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Creative Company transforms MEDP brand and website

MCMINNVILLE, OR: Creative Company collaborated with the McMinnville Economic Development Partnership to rebrand the organization and redesign their website. The new brand identity puts the focus on McMinnville and Partnership. The new website, built in cooperation with McMinnville-based LVSYS, transforms how McMinnville is presented to local, regional and out-state businesses that want to locate, start or expand their business, or hire a workforce in McMinnville.

The new logo design establishes a brand that is both business-like and friendly. By putting the emphasis on McMinnville with a calligraphic font, the logo communicates both the personal touch and the group's focus on McMinnville. Supporting the script is a classic sans serif font with an emphasis on partnership. The MEDP brand promise—Exceptional Performance. Enviable Lifestyle. All Here—is integrated into the brand identity with a calligraphic “all here.”

"Taking on a complete reworking of our brand, core messaging and ultimately a new website could have been overwhelming," explained MEDP Executive Director Jody Christensen. "But Creative Co. walked us through each step with keen insights and innovative tactics. The results are authentic, targeted and unique. This project has exceeded our expectations in every way."

The goal for the Partnership was to create a website that provides deep information about services available to businesses, while showcasing McMinnville companies, lifestyle and resources. A simple, open design with clear calls to action and large text makes the site welcoming and very easy to read. The LVSYS platform supports in-house updates and content additions by MEDP staff.

"MEDP is a true champion for all things McMinnville. As the one call for anyone who wants to do business in Mac, Jody Christensen, with her infectious enthusiasm and exceptional network of resources, has kept local businesses here and cultivated new business for our town. We're thrilled to provide her with a brand, messaging and an effective website that support her staunch advocacy for all that Mac has to offer," commented Jennifer Larsen Morrow, Creative Company's president and creative lead on the project.

"Visiting our website gives our audience a true experience of all McMinnville has to offer," confirmed MEDP's Christensen. "We see this platform as dynamic and a place where we will continue to share McMinnville's strong business message."



“I also want to thank Peter Kotenko, our designer, whose vision was brought online by the LVSYS team. Heather Simpson, marketing specialist at MEDP, took on the monumental job of building out the pages and content for the site. Great job, everyone!” Morrow added.

The new website launched in January of 2015 to accolades from city officials and other economic development professionals around the state. McMinnville’s mayor, Rick Olson, commented, “I have just gone through the new website and all I can say is IMPRESSIVE! Wow, do you guys and Creative Company have the message and content just right.”

About Creative Company

For more than 35 years, Creative Company has been providing brand strategy, development, design, management and optimization for clients in a wide range of industries. Founded in Salem in 1978, Creative Company moved to McMinnville at the end of 2000 and has been involved in and a supporter of the McMinnville community since then.

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