

ROMANIAN COMMUNITY CENTER CHICAGO



BRAND DEVELOPMENT STRATEGY

Oct 17, 2021

agenda

1.Brand Story

- a. Brand Storyline
- b. Brand Positioning Architecture – purpose, targeting, values, character/tone of voice

2. Brand Identity

- a. Logo
- b. Possible Applications

Foreword:

Building anything new takes Patience.

Patience is not standing still. Patience is taking your time with a vision in mind.

Strategic Patience is taking your time with a vision in mind, a story to tell and a guide in hand.

ROCO House

THE ROMANIAN COMMUNITY HOUSE OF CHICAGO

1. ROCO HOUSE STORYLINE

A Brand is what your public makes of it. A Brand is the Emotional Connection (the perception/reputation) that links an entity with its Desired Audience (the Core Target that can most effectively reflect the Brand Values so it becomes attractive for the target market).

This is why we create Distinctive Brand Assets (ownable logos/symbols/slogans/flagship projects) with the Core Target in mind and we promote them to the public-at-large through wider-impact communication vehicles.

A relevant and memorable set of Distinctive Brand Assets creates a strong Brand that will:

- Strengthen the connection between people working on/with the Brand
- Elevate the importance of the Brand for the outside audiences
- Inspire effective and coherent collaboration, standards of excellence, recruiting and investment prioritization

Today, a logo, a slogan and a TV/print campaign are no longer a sufficient branding effort. It takes storytelling skills, as well – branding through Action, Inspiration, Conversation.



brand storyline

Our Purpose

is to strengthen, celebrate and promote the talent and success of Chicago's Romanian Community so that we will become a Romanian Community Role Model

Our Mission

is to inspire and empower Romanians to fulfill their dreams by creating a safe and shared space where they can network like-minded individuals



The 6 ROCO House Actionable Principles:

1. CREATIVE SPIRIT & ROMANIAN HEART

We believe we can be a different kind of community center by encouraging Creativity and Innovation.

- At ROCO a wall is not a divider but a perfect space for an inspiring photograph or art piece, a human story or an inspiring message. ROCO is a place where you feel comfortable and safe, you feel at home but you also feel inspired to dream big.

- ROCO House Celebrates Romanian Inspiration
Romania is the place in our hearts where our roots are.
Romania is the wind beneath our wings, wherever we are.

2. EMPOWERING POTENTIAL

We believe that we must recognize and support the best of us to lead the way.

- We want ROCO to be remembered as the preferred childhood Discovery Place of tomorrow's business leaders, scientists, politicians or famous artists.
- ROCO House empowers the next generation to fully develop their potential

3. COLLABORATION FOR SUCCESS

The secret sauce is being comfortable in Collaboration - in business as well as in philanthropy, creative projects or active citizenship.

- Comfort: ROCO House is the place we feel at home, the place we enjoy talking about and contributing to collaborative efforts, as much as celebrating together.
o Excellence: ROCO House is where you can collaborate with the best.
- Resources: a strong network, a user-friendly platform, financial opportunities, best practices sharing, support for relevant connections building

4. AUTHENTIC COMMUNICATION

ROCO House is also a Social Media Star -- a location is not just an opportunity for face-to-face, it is also an opportunity for content creation (stage/podcast station/video recording set, etc).

5. MULTICULTURAL RICHNESS

ROCO House is a Romanian International Friendship Center, a Romanian Hub for Potential and Innovation. One that will welcome not only our business, school or family friends, but also the friends in the diverse Romanian groups as well as the communities that share our European or our Romance Culture Heritage, too. For Being Romanian is about sharing European values, respected by American business and Academia. Being Romanian is also about sharing Romance Culture emotions, lifestyle and passions – which we share with Hispanic Americans, the fastest growing ethnic group in the US. At ROCO House we share our individual and our collective re-birth story in America so that we can be better, more successful, more active American and global citizens.

6. INCLUSIVE VISION

ROCO House is a place for all, an open and friendly place you can rely on for good spirits as well as good connections and support. We also want to build this large community around a strong core of values and thought leaders that can ensure a self-supporting successful future. This takes Time, Focus and Consistency and this is the Strategy to achieve our goal of becoming the strongest Romanian community in the US:

o Find the Credible Innovating Idea – ROCO House
o Gather the Early Adopters, the „Crazy Ones” – early Ambassadors/Developers/Partners
o Onboard the Early Majority by going where they are and offering relevant support and inspiration for every interest group (Vocational Communities) – The Perennial Optimists
o Continue to let the Later Majority be aware of our vision and progress, while keeping the door always open for participation, feedback, information and education

Translating RUF Brand Values to ROCO House Brand Values

'CONNECT' => COLLABORATION

The tables are always round, inter-disciplinarity and fusion arts are preferred, the virtual doors are always open, other communities are always welcome...

,INSPIRE' => INSPIRED ENCOUNTERS

Aim to lead by example, educate by fascination, maximize the use of valuable local resources and celebrate by being always surprising...

,BELONG' => CELEBRATION

At RO.CO House, everybody is a Star!

Tone of Voice

(the style, how we talk and how we build structure content)

**Daring
Inspirational
Reassuring**

ROCO House as a Brand is best represented by the „Creator” (Apple, Lego) and „Magician” (Coca-Cola, Disney, Dyson) archetypes, because of its Powerful Action and Innovative Collaboration driven Brand DNA.

ROCO House is where you will discover that if it can be imagined, a way will be found for it to become real. We are Perennial Optimists. That means we are not afraid of barriers or cracks – rather we know that's how the light gets in...

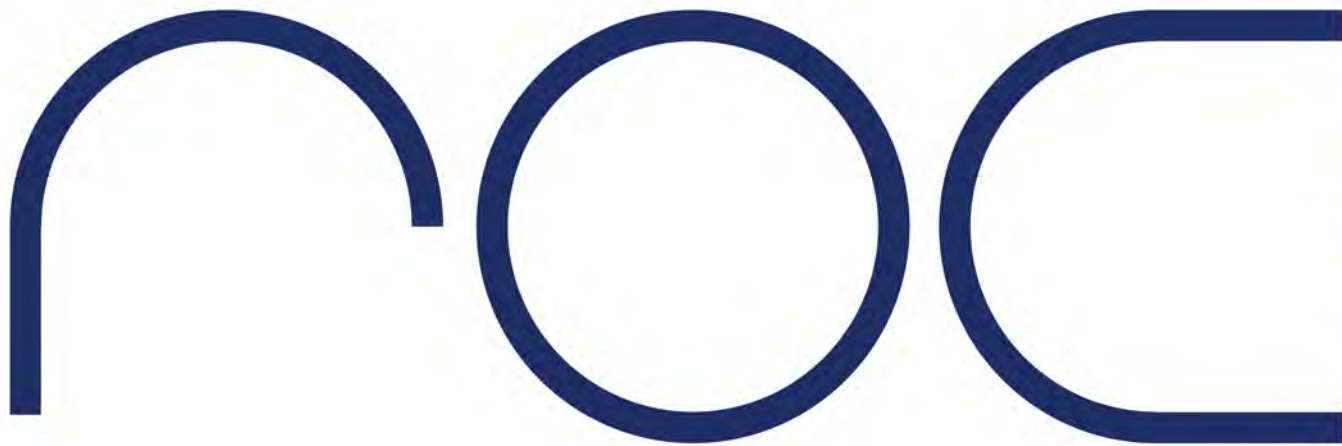


NAMING & LOGO GRAPHIC CONCEPT: „THE CIRCLE”

The logo is a signature of soft rounded edges in minimalistic modern style – a friendly and contemporary approach. Circles are about togetherness and harmony, about welcoming and protected spaces. It is also a graphic direction that allows for infinite play on colors and volumes textures and light. Elegant but clean, it can be adapted for both fun and business.

ROCO is an acronym that builds on Romanian + Community in an easily memorable, relatable and friendly tone that sounds well in all languages.

ROCO House, and not „Center”, highlights the warmth and familiarity we want our team and our participants to feel everyday, as well as the long term intention of buiding an enduring legacy.

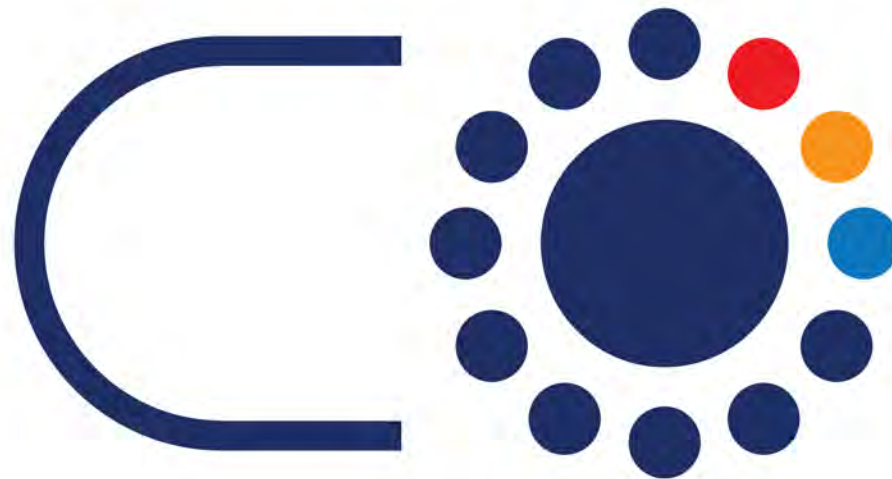


ROMANIAN COMMUNITY HOUSE | CHICAGO

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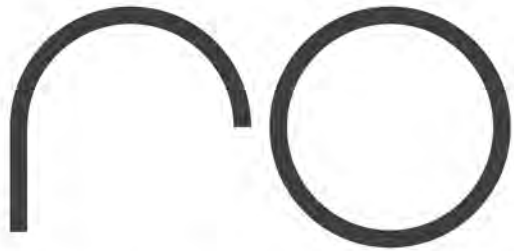
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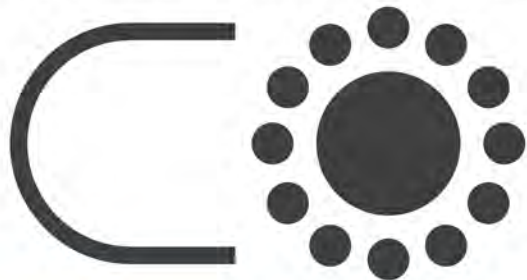
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LOGO APPLICATIONS



LOGO APPLICATIONS

NOVEMBER 29, 2021 / 19.00



SHARE THE GIFT OF READING

THE DONATIONS OF LOVE PROGRAM



**DONATE YOUR OLD CHILDREN'S BOOKS
AND PRESCHOOL TEXTBOOKS.**

Books will go to the RUF Foundation.
For inquiries, call 987-654-321

JUNE 24, 2021 / 19.00



THE UNIVERSAL DAY OF THE ROMANIAN BLOUSE



ROMANIAN BLOUSE DAY

**LET'S CELEBRATE TOGETHER
OUR ROMANIAN HERITAGE**

organised by Romanian Community House / Chicago
For inquiries, call 987-654-321

LOGO APPLICATIONS

JUNE 24. 2021 / 19.00



THE FIRST RULE OF GUYS' NIGHT IS THERE ARE NO RULES



GUYS GAME NIGHT



WHAT YOU SHOULD BRING:
A WINNING ATTITUDE AND SOMETHING TO GAMBLE WITH

organised by Romanian Community House / Chicago
For inquiries, call 987-654-321

JUNE 24. 2021 / 19.00



DEVELOP LONG LASTING RELATIONSHIPS WITH
ROMANIAN BUSINESS PROFESSIONALS



BUSINESS NETWORK DAY

ROMANIANS JUST LIKE YOU WORKING TOGETHER.
HELPING EACH OTHER GROW THEIR BUSINESSES
AND IMPROVE THEIR BUSINESS SKILLS.

organised by Romanian Community House / Chicago
For inquiries, call 987-654-321

TBD

Location Branding and Interior Design Design

Brand-driven Events Strategy

Communication Guidelines – Social Media, Local Media – to build engagement starting pre-launch phase

PROJECT LEADER:
Alina Simpetru
Brand Strategy Advisor



brand coaching and advisory roles
content development
innovation with purpose

<http://ro.linkedin.com/in/alinasimpetru>

Alina is a Senior Brand and Communication Strategy Advisor with 20 years experience, having contributed to the birth, re-birth and success of Romanian brand leaders such as Connex, [Prigat](#), [Napolact](#), [Kober](#), [Rompetro](#) and [OMV Petrom](#) as well as to successful implementation of global strategies with brands such as Pepsi, Coca-Cola, Daewoo, ING, Mars, P&G, JTI, BMW, [Beko](#), Henkel, Beiersdorf, [Azimut Yachts](#), etc.

Her experience as Head of Strategy and Managing Director of advertising agencies D'Arcy, Merlin and then TBWA\Merlin is doubled by working as consulting strategy and PR expert on EU-funded educational, labour and tourism projects, including international campaigns for the Romanian Tourism Brand.

Alongside strategy and video content projects for corporate and B2B clients, Alina has been active in philanthropy -- the Wild Carpathia TV series/The European Nature Trust, Pachamama Alliance Foundation, OMV Art Contest, The Sustainability Embassy, The Romanian Philanthropy Monitor, other civic and cultural projects.

Recent initiatives with McCann, Vodafone and Beau Monde have also led to winning Bronze and Gold Awards from 2017 and 2018 Cannes Lions Festival for innovative communication work highlighting Romanian values and traditions for the younger, urban generations:

<https://youtu.be/HSVZM6rLWqI>

<https://www.youtube.com/watch?v=nbp8obatcUM&t=11s>

