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## **mpls downtown council shares new brand today**

**MINNEAPOLIS (February 9, 2017)** – The mpls downtown council (mdc) today shared its newly-designed identity.

Over the past year, mdc has worked with North Loop design firm Capsule and a dedicated rebranding task force to help refresh the organization's brand identity as it continues to create an extraordinary downtown.

"We are excited to share today our newly-designed identity," said Leah Wong, mpls downtown council vice president of external relations. "Our rebranding task force and Capsule helped to land us in a strong spot with a visual identity that is reflect of our organizations role in our 21st century downtown where people, ideas, and experiences converge to create a place people are drawn."

Capsule worked closely with mpls downtown council and its 10-person task force to gain background research on the organization, its role in the community and its vision for the future. The result is a newly-designed identity that specifically focuses on showcasing mpls downtown council's role not only as a business organization but one that continues to strive to make downtown a place that is vibrant and welcoming to all.

Task force champions throughout the mdc rebranding effort included Target's Todd Waterbury leading the brand design and strategy elements, Fulton Beer's Tucker Gerrick leading the website redesign, and CenterPoint Energy's Meike Hengenfelt leading the rollout efforts.

The mdc rebranding task force also included Shelly Crowley (Mpls.St.Paul.Magazine), Laura Day (Minnesota Twins), Tom Hoch (Formerly Hennepin Theatre Trust), Steve LaCroix (Minnesota Vikings), Mike Ryan (Ryan Companies), Phillip Trier (U.S. Bank) and Brent Webb (Mortenson Construction).

"This rebranding process has helped mpls downtown council reshape its perceived role within the downtown community," said Capsule Managing Principle Aaron Keller. "It is a business membership organization, but it is heavily involved in working to ensure downtown is filled with activities, growth and prosperity. We were able to work with mdc and its task force to find that voice and instill it into a new look that better represents what the organization is all about."

[mplsdowntown.com](http://mplsdowntown.com)



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Downtown is more than a place, downtown is created by people, those who bring their collective ideas and experiences to help create a vibrant, inviting center where everyone is drawn. Our new identity symbolizes this idea and what the mpls downtown council is all about:

The shape of our iconic new “d” letterform is warm and welcoming while the orange gradation expresses the vibrance and movement of downtown, and our role in creating momentum that is inclusive and forward thinking.

The perfect circle in its center represents the people, places and experiences making our downtown a center of energy toward our culture, infrastructure, entertainment and the unique businesses that make downtown a place we all want to be part of.

A place you want to be part of.

Make your story of downtown part of our new story. What are you passionate about? What inspires you? What stories does downtown hold for you? What do your stories tell others about you? We’d like you to share those stories with us. Post your photo and story on Instagram using the hashtag #mymplsdt. Every story matters, because downtown is for everyone. The mpls downtown council invites you to join in celebrating what makes downtown mpls extraordinary.

As part of the rebrand, mpls downtown council unveiled its new website that includes its new web address home: [www.mplsdowntown.com](http://www.mplsdowntown.com). The website represents the same visual elements the rebrand conveys while also serving as a hub for all downtown events and activities. The website has a complete community calendar and information on what is happening in your downtown.

Join in the celebration tonight at Fulton Beer’s Vinyl Night from 5-10 pm at their taproom in the North Loop. Come experience your downtown with us.

For more information, visit [mplsdowntown.com/media](http://mplsdowntown.com/media) or follow @mplsdowntown on Facebook, Twitter and Instagram.

**about the mpls downtown council:**

Founded in 1955, and one of the most historic central business associations in the nation, the mpls downtown council (mdc) is a membership-based entity that works to create an extraordinary downtown. The mdc’s collaborative developments of Intersections: The Downtown 2025 Plan was designed to help downtown businesses, community leaders and citizens build on downtown assets and implement future goals. For more information, please visit [mplsdowntown.com](http://mplsdowntown.com).



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**about the 2025 plan:**

*Intersections: The Downtown 2025 Plan* strives to achieve 10 initiatives that will help leaders and citizens build on Downtown's assets and guide Downtown Minneapolis' development. These include doubling downtown's residential population, transforming Nicollet Mall into a must-see destination, creating a compelling and walkable environment around the clock, leading the nation in transportation options, ending street homelessness, forging connections with the University of Minnesota and more. The 2025 Plan has a network of websites including [2025plan.com](http://2025plan.com), [exploredtliving.com](http://exploredtliving.com), [beinbusinessdowntownmpls.com](http://beinbusinessdowntownmpls.com) and [minneapolisideaexchange.com](http://minneapolisideaexchange.com). The 2025 Plan is a mpls downtown council initiative implemented in 2011.

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