

CONTRA COSTA COUNTY, CA (GREEN EMPOWERMENT ZONE)

BRANDING CONCEPTS

AUGUST 2025 • V1



WHAT IS THE PRIMARY MISSION OF YOUR ECONOMIC DEVELOPMENT ORGANIZATION?

- Economic Development Functions: Attracting and retaining industries and creating good-paying employment for locals.
- Workforce Opportunities: Providing increased market share opportunities in the workforce for members of affiliated unions.

WHAT IMPACT DO YOU WANT TO HAVE ON THE COMMUNITY OR REGION?

- Economic Growth: The primary impact desired is to enhance the tax base, attract industry and services, strengthen the regional economy, and provide increased revenue and economic growth.
- Employment and Opportunity: Increasing employment opportunities and growing the middle class are also key objectives.
- Community Empowerment: Supporting policies that enable local communities to build strong job centers, educational pathways, and industry clusters is another desired impact.

HOW DO YOU DEFINE SUCCESS FOR YOUR ORGANIZATION (JOB CREATION, INVESTMENT, TOURISM, ETC.)?

- Economic Growth: Success is defined by strengthening the tax base, attracting industry and investments, and creating good-paying jobs for locals.
- Job Creation: One response specifically highlighted job creation as the definition of success.
- Policy Advancement: Success also includes advancing equitable and green economic development through sound policies.

WHAT ARE YOUR SHORT-TERM AND LONG-TERM GOALS?

- Attracting technology companies to Brentwood so locals do not have long commutes for work.
- Bringing industry to Contra Costa County and making it a hub for the green economy.

WHO ARE YOUR KEY STAKEHOLDERS? (LOCAL BUSINESSES, INVESTORS, GOVERNMENT, COMMUNITY MEMBERS, ETC.)

- Various Groups: Key stakeholders include the City Council, property owners, businesses, and the general public.
- Union Members: A significant group of stakeholders are the 35,000 union members of 20 CCBCTC affiliates.
- Local Entities: Constituents, local governments, and local businesses are also identified as key stakeholders.

WHO ARE YOU TRYING TO ATTRACT (BUSINESSES, TALENT, TOURISTS, DEVELOPERS)?

- Developers and Businesses: The primary targets for attraction are developers and technology companies, along with businesses that will employ local members.
- Comprehensive Attraction: One response indicated a desire to attract all listed categories: businesses, talent, tourists, and developers.

WHAT INDUSTRIES OR SECTORS ARE MOST IMPORTANT TO YOUR ECONOMIC DEVELOPMENT EFFORTS?

- AI, Advanced Manufacturing, Fusion, Technology, Life Science, and Light Industry in general.
- anything in clean energy, manufacturing, and other industrial uses.

HOW DO YOU WANT BUSINESSES AND INVESTORS TO PERCEIVE YOUR REGION?

- Talented and Skilled Workforce: The region is desired to be perceived as having a talented, skilled, trained, robust, and ready workforce, positioning it as a desirable employment hub on the West Coast.
- Business-Friendly Environment: The region aims to be seen as business-friendly.
- Nimble and Partnership-Oriented: The desire is for the region to be perceived as nimble and ready to partner in ways that benefit both communities and industry.

WHAT ARE THE BIGGEST ECONOMIC CHALLENGES IN YOUR COMMUNITY?

- Attracting technology and advanced industry to a suburban market.
- Perception that this is not a great region for economic investment.

IF YOUR ORGANIZATION WERE A PERSON, HOW WOULD YOU DESCRIBE ITS PERSONALITY? (E.G., INNOVATIVE, SUPPORTIVE, AUTHORITATIVE, WELCOMING)

- Key Traits: The organization's personality is consistently described as innovative and supportive.
- Additional Qualities: It is also seen as welcoming and creative.

WHAT ARE THE KEY MESSAGES YOU WANT TO COMMUNICATE?

- Open for Business and Growth: A key message is that the county is open for business and seeking to attract growing industries.
- Track Record of Success: The organization wants to communicate its history of success.
- Competitive Advantage and Support: The county has a competitive advantage, a robust workforce, affordable landscape, and proximity to training centers and universities, and will work with businesses to help them get established.

WHAT EMOTIONS DO YOU WANT TO EVOKE IN POTENTIAL INVESTORS AND COMMUNITY MEMBERS?

- Openness and Support: The desire to convey that Brentwood is open for business, with a supportive economic development team that will assist companies with location, entitlement processes, and growth.
- Proactive and Optimistic: A "can-do" spirit and the abundance of opportunities were also desired emotions.
- Specific Emotions: Excitement and support were explicitly mentioned.

MEMORABLE SHORT TAGLINES ('SACRED WORDS') ARE KEY ATTRIBUTES OF A SUCCESSFUL BRAND. WHAT ARE THE STAND-OUT WORDS OR SHORT PHRASES THAT YOU BELIEVE WOULD CAPTURE THE ESSENCE OF YOUR ORGANIZATION IN A UNIQUE AND/OR POSITIVE WAY?

- Business is Better in Brentwood. Expand where there is a talented workforce and safe and pleasant community for families.
- Opportunity, thriving, investment, assets, successful.

DO YOU HAVE EXISTING BRANDING ELEMENTS (LOGOS, COLORS, TYPOGRAPHY) THAT SHOULD BE UPDATED OR RETAINED?

- I think using the color green makes sense.

SYMBOLS AND ICONS ARE RECOGNIZED THROUGHOUT POPULAR CULTURE AND EVOKE THE BRAND, EVEN IN ISOLATION. THINK OF THE ICON FOR EACH OF THE APPS ON YOUR SMARTPHONE. WHAT DO YOU BELIEVE ARE THE QUINTESSENTIAL IMAGES THAT REPRESENT YOUR ORGANIZATION BEST AND SHOULD BE REFLECTED IN THE NEW BRAND?

- Something with an industrial connotation.

WHAT COLORS OR STYLES BEST REPRESENT YOUR COMMUNITY AND ITS ECONOMIC VISION?

- Green; maybe something with a baseline mechanical design?
- Our colors are green and light brown.
- Bold colors, green should be a dominant feature

BRANDING QUESTIONNAIRE

ARE THERE SPECIFIC REGIONAL LANDMARKS, INDUSTRIES, OR CULTURAL ELEMENTS THAT SHOULD BE REFLECTED IN THE BRANDING?

- The Delta and Mt. Diablo.
- The fact that there are diverse opportunities in Contra Costa County.

WHAT BRANDING STYLES DO YOU ADMIRE FROM OTHER ECONOMIC DEVELOPMENT ORGANIZATIONS OR CITIES? PLEASE PROVIDE OR LIST EXAMPLES.

- Anything that's bold and stands out.

WHAT OTHER REGIONS OR ORGANIZATIONS DO YOU COMPETE WITH FOR BUSINESS ATTRACTION AND INVESTMENT?

- Tri Valley, Diablo Valley 880 Corridor
- Northern California, West Coast

WHAT DIFFERENTIATES YOUR REGION FROM COMPETITORS? (COST OF LIVING, WORKFORCE, INCENTIVES, QUALITY OF LIFE, ETC.)

- Land is less expensive, workforce would have a reverse commute and shorter travel times to work, good school districts and positive quality of life.
- All of the above.

ARE THERE BEST PRACTICES FROM OTHER ECONOMIC DEVELOPMENT ORGANIZATIONS THAT YOU WANT TO INCORPORATE?

- Talent pipeline management (TPM) - figuring out supply chain gaps in local labor pools.
- We need to look at offering incentives that attract investment.

BRANDING QUESTIONNAIRE

HOW DO BUSINESSES, INVESTORS, AND THE COMMUNITY CURRENTLY ENGAGE WITH YOUR ORGANIZATION?

- We sometimes connect via social media or via email.
- When they need a skilled and trained workforce.

ARE THERE SPECIFIC EVENTS OR CAMPAIGNS THAT NEED TO ALIGN WITH YOUR BRANDING?

- BISNOW, SF Business Times events, NAIOP, ULI, and ICSC.
- Not necessarily...Just anything that promotes economic growth and prosperity.
- Practical Considerations

ARE THERE ANY LEGAL OR GOVERNMENTAL BRANDING RESTRICTIONS TO CONSIDER?

- None that I'm aware of.



INITIAL CONCEPTS







**Green
Empowerment
Zone**

CONTRA COSTA + SOLANO COUNTIES • CA

INITIAL CONCEPTS



'G' mark initial creative inspired by

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GREEN EMPOWERMENT ZONE

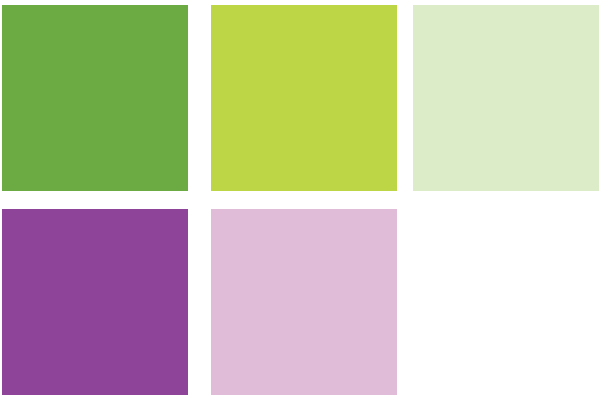
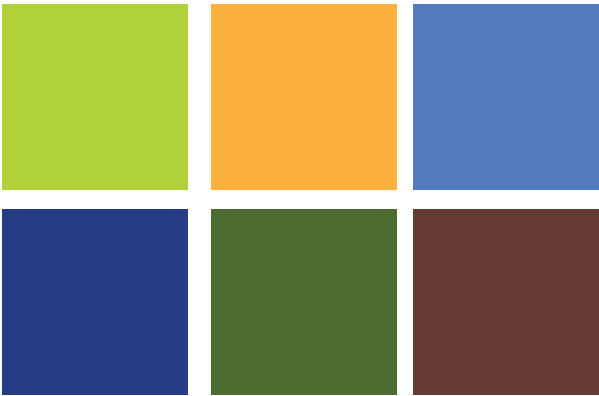
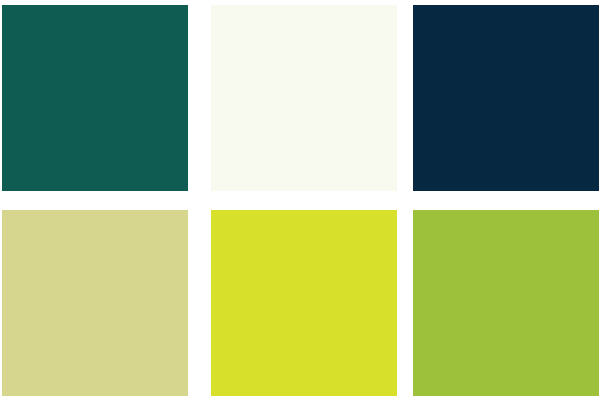
'G' mark initial creative inspired by

<https://www.shutterstock.com/image-vector/grow-logo-design-lettering-vector-template-2407741517>.

The background of the entire page is an aerial photograph of a city street grid. A solid yellow vertical bar runs along the left edge. A large, semi-transparent blue diagonal shape, resembling a stylized 'Z' or a series of parallel lines, cuts across the image from the top right towards the bottom left. The text 'COLOR PALETTE' is centered in the middle of the image, in a bold, yellow, sans-serif font.

COLOR PALETTE

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