

BRAND GUIDE

BRAND FRAMEWORK

What do we stand for?	POSITIONING	Powering North Carolina's bottom line				
What do customers feel from our brand?	EMOTIONAL BENEFIT	A sense of competency and determination.				
What do customers gain from what we do?	FUNCTIONAL BENEFIT	A more efficient business and a healthier bottom line.				
Why can they believe it?	PROOF	Unique infrastructure	Specialized workforce	Unmatched partnership	Balanced lifestyle	
Who are we talking to?	AUDIENCE	Consultants and c-suite execs. Seeking an ideal environment for their business AND people. Practical, yet visionary. Look for the building blocks and foundation – not the name or fame. Companies that are often behind the scenes or up and coming, but serving an integral role or function.				
What role do we play in culture?	BRAND ROLE	The hero brand.				
What are the core values that guide us?	BRAND PILLARS	Ignite potential	Foster collaboration	Advocate relentlessly	Charge forward	
How do we act and sound?	TONE	industrious	resilient & persevering	candid	encouraging & approachable	pragmatic

BUSINESS NC PRINT AD

Mega Sites. Mega Opportunities. POWERFUL POSSIBILITIES.

Expand or relocate to coastal Brunswick County, where you'll find the building blocks your business needs to prosper: superior infrastructure, a skilled workforce and specialized training opportunities.

Named the fastest growing county in North Carolina in 2018, Brunswick County boasts low corporate income and property taxes. If you're interested in moving to the region, we can help you hit the ground running with our business-friendly, customer-focused approach and unique understanding of the needs of businesses experiencing rapid growth.



Take Advantage of Two Unique Land Parcels Available for Turnkey Development:

- 100 acres in the heart of international airport
- 17 miles from the Port of Wilmington
- Electricity, gas, water and wastewater are all available on-site
- The International Logistics Park is also nearby

Mid-Atlantic Industrial Park (1.644 acres)
100% zoned for industrial use, offering land deemed prime for manufacturing progress.

Powered for growth at
brunswickbid.com
Tel: (910) 408-1603



SPONSOR COMMENTS



Welcome to Southeastern North Carolina, your connection to the global economy. You will see that we truly are the land of plenty for businesses and families alike.

Why? Our unique infrastructure serves as a powerhouse to businesses, featuring port facilities, international and regional airports, cross-country highways and rail, with proximity to the raw materials and natural resources found here in Southeastern North Carolina.

From 2010 onward, Brunswick County continues to be the fastest growing county in North Carolina - with no signs of slowing down. Whether entrepreneurialism or enterprise, we're creating new opportunities for people and businesses. Strong skilled labor force with access to talent and specialized training at nearby universities and community colleges enables continuous improvement and forward-thinking ideas.

Brunswick County boasts two Mega Sites - impressive land parcels available for turnkey development for companies looking to expand or relocate here. Both have been North Carolina-certified with site assessments completed. Not only does the county have the land to support advanced manufacturing, alternative energy, logistics, agribusiness, and cold-storage facilities, it also offers the required infrastructure to underpin critical commerce and foreign trade. Both sites are primed with ample access to electricity, gas, water and waste-water for ease of development - and the Mid-Atlantic Industrial Park is one of 23 CSX Select sites.

Equally important, coastal North Carolina offers countless recreational activities and a mild climate to be enjoyed year-round by residents. Our taxes are lower than the national average. This quality of life coupled with affordability makes our part of the state the perfect place to meet new people, raise a family, as well as run a business.

Assuredly, Brunswick County will continue to power North Carolina's bottom line with vitality and vigor leaving burgeoning businesses and thriving communities in its wake.

If you would like to learn more, please reach out to me for more information. I encourage you to take a closer look at all that Brunswick County has to offer.

Sincerest regards,

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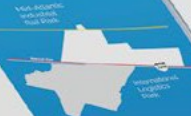
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100% zoned for industrial use, offering land deemed prime for manufacturing progress.

International Logistics Park (1.644 acres)

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THE CAMPAIGN

This section sets up the concept for this campaign and includes some examples of how it comes to life through print, digital, and collateral executions. These examples should serve as a guide when creating new deliverables within the campaign.

The *Bid on Brunswick* campaign was created as a way for Brunswick BID to connect with consumers—to communicate what truly makes Brunswick great—and show them why it's where they should establish their new base of operations for whatever business they are looking to grow.

The driving force behind the *Bid on Brunswick* campaign is the notion that Brunswick has so much to offer, both on a personal and operational level. Thus our unofficial tagline: *The resources you need. The lifestyle you want.*



18 MILES TO THE PORT OF WILMINGTON
12 MILES TO THE NEAREST INTERNATIONAL AIRPORT
AND OPEN ROADS THAT WON'T SLOW YOU DOWN

In Brunswick County, you'll find the transportation access you need and the lifestyle you want. Just south of Wilmington, Brunswick has been named the fastest growing county in North Carolina for 10 years and counting. Here, our infrastructure moves at the speed of business and our geography allows for easy development. With two 1,000+ acre, turnkey megasites waiting for your expansion or relocation, you can hit the ground running. If you're ready to bid on Brunswick, our business and industry development team can help you achieve your next phase of growth.

BID ON BRUNSWICK
SOUTHEAST NC
BRUNSWICK BUSINESS & INDUSTRY DEVELOPMENT

LEARN MORE & EXPLORE OUR MEGASITES AT BRUNSWICKBID.COM

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NEED + WANT

Home to talent, transportation, and resources plus miles and miles of Atlantic shoreline, Brunswick County can power your growth and help you kick back. Find the resources you need and the lifestyle you want in one incredible location. Brunswick County has the land, lifestyle, people and partners necessary for you to embrace opportunity and find success. So, are you ready to place your bid?

BANDED LOGO

Banded logo

The banded version of the logo is used in certain situations where the logo is used to wrap at the edge of a creative execution, such as a business card. The primary and secondary logos are always preferred, but the banded logo can be used in specific situations.

Follow the same priority in usage as the Primary and Secondary logos on the previous page.



Primary Banded Logo




Secondary Banded Logo



PRINT

200,000 SKILLED WORKERS
15,000 STUDENTS IN TECHNICAL PROGRAMS
AND A COMMUNITY WITH OPEN ARMS



In Brunswick County, you'll find the talent you need and the coastal lifestyle you crave. Whether working remotely or in the office, this is the place to establish your business. Just south of Wilmington, Brunswick has been named the fastest growing county in North Carolina for 10 years running. Here, you'll find a diverse talent pool, customizable training programs and a pipeline of graduates looking for their next opportunity. If you're ready to bid on Brunswick, our business and industry development team can help you plan for future success.

BID ON BRUNSWICK
BRUNSWICK BUSINESS & INDUSTRY DEVELOPMENT
SOUTHEAST NC

LEARN MORE & EXPLORE OUR MEGASITES AT BRUNSWICKBID.COM

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SPONSOR COMMENTS

BID ON BRUNSWICK
BRUNSWICK BUSINESS & INDUSTRY DEVELOPMENT
SOUTHEAST NC

Over the last few months, we've all had the opportunity to reflect upon our business goals and recalibrate our priorities. In Brunswick County, we've used this time to plan for our next phase of growth...and we invite you to do the same.

Along with a low cost of living, our pristine beaches, proximity to Wilmington and ample career opportunities continue to attract talent to our area. In fact, Brunswick has been named the fastest growing county in North Carolina for the tenth year in a row, and we show no signs of slowing down. And yet, there's still plenty of room to expand.

Not only is Brunswick home to plenty of space ripe for development, but the county boasts two 1,000-acre megasites that are turnkey opportunities waiting for your expansion or relocation. Both parcels have been North Carolina Certified, which reduces the risks associated with development through a rigorous pre-qualification process. Both sites adjoin a major highway with direct connections to I-40 and I-95—two interstates that stretch across the eastern seaboard and beyond. A CSX main rail line is located adjacent to the Mid-Atlantic Industrial Rail Park with direct access to the Port of Wilmington.

From advanced manufacturing to alternative energy, refrigerated transport to warehousing and logistics, there's a place for you here. Our impressive infrastructure connects you to sea, sky, road and rail. Brunswick is minutes from port facilities, international and regional airports, cross-country highways that put you within in a day's drive of some of the United States' largest cities, and a robust rail system. Plus, you'll enjoy access to the raw materials, climate and natural resources that are unique to the Southeastern coast.

If you're looking to lower your business taxes and costs of operation, decrease the congestion you encounter during your daily commute and improve your quality of life, consider a move to Brunswick County. Our area is ideally positioned to help you connect to the global economy with the lifestyle you want and the resources you need to jumpstart your next phase of growth.

If you'd like to learn more about possibilities to relocate or expand, please don't hesitate to reach out for more information. We're here to help power your bottom line and open doors to new business potential.

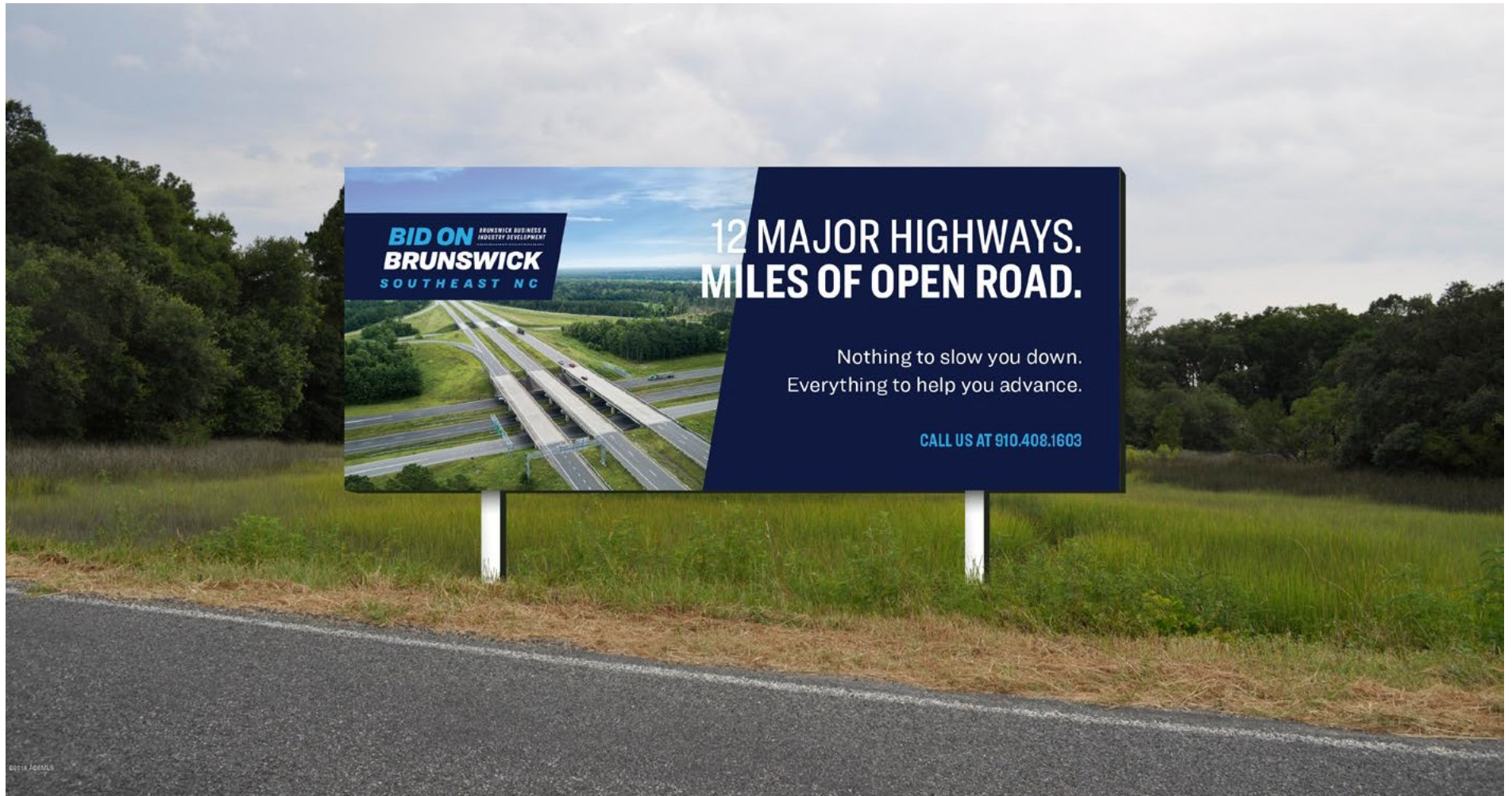
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BILLBOARD



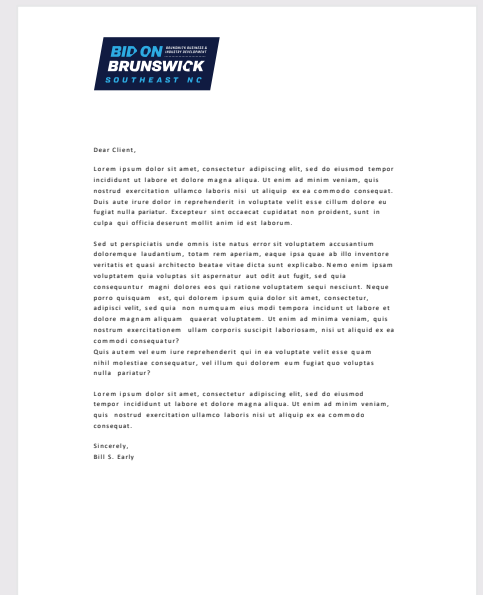
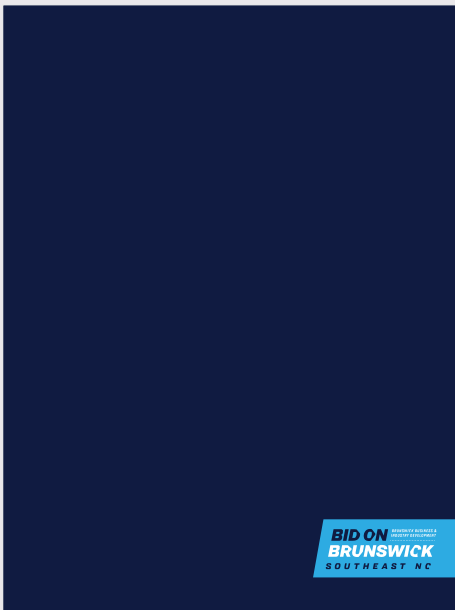
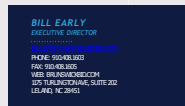
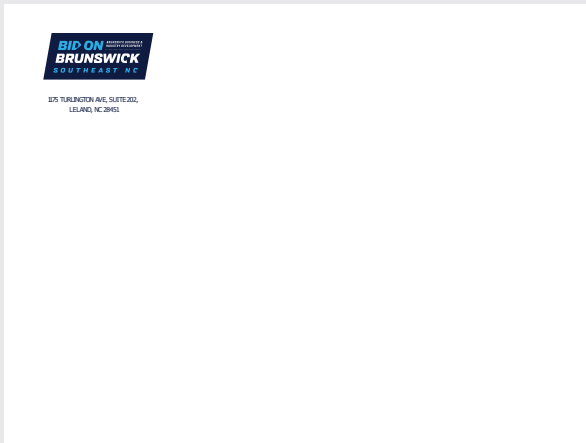
BILLBOARD



DIORAMA



STATIONERY SUITE



SWAG



BANNER ADS

[General](#)

[Workforce](#)

[Infrastructure](#)

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3



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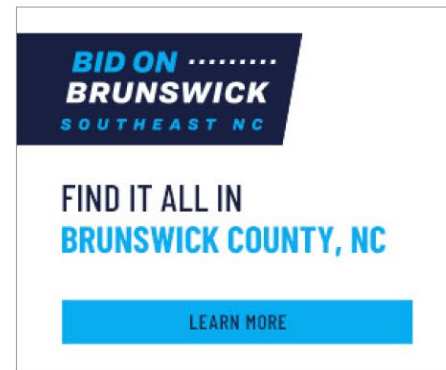
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6



7





START, EXPAND OR RELOCATE A BUSINESS —
NOW'S THE TIME TO BID ON BRUNSWICK



Lowest corporate state tax in the United States at 2.5%



Ranked #1 for Best State for Business by *Forbes* and designated #1 Top Competitive State by *Site Selection* in 2018



Brunswick is the fastest growing county in NC for 10 years running and the 4th fastest in the U.S.

Brunswick
BID | BUSINESS &
INDUSTRY
DEVELOPMENT