

# VISIT PORTLAND

Annual Meeting New Brand Reveal

April 2026



# YOUR TEAM



**DANA  
KRUEGER**



**KRISTEN  
BROCKEL**



**BRIANNA  
FRANCIS**



**DAISY  
MURILLO**



**MATT  
STIKER**

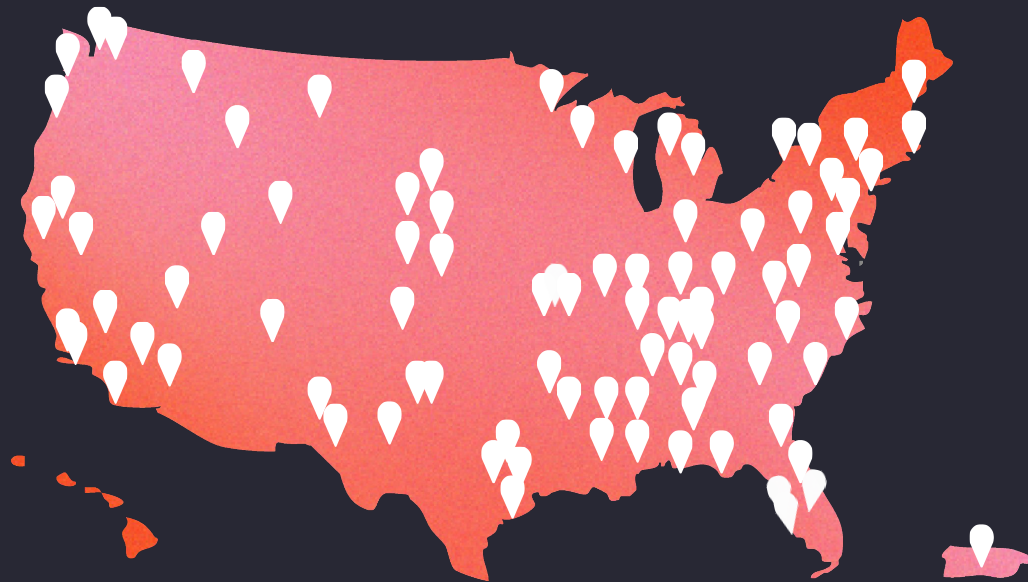


MADDEN

KARSH HAGAN



- *A national footprint with local experts*
- *Community-driven storytelling*
- *Creative excellence*
- *Fully integrated media, data, PR, and activation*



**Who are we and what do we do for you?**



**WHAT  
WE'RE  
HERE  
TO TALK  
ABOUT**



**THE  
VISIT  
PORTLAND  
BRAND**

**“A brand is a set of expectations, memories, stories, and relationships that, taken together, account for a consumer's decision to choose one product or service over another.”**

**Seth Godin,  
Author, thought leader**



**What visitors buying into - those feelings a place evokes - are for the most part already present in those place brands.**

**It's not our job to create them.**

**It's our job to tap into them,  
uncover them,  
reveal them,  
and share them with the world.**

**WHAT  
WE'RE  
HERE  
TO SHOW  
YOU**

**HOW  
THE  
*SUSHI*  
IS MADE**

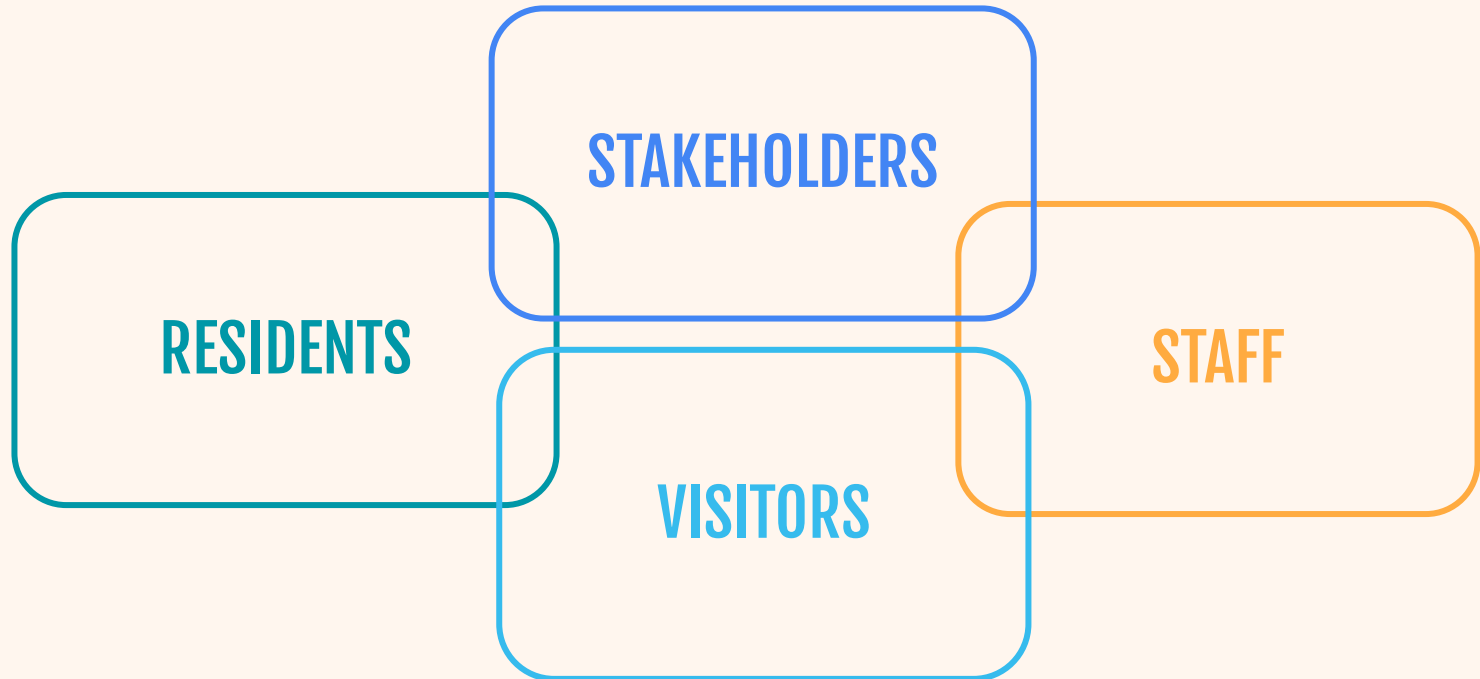


# RESEARCH & COMMUNITY

4 audiences, 4 steps.

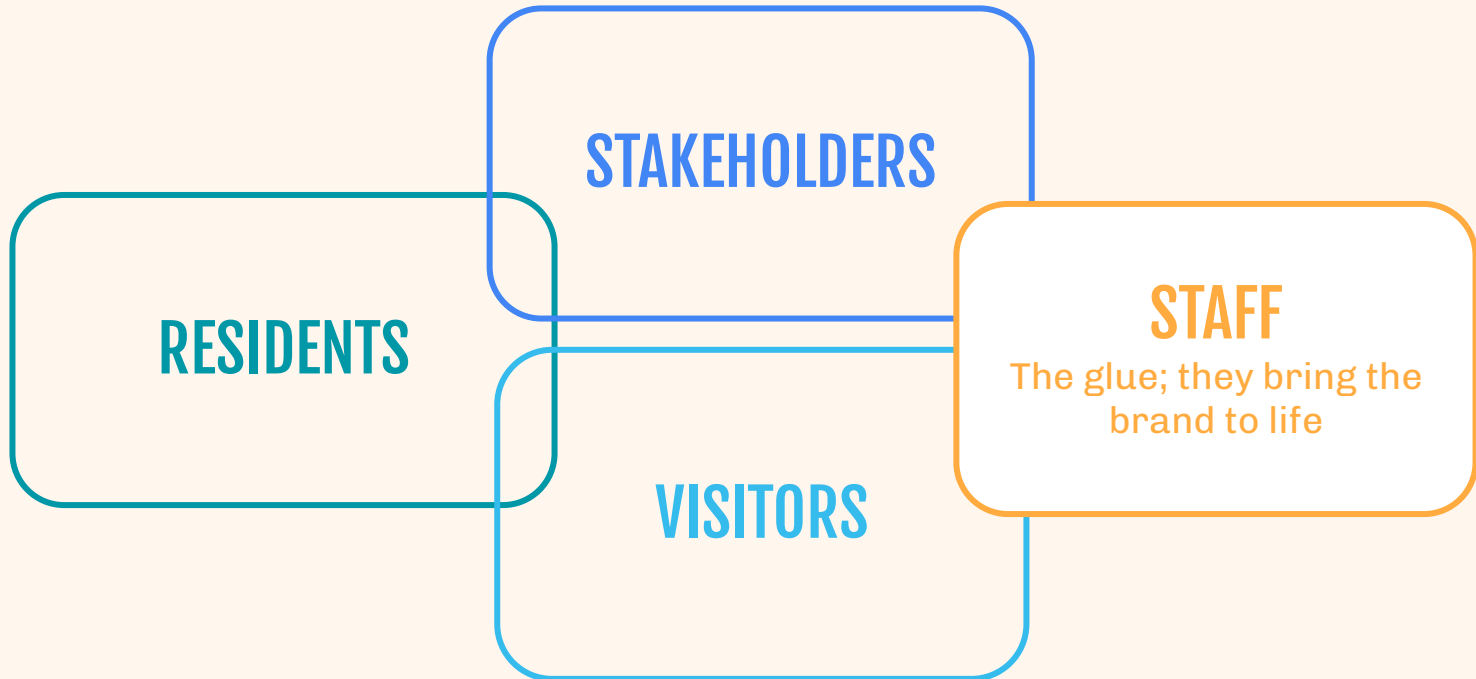
RESEARCH. INSIGHT. STRATEGY. STORY.

# DATA IS ESSENTIAL FOR BRAND DEVELOPMENT



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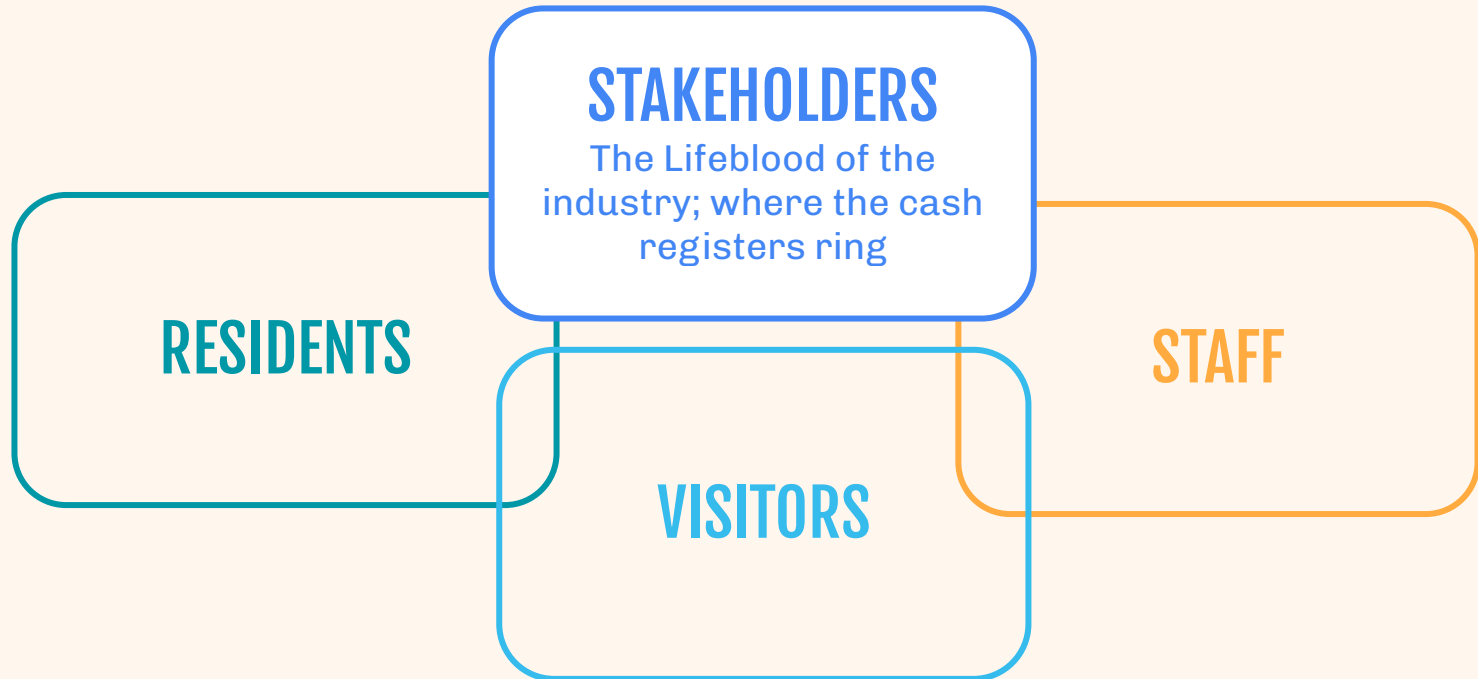
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RESEARCH. INSIGHT. STRATEGY. STORY.

# DATA IS ESSENTIAL FOR BRAND DEVELOPMENT



RESEARCH. INSIGHT. STRATEGY. STORY.

# TOPLINE: INSIGHTS



## RESIDENTS

Those who live here love the access to nature/the outdoors, along with the culinary scene and local events.

Working waterfront received mentions for being especially unique to this city vs other destinations (even NE).

Residents are proud of their welcoming, inclusive attitude.

“Safety” is of concern to locals (can cause them to not recommend it).

## VISITORS

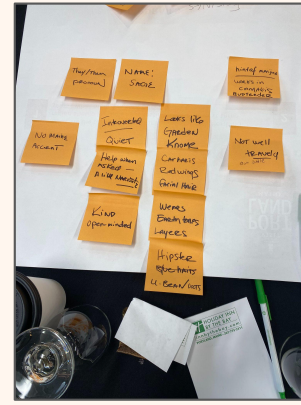
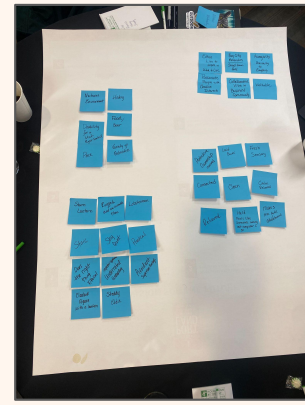
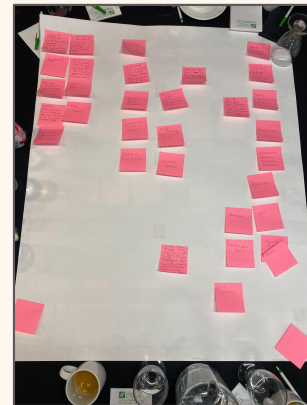
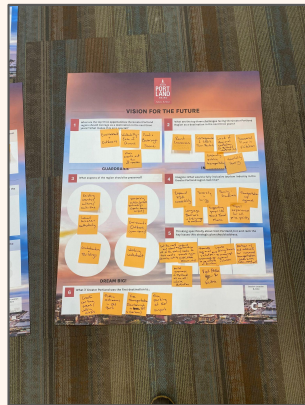
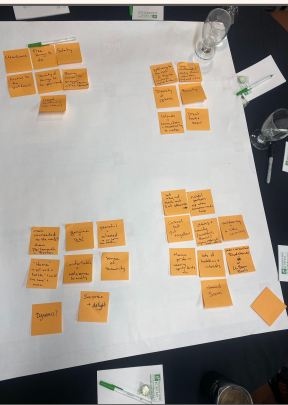
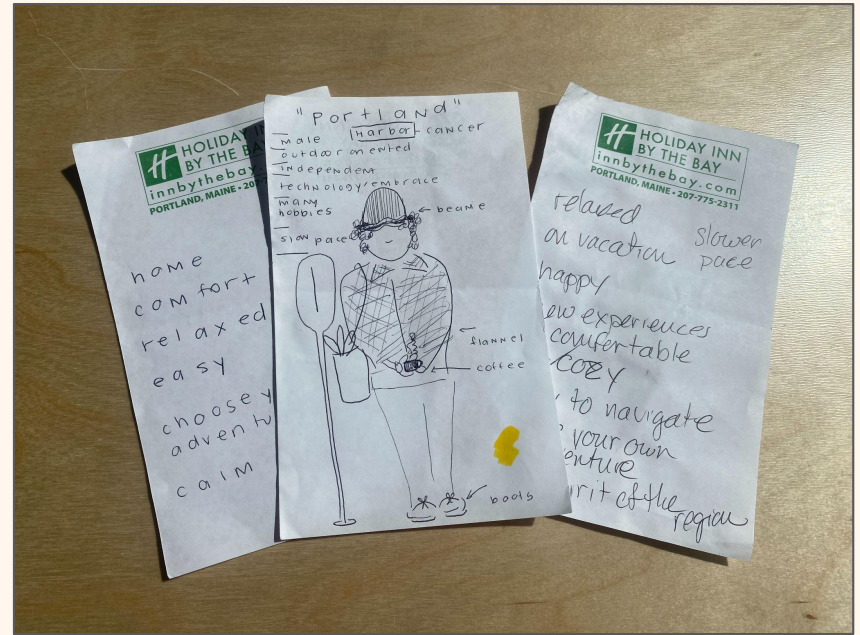
The Greater Portland area is appealing to travelers but unfamiliar to many.

Its features tend to blur into those of “New England”.

Working waterfront, urban nature and culinary stand out as unique parts of Portland’s story.

For those who’ve been, Portland is seen as a welcoming destination.

## STAKEHOLDERS



# TOPLINE: INSIGHTS



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## STAKEHOLDERS

Portland’s image is strong but shallow; brand must expand from coastal postcards to personality-rich.

Stakeholders rave about the creative culture and maker energy that surprise visitors once they arrive.

Portland has a sensory signature: salty, soulful, and deeply human.

Market the heart behind the harbor — not just what’s served, but who serves it.

# OUR CREATIVE STRATEGY

Portland is the “cultural emanation point” for **Maine** - it’s a condensed and concentrated experience and it offers things only available in the state’s largest city - from the world-class and unexpected culinary scene to surprising and diverse art, from an urban working waterfront to easy and immediate access to the outdoors (woods and waters).

It’s a New England that leaps off the stereotype storybook pages and exists in real life.

# INSIGHTS TO IMPACT

## **INSIGHT ONE: GRIT MEETS GRACE.**

Portland's strength lies in its duality—refined dining beside working docks, luxury design boutiques beside bait shops. That “salty meets sophistication” tension is the brand.

## **INSIGHT TWO: HUMAN HOSPITALITY.**

Owner-operators, chefs, and creative makers embody the soul of the city. Visitors come for the coast but return for the connection — because in Portland, you're not just hosted, you're woven in.

## **INSIGHT THREE: SEASONAL REAWAKENING.**

In the winter season, the city becomes more intimate, more accessible, and more personal—offering visitors the rare opportunity to step in, slow down, and experience Portland like a local.

# SO, WHAT DOES THAT MEAN FOR **PORTLAND?**

RESEARCH. INSIGHT. STRATEGY. STORY.

# THE SALTWATER MUSE

Portland arrives like a change in the weather — something you feel before you see it. It's salt on your skin, a creak in the dock. That gray-blue light that makes everything feel a little softer, a little deeper.

The city opens itself in moments. A glow in a window. A clatter from a working wharf. The warmth of a room after the rain. Portland catches you and holds on.

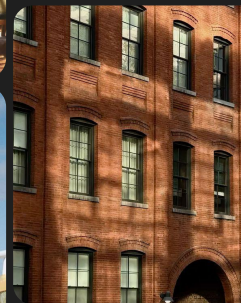
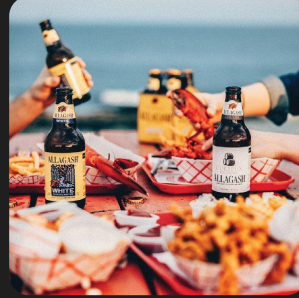
And once it does, you feel it everywhere. In the rhythm of the water. In the pulse of the streets. In the way your shoulders drop, and your senses wake up.

**SOULFUL. EVOCATIVE. INVITING.**

## TONE OF VOICE

## WHAT IT SOUNDS LIKE

- If the floor's a little uneven, you're in the right place.
- This city slips under your skin before you know it.
- If the fog thickens, keep walking. Beauty hides in the half-seen.
- Watch how dusk settles on the brick. It's a kind of quiet magic.
- The coastline holds its breath at dawn. Stand with it awhile.
- Portland is the kind of city that stays with you long after you've gone — like salt in your hair.





# OUR VISUAL IDENTITY

What you're about to see is the foundation of the brand. **It is the visual identity system that brings our strategy to life through logo, color, and form.**

It reflects where we are today, while creating the flexibility and clarity needed for where we're headed next: a fully realized campaign that builds on this foundation and carries the story forward.

RESEARCH. INSIGHT. STRATEGY. **STORY.**

VISUAL HARMONY

COMPOSITIONAL SYMBOLISM

CITY OF THE SEA

VISIT

*Portland*

MAINE

NAUTICAL DETAILS

ROPE-LIKE SCRIPT



DEEP  
ATLANTIC

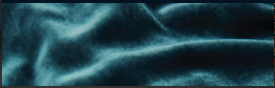
EXCHANGE  
STREET

WEATHERED  
BRICK

EASTERN  
SPRUCE

SALTY  
MORNING

COASTAL  
LIGHT



CITY OF THE SEA

VISIT

*Portland*

MAINE





CITY OF THE SEA.  
COASTAL WITH CHARACTER.



PORTLAND, ME



Portland  
MAINE

About the Area Things To Do Eat & Drink Events & Festivals Where To Stay Plan Your Trip

Meetings Weddings Travel Trade Media Partners

Portland, Maine  
**COASTAL WITH CHARACTER.**

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Plan Your Trip

Discover More

**CITY OF THE SEA.**

Discover More

*Welcome to our waters*

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Things to Do in Portland  
**WHERE THE HARBOR SETS THE TONE.**

Discover More

Attraction      Attraction      Attraction      Attraction

Portland  
MAINE

About the Area Things To Do Eat & Drink Events & Festivals Where To Stay Plan Your Trip

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**CITY OF THE SEA  
COASTAL WITH CHARACTER**

PLAN YOUR TRIP

**WELCOME TO PORTLAND, MAINE**

Discover More

**MUST SEE & DO**

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DISCOVER MORE

**CRUISES & TOURS**

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DISCOVER MORE

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MAINE

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**CITY OF THE SEA**

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Plan Your Trip

**PORTLAND, MAINE  
COASTAL WITH CHARACTER.**

Discover More

EXPERIENCES PORTLAND

**WHERE THE HARBOR SETS THE TONE.**

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Experience Name      Experience Name      Experience Name      Experience Name



VISIT  
*Portland*  
MAINE



GREATER PORTLAND  
DESTINATION GUIDE



# PORTLAND LIGHTKEEPERS

A cinematic invitation to experience Portland through the people who shape it.

Moving beyond the expected, this series reveals the makers, trailblazers, and rising voices who bring the city to life—uncovering hidden places, personal stories, and the energy that draws people in and keeps them coming back.

RESEARCH. INSIGHT. STRATEGY. **STORY.**





**CREATING MOMENTS  
THAT MOVE.**