SOUTHEAST FLORIDA REGIONAL PARTNERSHIP

To: SCI Executive Committee   AGENDA ITEM #9

From: SEFRP Staff

Date: June 1, 2012 Meeting

Subject: Project's New Identity

Introduction

At the time that the Southeast Florida Regional Partnership applied for the Sustainable
Communities Initiative Grant, the plan to be prepared and implemented was referred to as "The
Southeast Florida Regional Vision and Blueprint for Economic Prosperity (RVB)". The name,
while an accurate description of the ultimate deliverable, was difficult to remember, and easily
mistaken with other similar efforts. Therefore the staff, working in conjunction with the
consultants and informing the Chair of the Executive Committee, addressed the issue and
suggested the development of a new project identity.

General Description

The new name "Seven50" with the tag "SE Florida's Prosperity Plan", was developed in
conjunction with our marketing-communications consultants in order to support the successful
launch and branding of the project.

A new logo shown below has been designed to accompany the new name.

The key attributes of this new name include:
- Seven50 is a strong, memorable and distinctive name that emphasizes both the "who"
  (the united group of seven SE Florida counties) as well as the "what" (the bold 50-year
  vision for the region)
- Seven50 is a one-of-a-kind idea that is immediately recognizable by virtue of its word
  plus number composition.
- The name stands out from other similar types of organizations – not just in Florida but
  across the U.S.
- The name has strong "talk value." It is easy to say, remember and talk about with others.
- It is easy to translate into every language spoken in the region
- "Seven" additionally refers to the "Seven Principles" that will guide the development of
  the project.

Seven50 describes all Counties equally, appeals to the younger crowd ultimately impacted by the plan, is edgy and flexible to use in a variety of ways to generate interest, and marks a bold beginning for the project.

Action

Information only.