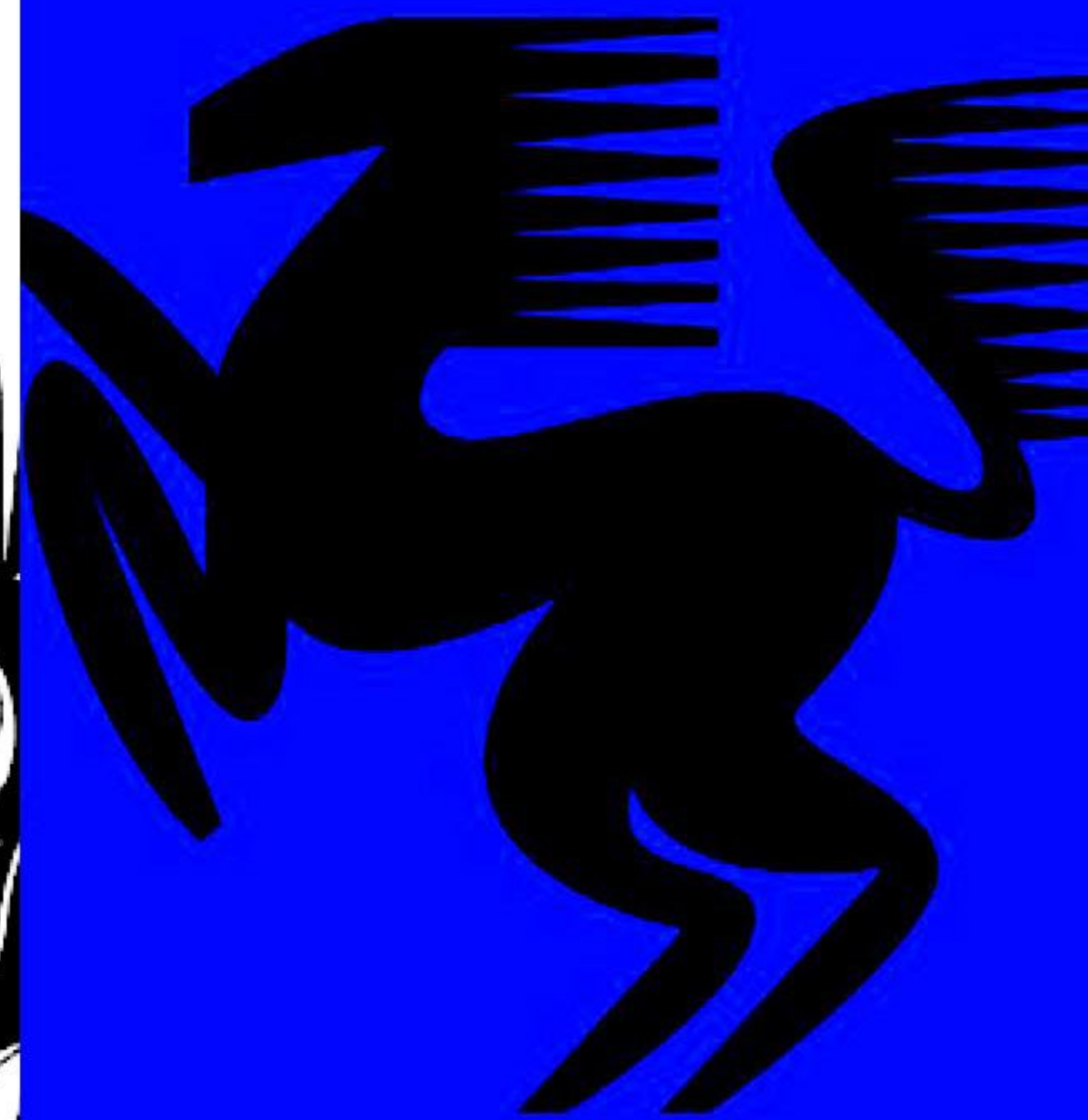
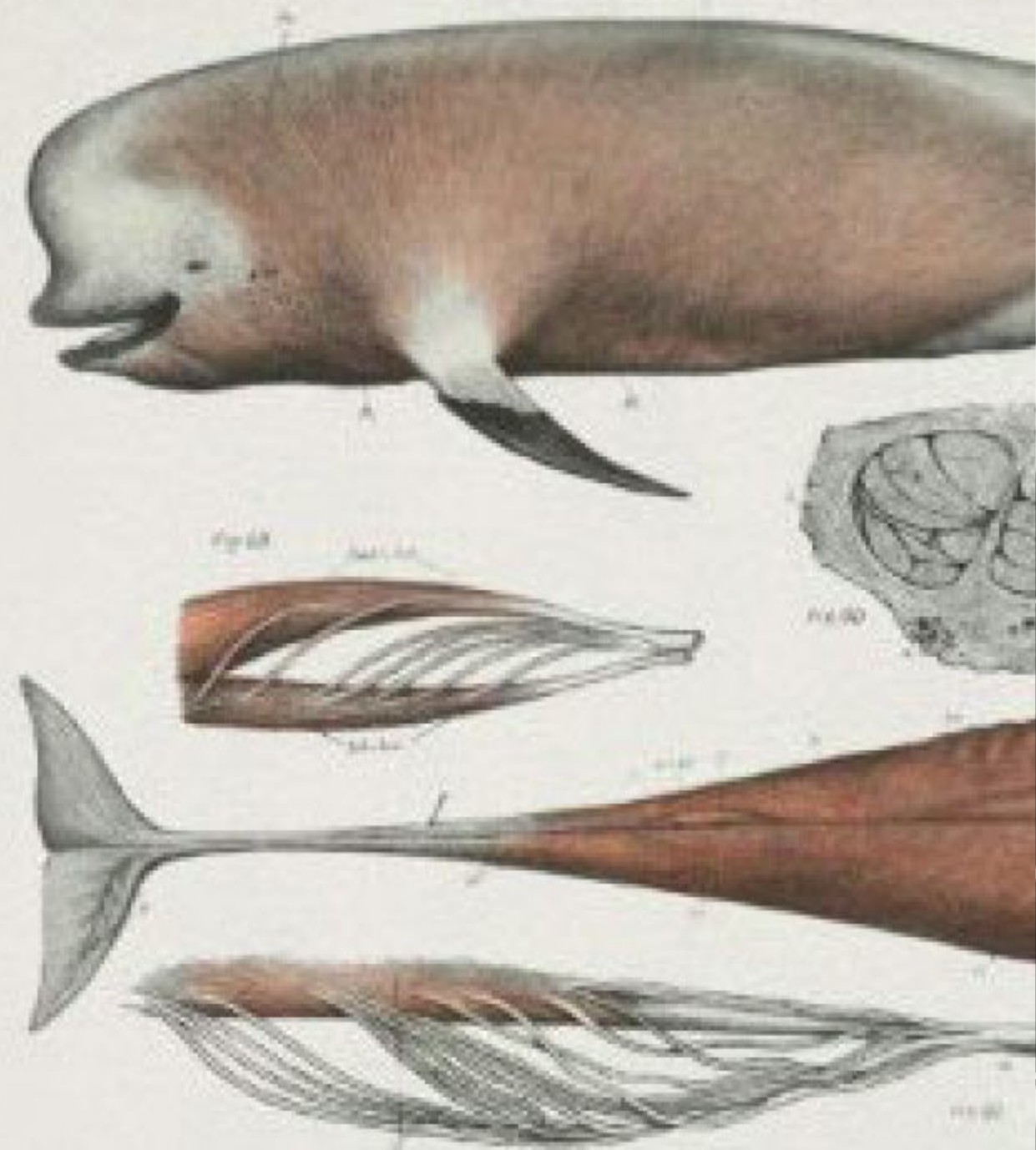
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06.2015 #1 249-900 #

LAND  
ACKNOWLEDGEMENT

THIS IS  
DENA'INA  
ELNENA







DENA'INAQ' EĒNENA  
CH'TIYUX  
"You are walking on  
Dena'ina land"

YE'UH QA TS'DALTS'IYI  
"Living with the outdoors"

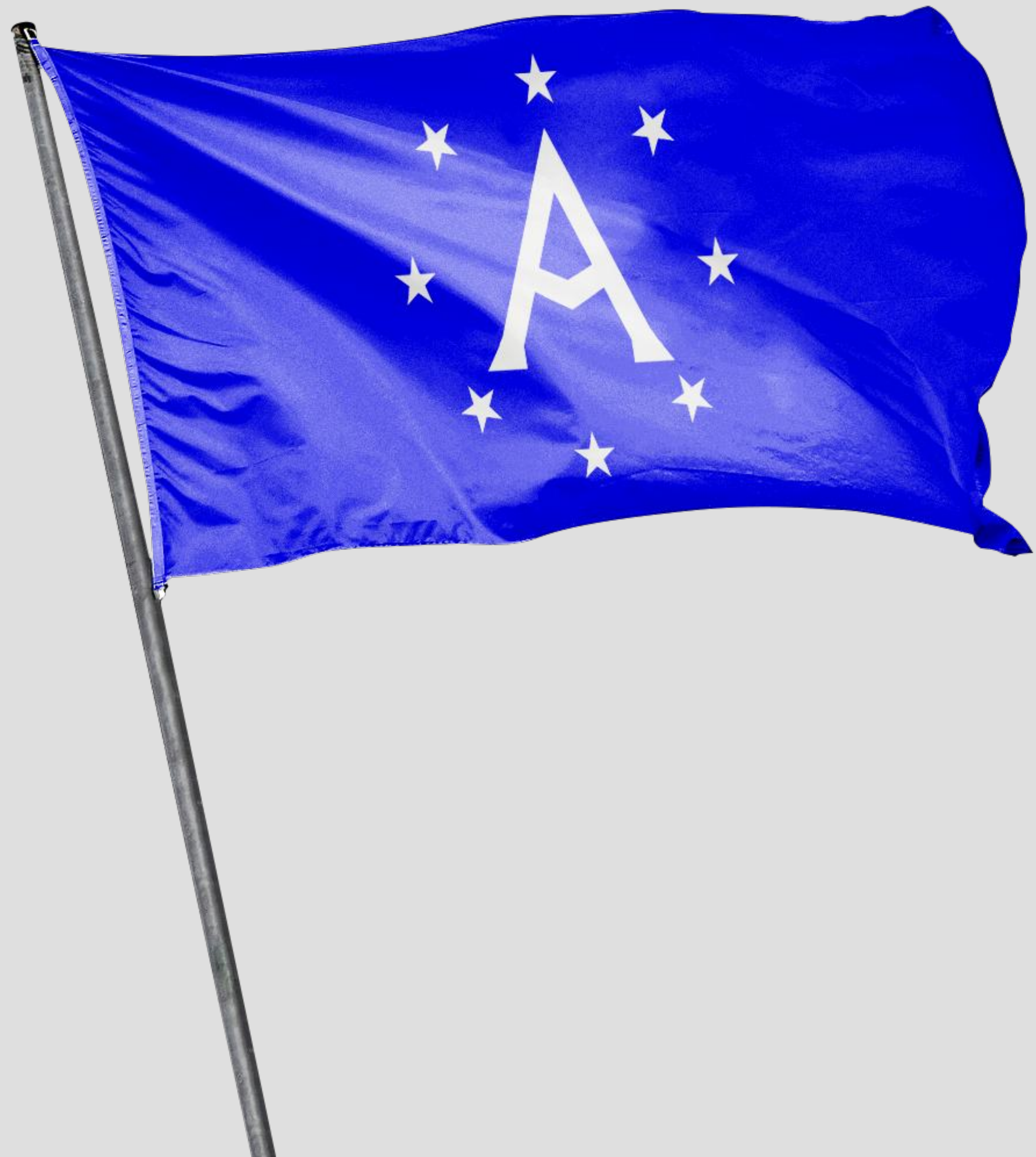


DENA'INAQ' EĒNENA  
CH'TIYUX  
"You are walking on  
Dena'ina land"

YE'UH QA TS'DALTS'IYI  
"Living with the outdoors"

NUCH'ISHUNT







OUR CITY

# CITY CENTER



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CITY CENTER

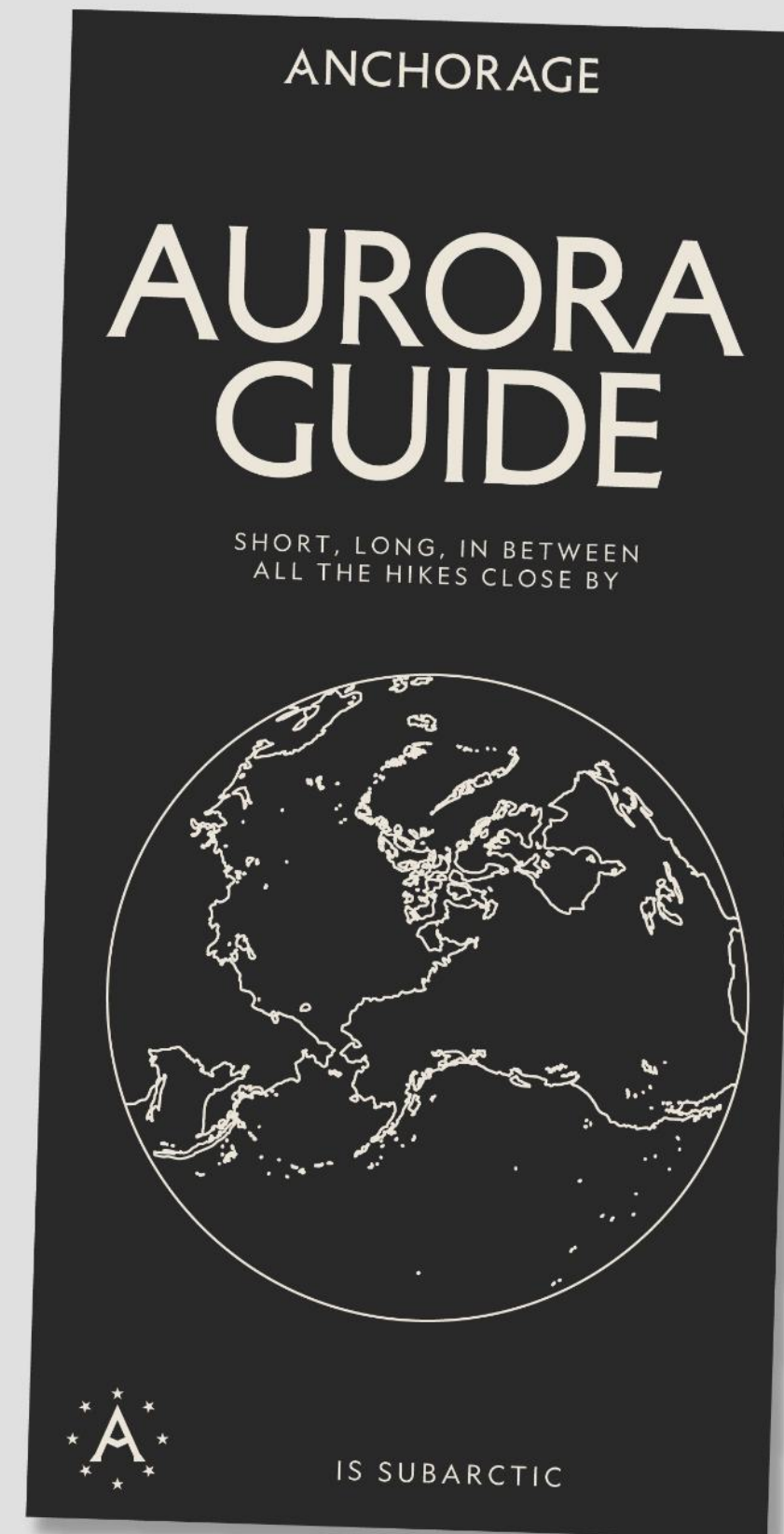
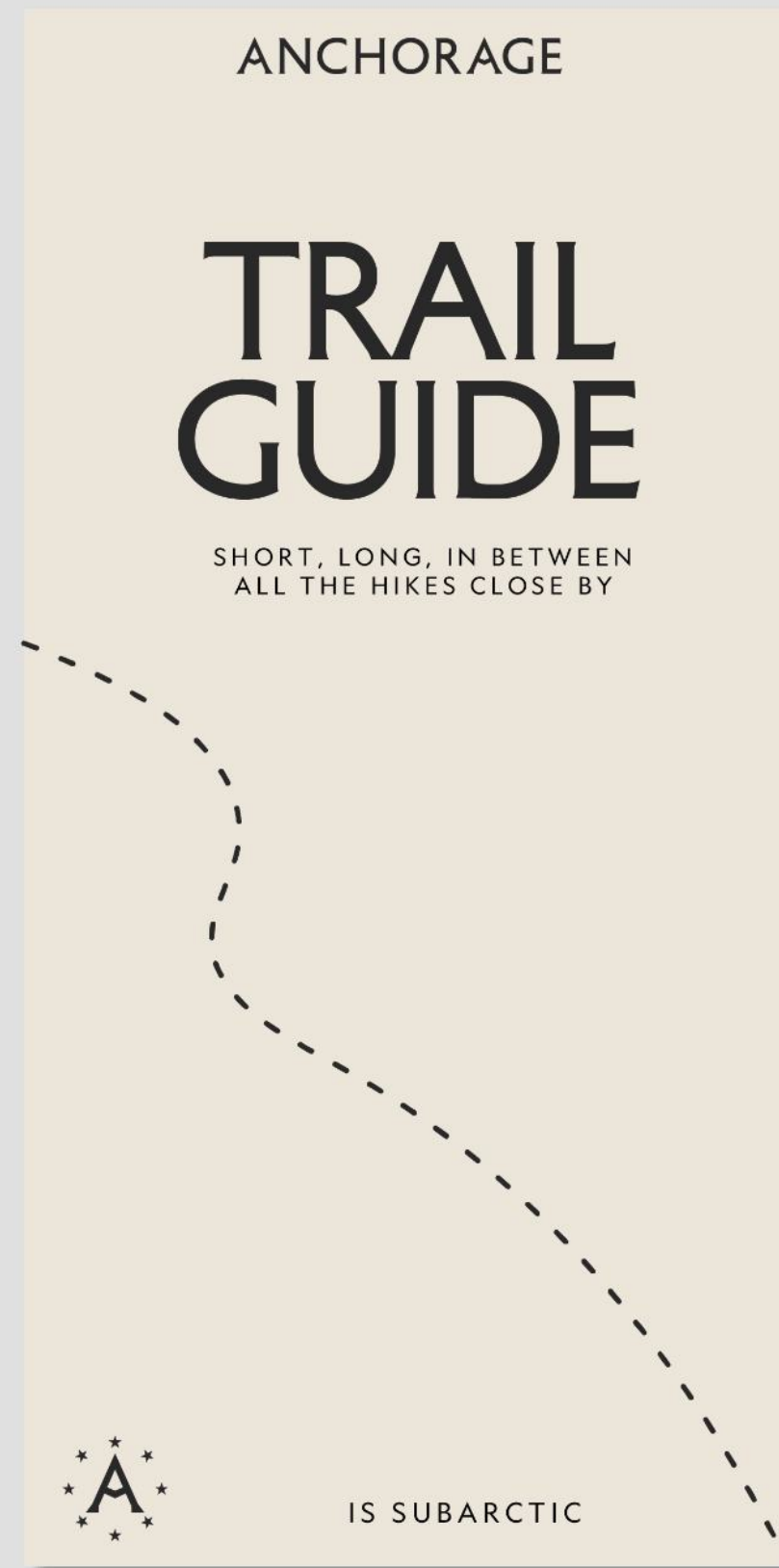
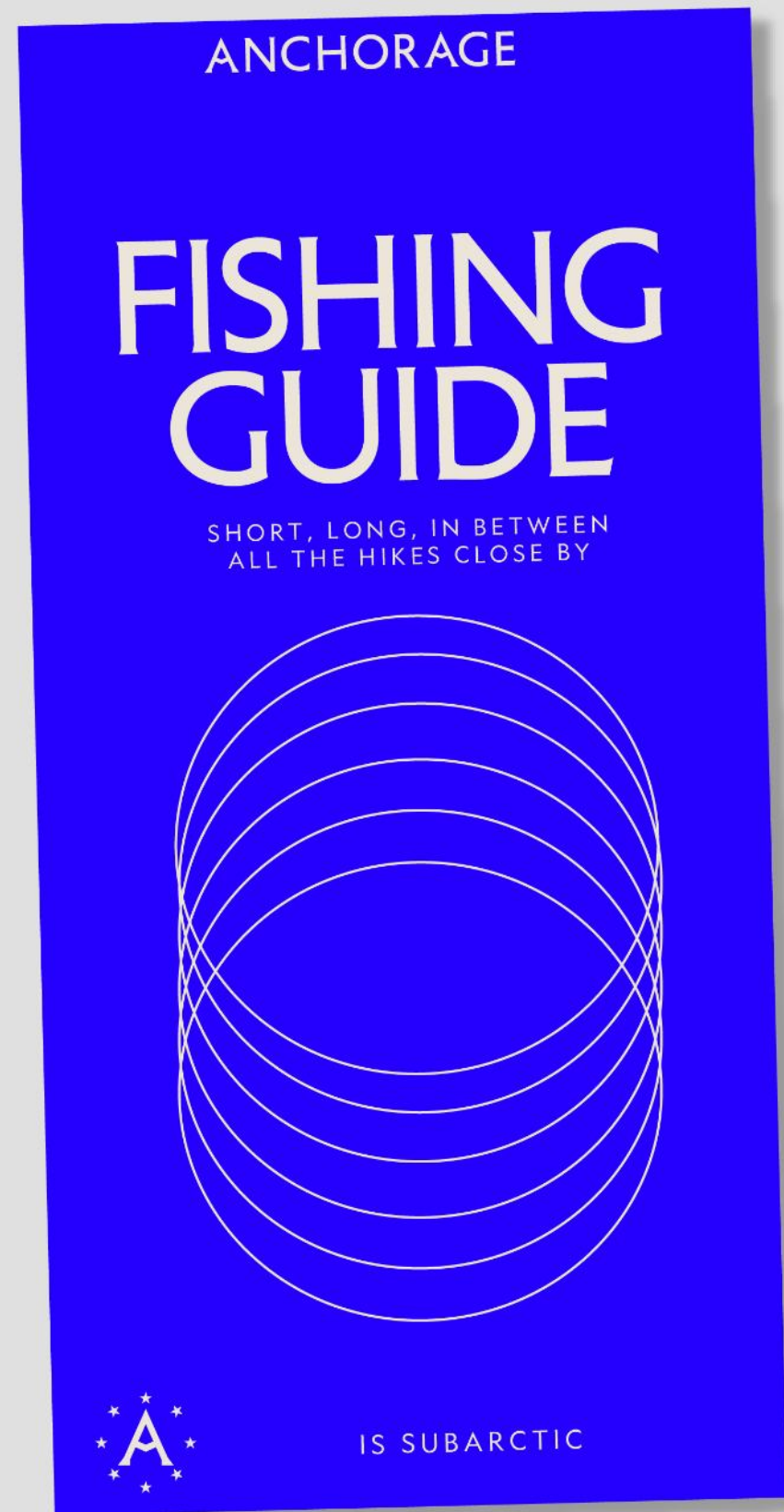
- 1 Architectural precedence
- 2 Flexible space
- 3 Information hub
- 4 Civic pride



**ANCHORAGE  
VISITORS  
CENTER**







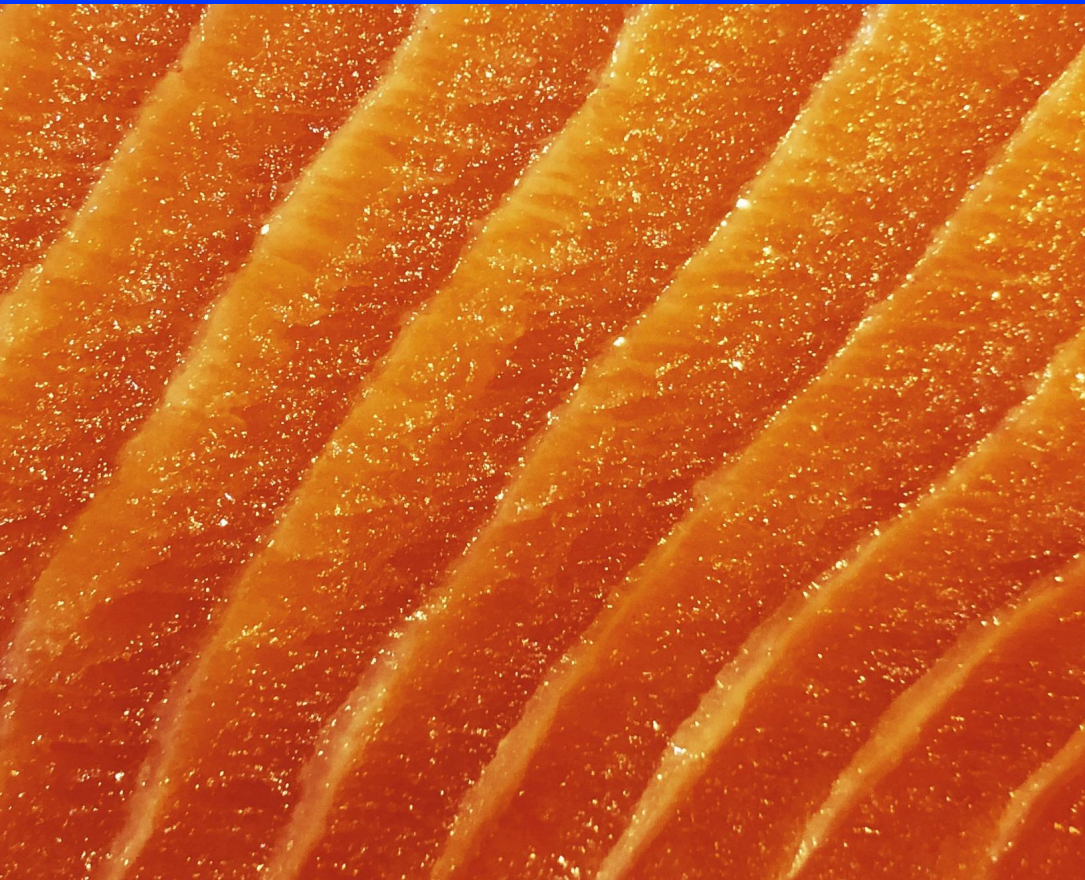


C A M P A I G N

# ANCHORAGE IS CAMPAIGN



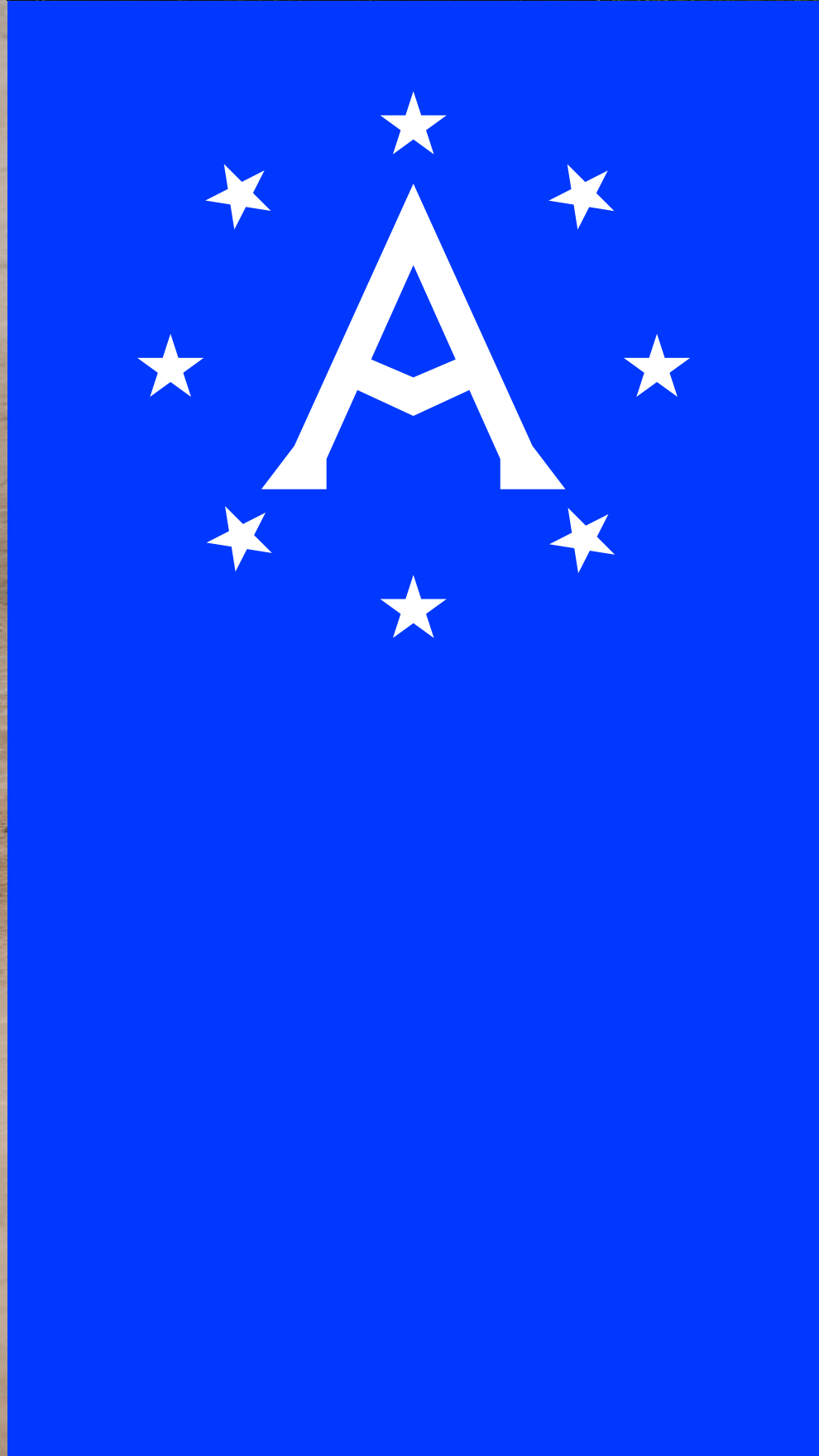
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C A M P A I G N S



**PIN IT. WIN IT.**  
RESIDENT VIGNETTES

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.



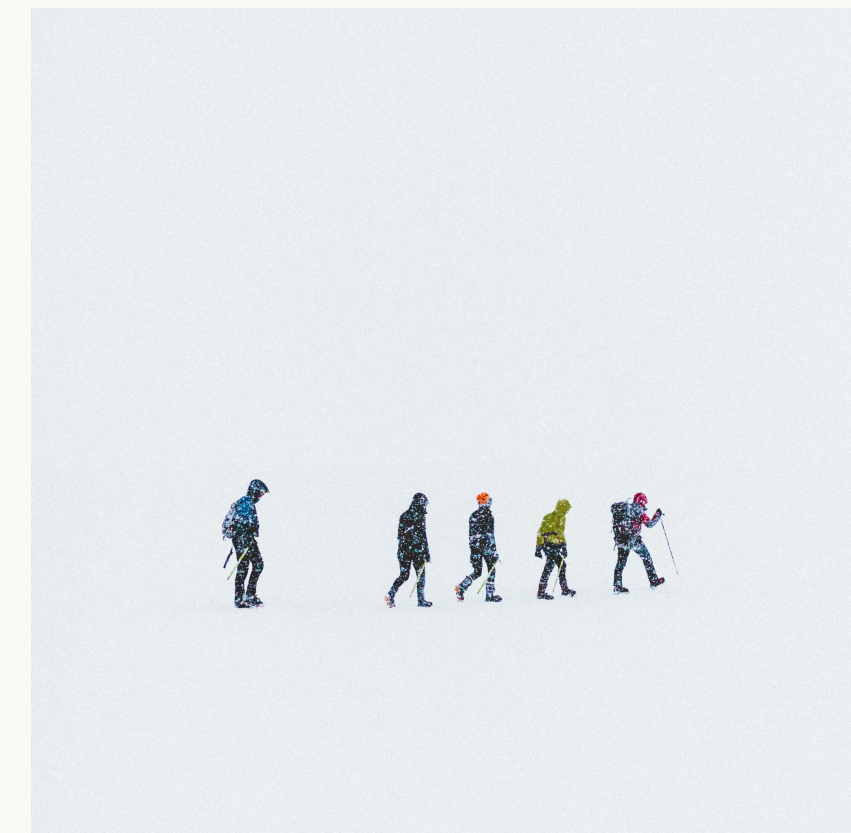
**AFTER WORK**  
PHOTO CAMPAIGN

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



**SETH ROGAN**  
LONGFORM VIDEO CAMPAIGN

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**  
PHOTO CAMPAIGN

Omalley glacier, the muldoon monster, dowling 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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