Philadelphia Global Identity Project

Content Collection Guidelines

June 1, 2021

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Overview

This document provides recommendations for contributing content to the Philadelphia Online Brand Toolbox. It is intended to help existing Philadelphia Global Identity Partnership (PGIP) members identify potential resources and other content to share on the site, as well as provide guidelines for content submission.

What is PGIP?

The Philadelphia Global Identity Partnership is a consortium of organizations from the Philadelphia region who are working together to develop a brand identity for the Philadelphia region that will be deployed locally, domestically, and internationally.

Our mission is to support and promote Philadelphia through a shared, cohesive brand that positions the region as a top-tier global destination for business, talent, and investment.

Our vision is to develop, motivate and share opportunities for stakeholders to access the Philadelphia brand narrative and tools to better tell the region's story, effectively and cohesively, ultimately elevating Philadelphia as an established city in the world.

As Philadelphia's residents, businesses, institutions and organizations adopt and champion the brand to advance their own goals, including retaining and attracting a diverse array of businesses and talent and positively impacting innovative opportunities in the region, this unified effort and collective voice will position the region to reach its greatest potential.

Why do we need your content?

We are currently building a website that will host the brand narrative and resources as an Online Toolbox. We are looking for contributions from our partners to help populate the site with helpful information and storytelling to help anyone market the Philadelphia region.

This information will:

- Allow existing PGIP members to download and use the information you provide to help anyone make the case for investment in our region.
- Demonstrate the collaborative nature of this project, by aggregating resources from as many local organizations as possible.
- Form the basis of an extensive resource bank that will eventually serve a broader, global audience who can use the site to learn about what our region has to offer.

What kind of content do we need?

We are looking for information to help Philadelphia's residents, businesses, institutions, and organizations adopt and champion the brand to advance their own goals, including retaining and attracting a diverse array of businesses, talent, investment, and innovative opportunities in the region.

PGIP is looking for the following types of content:
- **Resources** that help tell the story of our region's unique identity or provide evidence of our assets.
- **Ideas for Case Studies** that help describe how others have used this brand or our resources to educate others about the region.
- **News Stories** about trends, events, or advances in our region.
- **Images and Videos** to use on the site or to be used by site visitors.

What are examples of **Resources** we need for the Toolkit?

We need files, documents, and data that can be easily shared, downloaded, and adapted by others for presentations, sales meetings, prospectuses, proposals, or other materials that make the case for investment in the region. We will also use information to create the Toolbox itself. Examples include:

- **A planning report** for a major corridor in the City that a commercial developer might use to attract global investors for a development project.
- **A labor market dataset** that describes the size and characteristics of our region's workforce.
- A map of the fastest growing areas in our region.
- **A video of a recent transplant** speaking about her motivation to relocate to the region with her employer's new headquarters.
- **Blog posts** about living, working, or growing a business in the Philadelphia region.
- An **analysis of local start-ups**, their growth, and their expansion nationwide.
- A list of the region's **fastest growing small businesses.**
- A list of **James Beard Award winning restaurants.**
- Examples of **marketing and advertising creative assets** that align with the Philadelphia brand narrative.
- A **directory of arts and culture organizations.**
- Interesting **numbers or statistics** that showcase the region's strengths

The format of resources we need include (but are not limited to):

- Links to websites or blog posts
- PDFs
- Presentations (PPT or Google Slides)
- Templates
- Datasets and statistics
- Reports and analyses
- Success stories and testimonials
- Photos and graphics
- Videos (mp4s or links to videos on YouTube or Vimeo)

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What do you need to give us when submitting a **Resource**?

Key things you should have in hand before submitting a resource include the following:

Item	Description
Resource Title/Name	Provide a short title that helps site users identify the relevance of the resource. Keep the title under 10 words, if possible.
Description	Describe the resource and why it might be relevant. Consider: ● What is the Resource? ● How have you used this item in the past? ● How might someone else use it?
Resource Type	We will ask you to select from the following categories, or add your own: ● Social Media Assets ● One-pagers ● Presentations ● Data / Statistics ● About the Region ● Templates ● Photos ● Videos ● Graphics ● How-To Guide ● Opportunity ● Other: Please provide
Resource Focus	We will ask you to categorize the resource according to our themes: ● **Live Here:** Attracting residents and helping companies communicate the value of our region to employees who need to relocate. ● **Work Here:** Attracting talent to relocate to Philadelphia for professional advancement. ● **Grow Here:** Attracting businesses, investment, entrepreneurs, foundation dollars.
Links / Files	Please provide URLs or upload files so we can provide access to the resource on our site.

Data Source	Please provide the original sources for data points, datasets, statistics, and other information contained in this resource.
PGIP Partner Organization	Please provide the name of the organization (if any) that should be identified as the owner of this information.
Copyright / Credit Information	Please provide any copyright or credit information for photos and materials, if necessary.

What are examples of **Case Studies** we need for the Toolkit?

As mentioned above, a case study is a story that describes how a PGIP partner or another organization has used the brand and/or resources in the toolkit to make a successful case for the region. The case studies should help a site user understand how they might adapt the brand and the resources to their own needs. It should inspire them and also provide concrete examples that they can apply.

An example of a case study we intend to feature is Philadelphia 250 (https://www.philadelphia250.us/). This organization used the brand guidelines to begin marketing our sesquicentennial celebration in 2026. Their website and related materials were based on our branding language and messaging approach.

Other case study examples might focus on:
- Successfully recruiting a major corporation to relocate its headquarters or open a satellite office here;
- An organization whose work highlights global connections in the region; or
- An effort to revitalize our restaurant industry post-pandemic.

What are examples of **Images or Videos** we need for the Toolkit?

We are looking for high-resolution images and videos that depict a diverse range of settings, people, and subject matter. As with our resources, we would like to identify images that align with living, working, and growing here and also showcase our brand narrative in action. Guidelines for ideal imagery include:

- **Image sizes and resolution.** Images with 300 dpi (of any size) or images with 72dpi and a minimum size of 2000 pixels wide. PGIP will optimize images for the web before posting them.
- **Image locations.** Images from the surrounding counties, not just the City proper.
- **Ambiguous people and/or a location(s).** Unless an image is related to a specific case study, we do not want to highlight or feature any business or individual in our images to avoid promoting a specific person or organization. No logos or signs should be featured in the image. The location of the photo should be ambiguous so that the website user can not identify it as a location specifically in the City but rather somewhere in the greater Philadelphia area.
- **Theme and subject matter.** The pillars of the narrative should be used to inspire the subject matter: Passion, Ingenuity, Diversity, Human Connection, and Livability. Use one or more of these pillars to inspire an image's subject matter.

Will your content automatically be posted to the site?

- While we anticipate that most resources will be utilized, not all submitted materials will be posted.
- The Content and Communications Committee will review submitted materials for relevance and redundancy and curate what appears on the site.
- You will be notified if your materials will be used and when they are available on the site.

Will you get credit for the content you provide?

Please let us know if you need to receive credit for your resources. You can also opt to provide a link only, so that users find the resources on your website and it is clear where it originated. Please refer to our formal disclaimer around the use of materials for more information:

Disclaimer

The PGIP Online Brand Toolbox (PHLStory.com) and the content made available through this site are for educational and informational purposes only.

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Who will be using my materials?

Please only provide information, content, images, and media that you are comfortable sharing with any site visitor and allowing them to use in their own promotional materials. We will request that credit be given to you as the source or copyright holder, but we will not have control over that use.

How can you submit resources and other content?

If you have one or two items to submit, please use this form:
https://forms.gle/RiUdUexdS2C41F3R7

Please submit one resource or item per form.

If you have a large dataset or a large number of items to contribute, please email us at:
info@phlstory.org.