

DURHAM ID

MESSAGING

The concepts behind the copy in communications—the ideas that bring the Longfellow Durham Innovation District brand to life.

BRAND NARRATIVE - LONG VERSION

DURHAM.ID | INNOVATION DOWNTOWN

North Carolina's Research Triangle has long been home to cutting-edge life science and technology research and development. It's no wonder, given the region's talented workforce, three powerhouse research universities, world-class medical centers and abundant technology firms. Now, however, the Triangle is being reoriented and stretching into the epicenter of a cultural renaissance. Everywhere you look—in reclaimed lofts abuzz with highly caffeinated startups, in repurposed warehouses with eclectic shops and collaborative workspaces, in revitalized streetscapes where gastropubs and farmers' markets abound—city life is thriving. And few cities know how to thrive like Durham.

Today the rich, industrious history of Durham and the entrepreneurial energy of the Research Triangle meet in a place called Durham.ID. Joining the ranks of successful development projects like the American Tobacco District and nestled among the hip, urban neighborhoods of the West Village and Brightleaf Square, Durham.ID is where innovation makes its home downtown. Entrepreneurs, researchers and techies live and work here, as do artists, scientists and PhDs. They are drawn by the wide range of career opportunities, including the 150+ startups that make Durham one of Google for Entrepreneurs' acclaimed tech hubs. And they relish the cross-disciplinary collaborations that inevitably occur—accidentally or otherwise—when such a diverse mix of professionals running in the same circles.

Developed by Longfellow Real Estate Partners, in close collaboration with Duke University and Measurement Incorporated, Durham.ID encompasses 15 acres and 1.8 million square feet of cutting-edge lab space, modern and flexible workspaces, and mixed-use retail and residential opportunities—all master-planned to make the most of Durham's unique identity. Durham.ID embraces the city it calls home: It strolls through Central Park. It pulses to the beat of the Durham Performing Arts Center. It takes in a game at the Durham Bulls Athletic Park. And by seamlessly blending new and old into a vibrant 24-hour ecosystem, it truly is Durham at its best. This is the next step in the evolution of the Research Triangle. This is what happens when you bring innovation downtown.

BRAND NARRATIVE - SHORT VERSION

DURHAM.ID | INNOVATION DOWNTOWN

1.8M SQUARE FEET OF
POSSIBILITY
 NESTLED AMONG LAB RATS,
HIPSTERS,
 LOCAVORES, ARTISTS,
PRE-REVENUE
WORK-ALL-NIGHT START-UP
 JUNKIES,
 & A FEW [THOUSAND] RABID BULLS AND DEVILS FANS.

Today North Carolina's Research Triangle stretches straight into the heart of Durham to a place called Durham.ID. Nestled among the hip, urban neighborhoods of the West Village and Brightleaf Square, Durham.ID is where innovation makes its home downtown—tapping into the energy of a unique creative class springing from Duke University and drawn to the 150+ startups that make Durham one of Google for Entrepreneurs' acclaimed tech hubs. Developed by Longfellow Real Estate Partners, in close collaboration with Duke University and Measurement Incorporated, Durham.ID encompasses 15 acres and 1.8 million square feet of cutting-edge lab space, modern and flexible workspaces, and mixed-use retail and residential opportunities—all master-planned to seamlessly blend new and Id into a vibrant 24-hour ecosystem that is truly Durham at its best.

BRAND VOICE: SERIOUS

Messaging geared toward more conservative audiences (investors, executives, etc.) and those for whom the Durham's quirkiness might be less desirable or relevant.

**CUTTING-EDGE
LAB SPACE.**

FLEXIBLE WORKSPACE.

**REIMAGINED
URBAN SPACE.**

**A CONCENTRATED
SOLUTION
OF *OF* **BIG
IDEAS****

**WHERE THINKERS
CONGREGATE.
BUSINESSES
CO-LOCATE. *OF*
AND *OF* **IDEAS
CO-MINGLE.****

BRAND VOICE: QUIRKY

Messaging that embraces Durham's nuanced personality. These constructs are meant for local audiences and operate on a much more personal level.

EXCUSE US
WHILE WE REORIENT
THE TRIANGLE
A BIT.

**A LIFE SCIENTIST,
A START-UP CEO
AND A HEAVILY TATTOOED CHEF
WALK INTO A BAR...**

**IT'S NOT A JOKE.
IT'S JUST THURSDAY NIGHT.**

**THERE'S SOMETHING SERIOUS
GOING ON
IN DURHAM, NC.**

**1.8M SF OF GREEN SPACE.
AND THAT'S NOT EVEN COUNTING
THE PARKS.**
EFFICIENT, SUSTAINABLE,
LIVABLE WORK SPACE
RIGHT IN DOWNTOWN DURHAM.

DURHAM ID

1,800,000 SF OF POSSIBILITY
NESTLED AMONG **LAB RATS, HIPSTERS,**
LOCAVORES, ARTISTS,
PRE-REVENUE
WORK-ALL-NIGHT START-UP JUNKIES,
& A FEW (THOUSAND) RABID BULLS
AND DEVILS FANS.

INNOVATION DOWNTOWN Duke UNIVERSITY LONGFELLOW REAL ESTATE PARTNERS MI MEASUREMENT CORPORATION

ADVERTISING: PRINT AD

While this will require a bit more research into the importance of media presence in the Triangle region, there may be a need and/or desire to introduce the Durham.ID project to the market to begin gaining visibility and momentum. Advertising also provides a forum in which to begin having a more personal conversation with the different and very diverse audiences, deploying different types of messaging and even tone of voice. If needed, Neoscape will work with a local agency to determine appropriate ad placement and media buys.

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DURHAM ID

ANY LIFE SCIENTIST KNOWS, YOU HAVE TO GET THE CULTURE JUST RIGHT.

1.8 M^{sq} of Innovative Urban Space, right in the *heart of Durham.*

DurhamID.com

#INNOVATIONDOWNTOWN Duke UNIVERSITY LONGFELLOW REAL ESTATE PARTNERS MI MEASUREMENT INCORPORATED