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**Contact:** Samantha Fryberger  
Director of Communications  
216.875.6626  
[sfryberger@positivelycleveland.com](mailto:sfryberger@positivelycleveland.com)

## **POSITIVELY CLEVELAND**

### Logo and Name Change FAQ

#### **What does Positively Cleveland mean?**

Positively Cleveland is the new public name of the Convention and Visitors Bureau of Greater Cleveland. It expresses the aim of tourism and business travel marketing organization to 1) be hospitable and positive, 2) share Cleveland's "plusses" or positives and 3) promote what is authentically, or "positively" Cleveland. It shortens and simplifies the name for non-industry consumers who are unaware of the term "convention and visitors bureau" and eliminates confusion between the "convention center" and the role of the "convention and visitors bureau" in the public's mind. Simple and memorable, Positively Cleveland expresses the city's "Midwestern hip" sensibility, friendly residents and authentic experiences.

#### **How does the Positively Cleveland logo work?**

The colorful, energetic logo most often will appear with the Terminal Tower substituting for the first "L" in Cleveland, demonstrating a recognizable part of Cleveland's skyline and history AND the home of Positively Cleveland's office and Visitors Center. Depending on circumstance, the "L" image will rotate to other recognizable icons representing Cleveland's assets. Potential iconic images include a guitar neck (rock and roll), a giraffe's neck (family fun), a fork (culinary), a basketball player poised for a shot (sports) or a sailboat (outdoor recreation), among others.

Initially, Convention & Visitors Bureau will appear beneath the logo to elaborate on the relationship between the new image and the organization's known name. Eventually these visual "training wheels" will be removed and the logo will stand on its own.

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### **What is Positively Cleveland's relationship to Cleveland Plus?**

Cleveland Plus ([www.clevelandplus.com](http://www.clevelandplus.com)) is a regional brand created by the Cleveland Plus Marketing Alliance (TeamNEO, Greater Cleveland Partnership and Positively Cleveland) with a great deal of regional leadership's input. Cleveland Plus is a new way to describe "Northeast Ohio" and stresses the strength of its assets and its cities when viewed as a whole. Cleveland Plus also emphasizes the region's "plusses."

Positively Cleveland is now the public name of Cleveland's CVB which will continue working in concert with other CVBs, attractions and businesses to promote Cleveland Plus.

### **What happens to the Convention & Visitors Bureau of Greater Cleveland?**

The Convention & Visitors Bureau of Greater Cleveland remains the legal, corporate name of the organization. Publicly, however, the CVB will now do business as Positively Cleveland.

### **Why change the name?**

The change is part of a CVB trend based on research. Other CVBs who have made the switch include Experience Columbus, Meet Minneapolis and NYC & Company. Not only does "bureau" conjure up unappealing, unwelcoming images for many, the general public is unfamiliar with what a "convention and visitors bureau" is or what it does. In Cleveland's case, the name was longer than most and the selling point ("Greater Cleveland") came at the very end of "a mouthful."

### **Who created the name and logo?**

Several names were tested, but the research suggested Positively Cleveland was the best option. This name was suggested nearly a year ago by a [CVB] staff member, Joyce Noss. The logo was created by Doner Advertising in Cleveland, Ohio with input from Positively Cleveland stakeholders (board, staff, peers and professional colleagues). Three versions of the logo were tested with 100 airport travelers. Their reactions were incorporated into the final recommendation and design.

### **How will this logo and name be used?**

Positively Cleveland will be used on collateral materials, signage, announcements and stationery. The organization's website will become [www.positivelycleveland.com](http://www.positivelycleveland.com), although [www.travelcleveland.com/s](http://www.travelcleveland.com/s) address will still work, redirecting visitors to the new site.

### **How is Positively Cleveland announcing the change?**

Wire releases, e-blasts, viral videos, giveaways, an online contest ("Be a Tourist in your Hometown," [www.positivelycleveland.com/hometowntourist](http://www.positivelycleveland.com/hometowntourist)), public signage, an online pressroom ([www.positivelycleveland.com/newlogo](http://www.positivelycleveland.com/newlogo)) and public relations efforts.