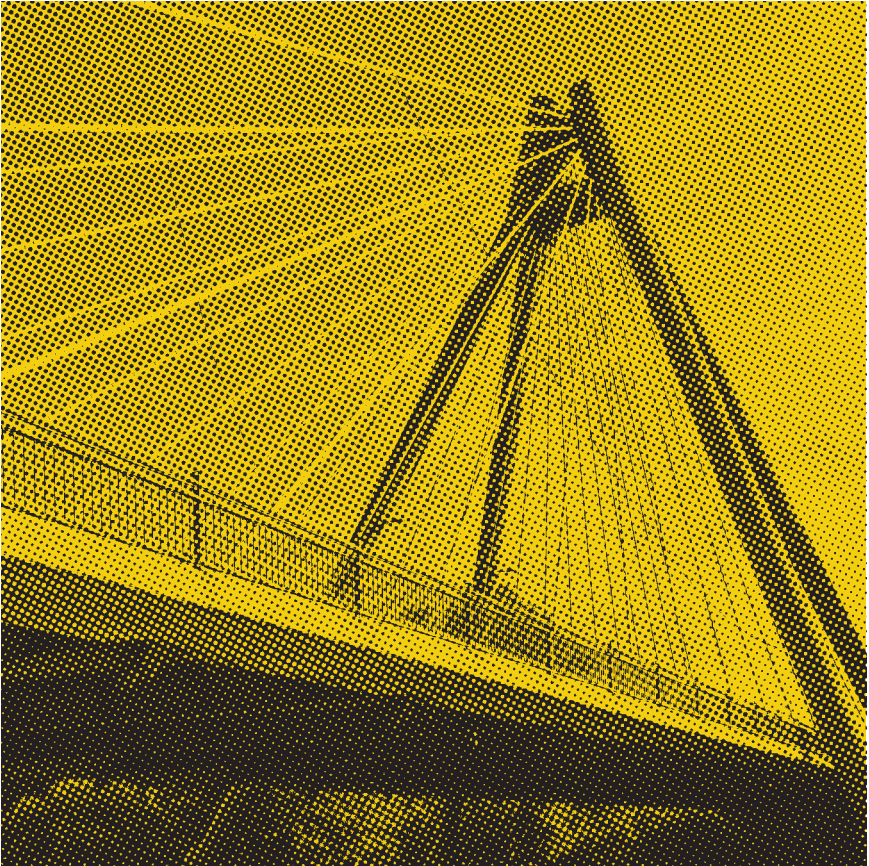


**columbus indiana  
civic identity  
resource booklet**





# introduction

The **Columbus Indiana Civic Identity Resource Booklet** is for all of Columbus, Indiana—its civic and arts organizations, businesses, governmental agencies, educational groups, religious organizations, and more. It was created to help express in words and images what makes our town so special. Included in this package are:

- a Civic Identity Statement;
- a guide explaining how this language might be used across many platforms;
- open-access to images that capture so many aspects of our town—community events, architecture, natural beauty—in all seasons.

The statement was written with input from dozens of local civic leaders, citizens, and others who shared their insights and stories about what makes Columbus the best community of its size in the country. Over and over again, we heard that Columbus is simply a great place to live, work, and learn.

The Civic Identity Statement is a description of Columbus, Indiana and what makes it special.

Our goal in drafting this statement was to create a resource for civic organizations, governmental agencies, businesses, and even private citizens who want the language to talk about all the ways Columbus distinguishes itself. Our hope is to make something that serves as a tool in helping people describe Columbus, and that creates consistency across platforms and entities in the words we all use when we talk about our town. Some of the various usages we anticipate are: social media posts, website text, job descriptions, speaking engagements, and more.

This language is meant to be flexible and adaptable to everyone's specific needs and messages. You can use some or all of it, and we have created the guidelines that follow to give some thoughts on various options. The resource booklet was made possible by support from Heritage Fund—The Community Foundation of Bartholomew County through a grant from Lilly Endowment Inc.

For questions, contact: Elizabeth Kubany [elizabeth@kubany.co](mailto:elizabeth@kubany.co)

# civic identity statement

**We are Columbus, Indiana — a town of 50,000 that nurtures the virtues of small in the most ambitious of ways — to be the best city of its size in America.** Small in number, we are purposefully large in community; giant in manufacturing; monumental in culture, art, architecture and design; and most importantly, big on quality of life.

We are a small community, with a growing global presence representing 41 countries, with more than one of every 10 an international resident. Our top-ranked schools give voice to 54 different languages. Our community strives to be inclusive and respectful of our differences to create equitable outcomes for all our residents.

Honored by the American Institute of Architects as one of the top six architecture cities in the nation, Columbus welcomes the tens of thousands each year who make the cultural pilgrimage to tour our city's iconic, midcentury destinations, while we who dwell here are fortunate to be inspired by them daily in our places of learning, business, worship and community.

We are comfortably cosmopolitan, choosing first-name familiarity over the anonymity of metropolitan life. Home to a Fortune 500 company as well as 37 foreign companies, our work is never more than minutes from our children's schools, family parks, recreational trails, and the natural landscape of the two rivers that border town. The Robert N. Stewart suspension bridge is a dynamic gateway to a variety of cultural experiences in three major cities and three states — Indianapolis, Louisville, and Cincinnati — all within an easy drive.

We believe we can better know ourselves by understanding others. Journeying beyond our Midwestern roots, institutions such as the Columbus Chinese Language School and the Hindu Association of Southern Indiana's Sri Ganesh Mandir Temple enrich our local perspective with educational opportunities and a world of cultural events for all to experience.

We are a powerhouse of innovative makers with the highest concentration of mechanical and industrial engineers in the country. While Columbus is the headquarters for Cummins, we also produce more than one million nuts and bolts daily. With 40% percent of our residents employed in manufacturing, Columbus ranks in the top 2% of U.S. manufacturing cities, with manufacturers focused on powerful technologies for the world's future. That's huge for small.

We embrace our legacy of curiosity and learning, and believe our future success begins each and every day in the Columbus schools. As the school district of choice in Indiana, Bartholomew Consolidated School Corporation is recognized for its innovative Pre-K through 12 programs. AirPark Columbus brings three of Indiana's most prestigious colleges to one, local campus. A wealth of learning opportunities promises Columbus full-circle empowerment — superior education leading to local career opportunities that enrich our city's growth and success.

Our downtown is a quaint, 36-block grid intersecting numbered streets with those honoring Presidents and our favorite trees. A robust and cultural hub, the city center welcomes visitors and locals on a leisurely stroll to experience the best of Columbus — international cuisine, creative retail, galleries, a historic ice cream parlor open since 1900, coffee shops, breweries, public art, architectural landmarks, civic buildings, churches, a Visitors Center, and businesses.

We champion the spirit of competition, coming together to inspire the best in each other. Every summer, Columbus parks and fields come alive with more than 300 amateur, state and regional sports tournaments. We are also here for the long run, hosting and cheering on more than 5000 runners who descend upon Indiana's fastest marathon course for the annual Mill Race Marathon — a Boston Marathon qualifying event — as well as a half marathon and 5K run/walk.

We have never been ones to idly sit by. A legacy of achieving civic excellence inspires our community to explore creative forums of discussion and action. Exhibit Columbus is an internationally recognized, biennial program created by Landmark Columbus Foundation. Spanning three months each biennial year, the Exhibit Columbus Exhibition draws thousands to engage with installations and programming by international artists, architects and designers exploring solutions to the issues of our day, from sustainability and climate change to equity in the built environment.

**We are Columbus, Indiana. Designed for Living. Different by Design.**

# how-to guide

## basic structure

**opening** We are Columbus, Indiana—a town of 50,000 that nurtures the virtues of small in the most ambitious of ways — to be the best city of its size in America. ... The Robert N. Stewart suspension bridge is a dynamic gateway to a variety of cultural experiences in three major cities and three states—Indianapolis, Louisville, and Cincinnati—all within an easy drive. ...

### add-on description

**closing** ... We are Columbus, Indiana. Designed for Living and Different by Design.

## sector-specific language

**culture** We believe we can better know ourselves by understanding others. Journeying beyond our Midwestern roots, institutions such as the Columbus Chinese Language School and the Hindu Association of Southern Indiana’s Sri Ganesh Mandir Temple enrich our local perspective with educational opportunities and a world of cultural events for all to experience.

**innovation** We are a powerhouse of innovative makers with the highest concentration of mechanical and industrial engineers in the country. While Columbus is the headquarters for Cummins, we also produce more than one million nuts and bolts daily. With 40% of our residents employed in manufacturing, Columbus ranks in the top 2% of U.S. manufacturing cities. That’s huge for small.

There are various ways a business or organization may use the Civic Identity Statement.

**learning** We embrace our legacy of curiosity and learning, and believe our future success begins each and every day in the Columbus schools. As the school district of choice in Indiana, Bartholomew Consolidated School Corporation is recognized for its innovative K-12 programs. AirPark Columbus brings three of Indiana’s most prestigious colleges to one, local campus. A wealth of learning opportunities promises Columbus full-circle empowerment—superior education leading to local career opportunities that enrich our city’s growth and success.

**entertainment** Our downtown is a quaint, 36-block grid intersecting numbered streets with those honoring Presidents and our favorite trees. A robust and cultural hub, the city center welcomes visitors and locals on a leisurely stroll to experience the best of Columbus—international cuisine, creative retail, galleries, a historic ice cream parlor open since 1900, coffee shops, breweries, public art, architectural landmarks, civic buildings, churches, a Visitors Center, and businesses.

**recreation** We champion the spirit of competition, coming together to inspire the best in each other. Every summer, Columbus parks and fields come alive with more than 300 amateur, state, and regional sports tournaments. We are also here for the long run, hosting and cheering on more than 5,000 runners who descend upon Indiana’s fastest marathon course for the annual Mill Race Marathon—a Boston Marathon qualifying event—as well as a half marathon and 5k run/walk.

## practical applications

- Job description
- Social media post
- Speaking engagement
- Website “About” page

The Civic Identity Statement is meant to be flexible. You can use it all as written, or portions to create a text that makes sense for you and your organization or business. Begin with the opening language, choose an “add-on description(s)” and end with the closing language.

The “add-on description(s)” supplement the Civic Identity opening and closing text by relating to a specific characteristic of Columbus. See how the options relate to you, or matter to your audience.

# job description

example

Using the opening, closing, and add-on description(s), create a custom “about” that aligns with your business or organization.

For example, utilizing the “innovation” add-on could appear in a local manufacturing job description as a recruitment tool.

**opening** We are Columbus, Indiana—a town of 50,000 that nurtures the virtues of small in the most ambitious of ways—to be the best city of its size in America. ... The Robert N. Stewart suspension bridge is a dynamic gateway to a variety of cultural experiences in three major cities and three states—Indianapolis, Louisville, and Cincinnati—all within an easy drive. ...

**add-on description** We are a powerhouse of innovative makers with the highest concentration of mechanical and industrial engineers in the country. While Columbus is the headquarters for Cummins, we also produce more than one million nuts and bolts daily. With 40% percent of our residents employed in manufacturing, Columbus ranks in the top 2% of U.S. manufacturing cities. That’s huge for small.

**closing** ... We are Columbus, Indiana. Designed for Living and Different by Design.

Pair the Civic Identity Statement with photography for a social media post.

# social media post

example

**caption** We believe we can better know ourselves by understanding others. Journeying beyond our Midwestern roots, institutions such as the Columbus Chinese Language School and the Hindu Association of Southern Indiana’s Sri Ganesh Mandir Temple enrich our local perspective with educational opportunities and a world of cultural events for all to experience.





# speaking engagement example

As an example for a speaking engagement or presentation, pair the tagline, "We are Columbus, Indiana. Designed for Living. Different by Design." with open-access photography and/or logo to introduce an audience to Columbus, or to describe where you're from.



As an example, the non-profit arts and culture organization, Landmark Columbus Foundation, uses the Civic Identity Statement and photographs on their website.

# website "About" page example

Click Here to Subscribe to our Newsletter

Landmark Columbus Foundation

About Programs Shop

## About Columbus, Indiana

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We believe we can better know ourselves by understanding others. Journeymen beyond our Midwestern roots, institutions such as the Columbus Chinese Language School and the Hindu Association of Southern Indiana's Sri Ganesh Mandir Temple enrich our local perspective with educational opportunities and a world of cultural events for all to experience.

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We embrace our legacy of curiosity and learning, and believe our future success begins each and every day in the Columbus schools. As the school

# open-access Columbus photography

Local photographer Hadley Fruits has spent much of the past two years documenting the designed and natural context of Columbus, as well as so many of the events that make our community special. These photos are open access and available for everyone's use.

Featured events in Columbus, from top left: 6th Street Arts Alley, Annual Reeves Festival, Columbus Area Arts Council with Dance Kaleidoscope, Ethnic Expo, Columbus Pride Parade, and 2017 Exhibit Columbus Exhibition.

## credit for all photography included in the Civic Identity package:

Hadley Fruits for Landmark Columbus Foundation

## to download images, visit this link:

[landmarkcolumbusfoundation.org/civic-identity](http://landmarkcolumbusfoundation.org/civic-identity)



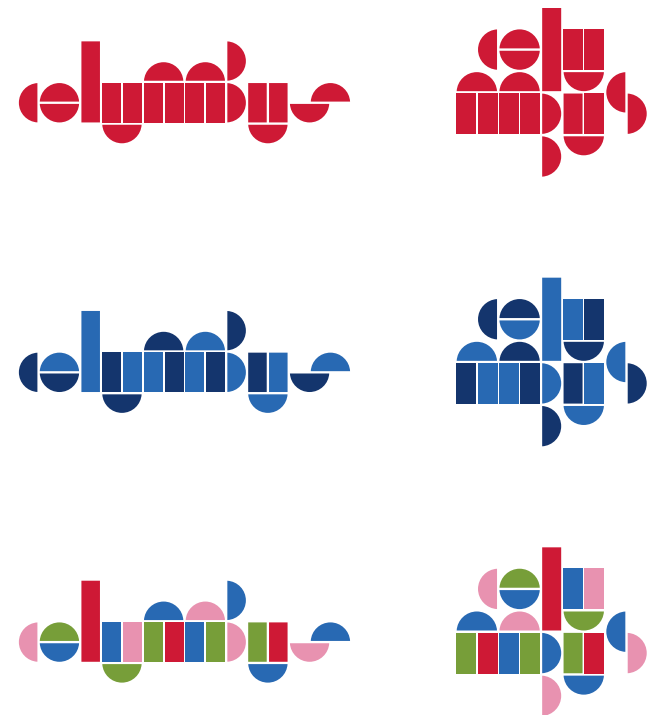
Drawing on the legacy of the legendary brand identities created by Paul Rand for the city of Columbus and Cummins, world-renowned graphic designers Rick Valicenti designed these logos for Columbus that use color and form to express the uniqueness of our city.

You are welcome and invited to use these logos to communicate in a way that connects your work to the larger ideas in the Columbus Civic Identity Statement.

# open-access Columbus logo

## to download images, visit this link:

[landmarkcolumbusfoundation.org/civic-identity](http://landmarkcolumbusfoundation.org/civic-identity)







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**columbus indiana**

