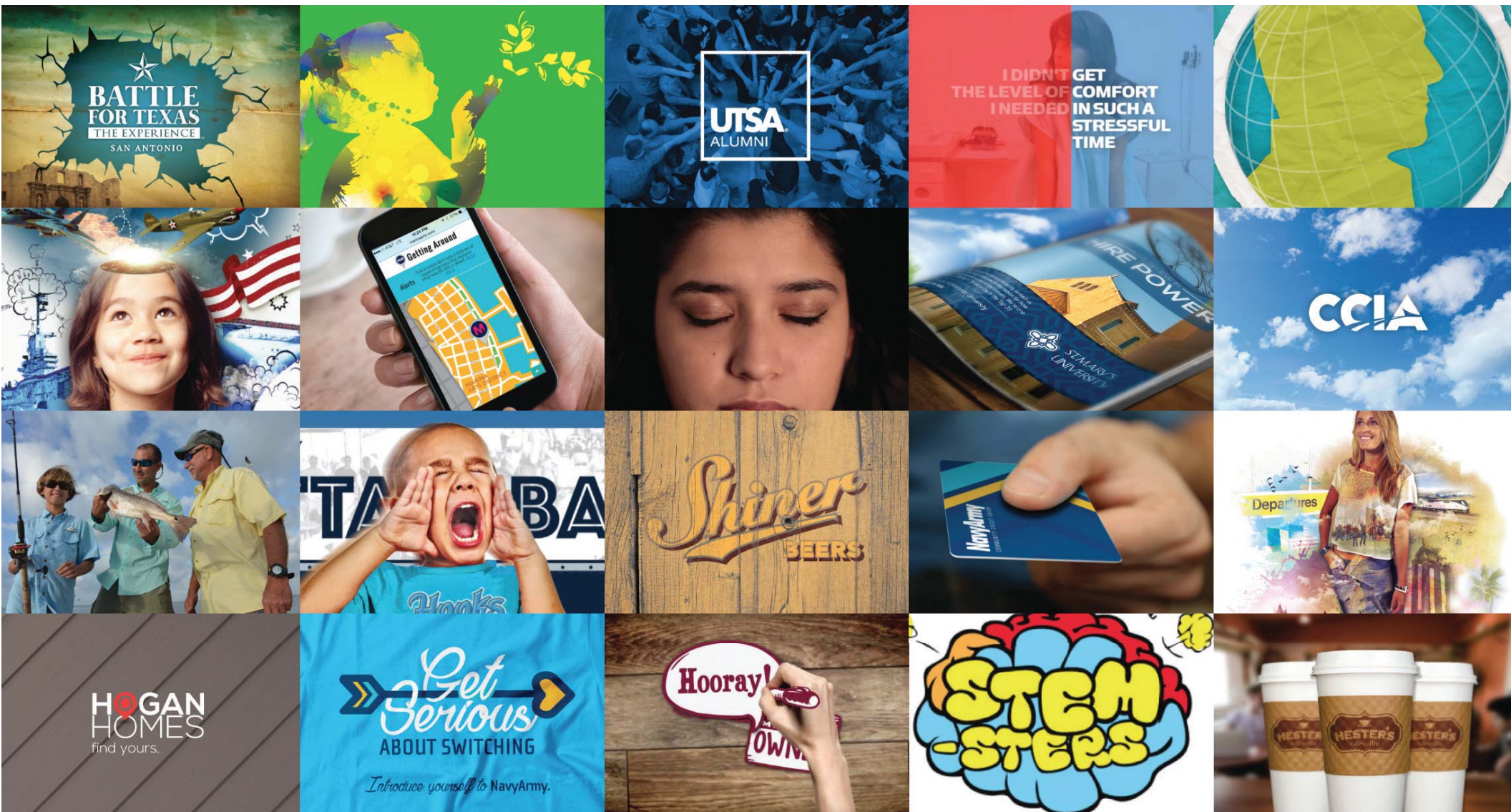




brands with ambition



ALL WAYS ORIGINAL

Downtown Corpus Christi is a special place. Rich with history as the “first neighborhood” at the heart of the city, today you’ll find something exciting, something changing—and so many new ways to have fun. There’s a growing energy, from the funky, eclectic attitude of the Marina Arts District to the sands of North Beach. And as downtown evolves, one thing will always remain true—it is in all ways, an original.

Why this works

Downtowns are known for their one-way streets. As a true original, we want to reverse that idea of “one way” thinking. This area of Corpus Christi is not your ordinary downtown. It’s All Ways Original: it’s also All Ways Happening, All Ways Growing, All Ways Moving, All Ways Cool.

We’ve created an identity that captures the energy and movement of downtown. It’s modern, professional, but still upbeat and colorful—just like the town itself. This appeals to not only new businesses, but also visitors and residents. It brings to life the strides we’re taking to improve and our constant ambition to grow.

With friendly colors and big, bold, messaging, it communicates that we’re welcoming, we’re fun and it invites you to walk around, explore and enjoy.

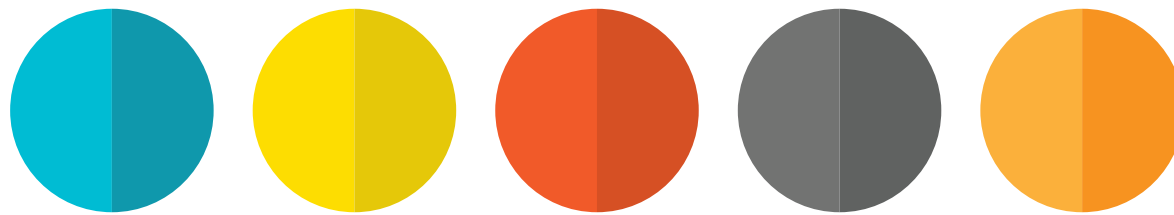




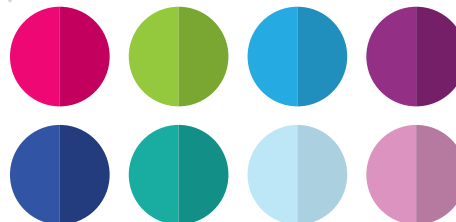
ALL WAYS **ORIGINAL**
HAPPENING
ENTERTAINING
LIVING
CHANGING

brand/ tagline

Primary Palette



Secondary Palette



PROXIMA NOVA

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

bariol

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0



Tie off, shootout or first pitch, there's always a long wait for all year long. Watch the Hooks dominate the diamond or the Ice Rays rule the rink. Support the Division I NCAA Islanders. No matter what time of year it is, downtown entertains.



ALL WAYS ORIGINAL



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed nonummy nibh euismod tincidunt laoreet dolore magna aliquam erat.

 visit downtowncc.com



Tie off, shootout or first
pitch, there's always a
long, long year for all year
long. Watch the Hooks
dominate the diamond or
the Ice Rays rule the rink.
Support the Division I
NCAA Islanders. No matter
what time of year it is,
downtown entertains.

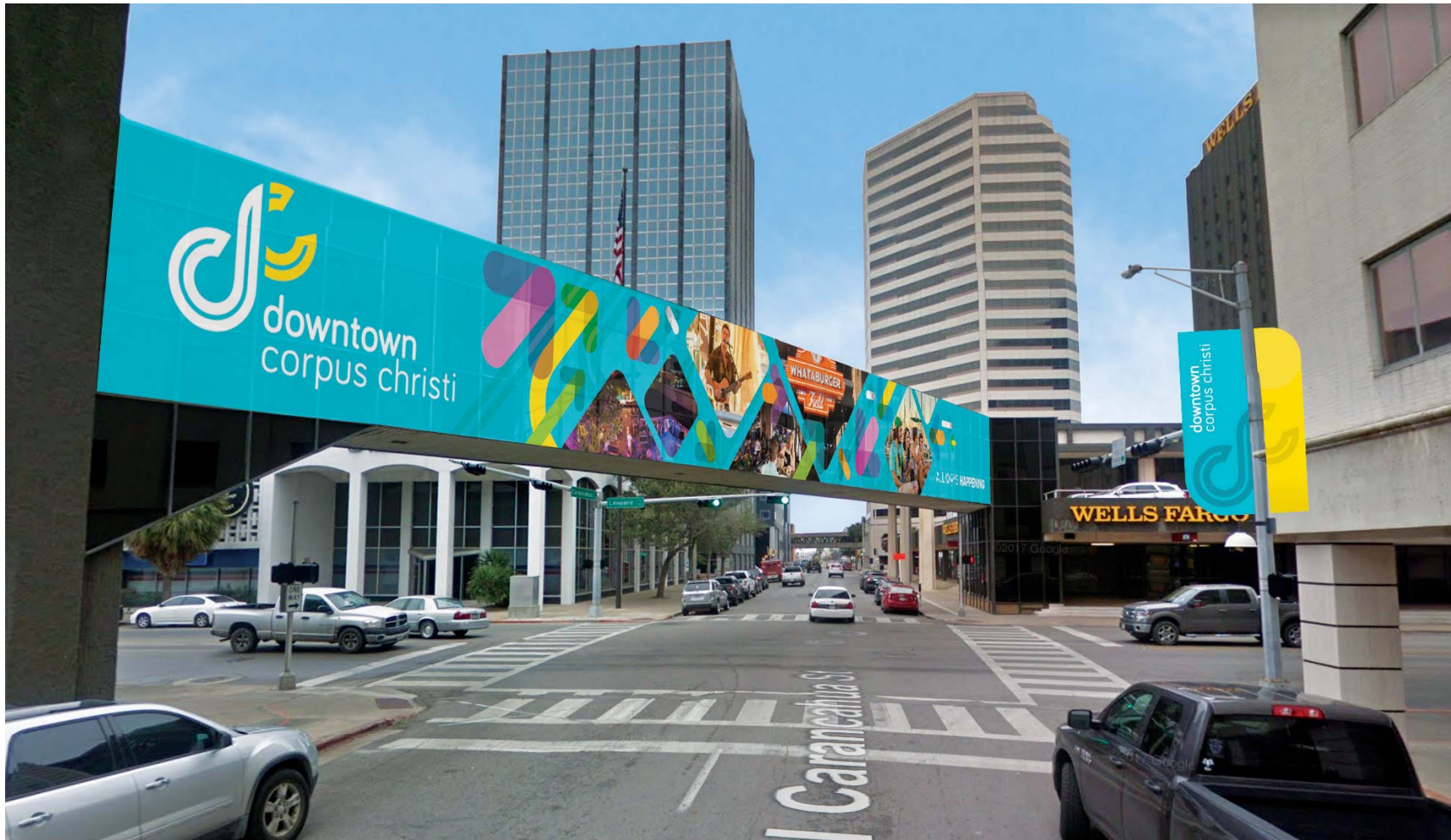


ALL WAYS HAPPENING



Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
nonummy nibh euismod tincidunt
laoreet dolore magna aliquam erat.

 visit downtowncc.com



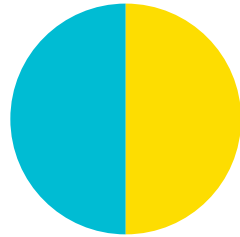
brand/ skywalk wrap



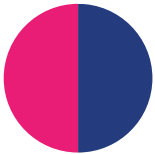
brand/wayfinding signage



brand/ sidewalk signage



Downtown Corpus Christi



Marina Arts
District



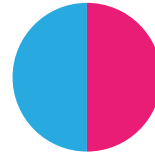
North Beach
District



Uptown
District



Medical
District



SEA
District



Water's Edge
District

brand/ district color palettes



brand/ district signage examples



brand merchandise/ totes and apparel



brand/ bikeshare ad and truck

MARINA
ARTS DISTRICT

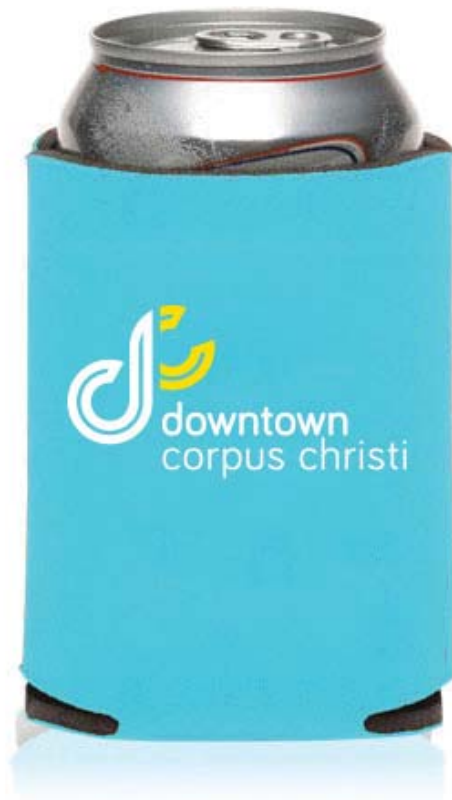


SEA
DISTRICT





brand merchandise/ small gift bag, white



brand merchandise/ collapsible koozie, neon blue



brand merchandise/ sunglasses, black







all ways original

A Designated Texas Cultural District

Downtown Corpus Christi is a special place. Rich with history as the "first neighborhood" at the heart of the city, today you'll find something exciting, something changing—and so many new ways to have fun. There's a growing energy, from the funky, eclectic attitude of the Marina Arts District to the sands of North Beach. And as downtown evolves, one thing will always remain true—it is in all ways, an original.

discover downtown



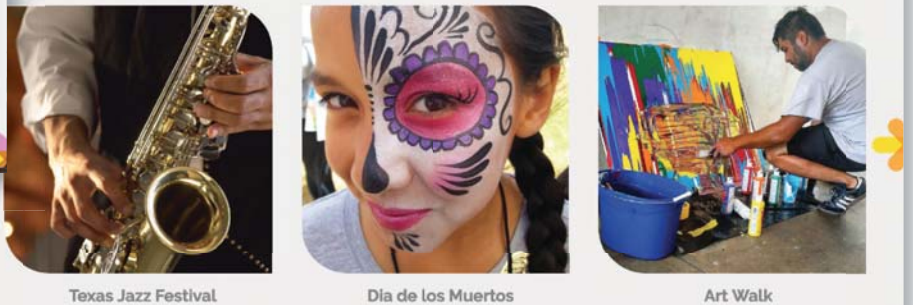
Homepage



this way to
marina arts

[VIEW DISTRICT](#)

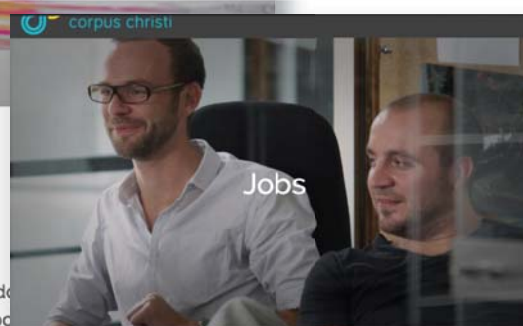
what's happening





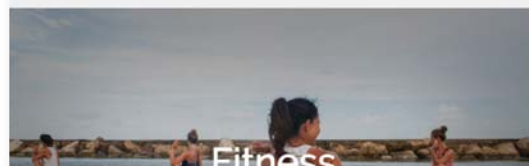
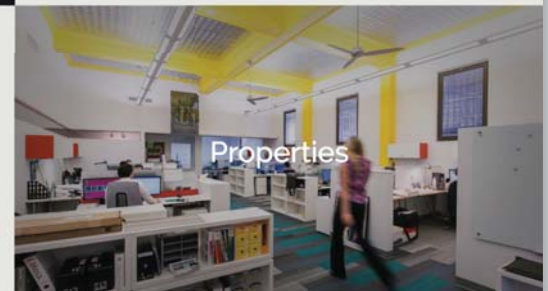
All ways convenient.

This is where Corpus Christi truly lives. Every major event, from graduations and weddings to cultural activities happens in and around the Downtown Area. Every way you look at it, something is happening or something changing. Embrace an urban coastal lifestyle and greener waterfront with streets lined with restaurants and bars, a weekly farmers' market and pet-friendly parks throughout the neighborhoods. Find historic buildings converted to urban style lofts just steps from the waterfront. All ways convenient and all way changing Downtown has it all. Come be part of Corpus Christi's original neighborhood.



Existing or new build, Downtown Corpus Christi is the perfect address for forward-thinking companies would want to create an inspiring work environment and lifestyle for their employees.

Downtown is the epicenter of Corpus Christi's employment base with more than 13,000 workers making up more than 10% of the City's workforce. The Coastal Bend's industry leaders call Downtown home including the largest banks, law firms and accounting firms, insurance and investment companies, hotels and health care providers.



Downtown thrives with fitness activities around the clock. From morning paddle board yoga on the water to evening jogs along the waterfront.


DIRECTORY
CALENDAR
Howdy, Stephen Sybak

LIVE
WORK
PLAY
GET AROUND
DO BUSINESS





Marina Arts District

Launch your craft in the heart of Downtown Corpus Christi. Marina Arts District is where you go to get original. Original cuisine, original art, original music and festivals. Whether it's a local brew or a pizza topped with locally grown produce, from the bar to the boat slips, this is where local artisans hone their craft. Walkable neighborhoods, endless entertainment options and one-of-a-kind restaurants and venues await you. Marina Arts District offers an urban coastal lifestyle that is uniquely Corpus Christi.


DIRECTORY
CALENDAR
Howdy, Stephen Sybak

LIVE
WORK
PLAY
GET AROUND
DO BUSINESS



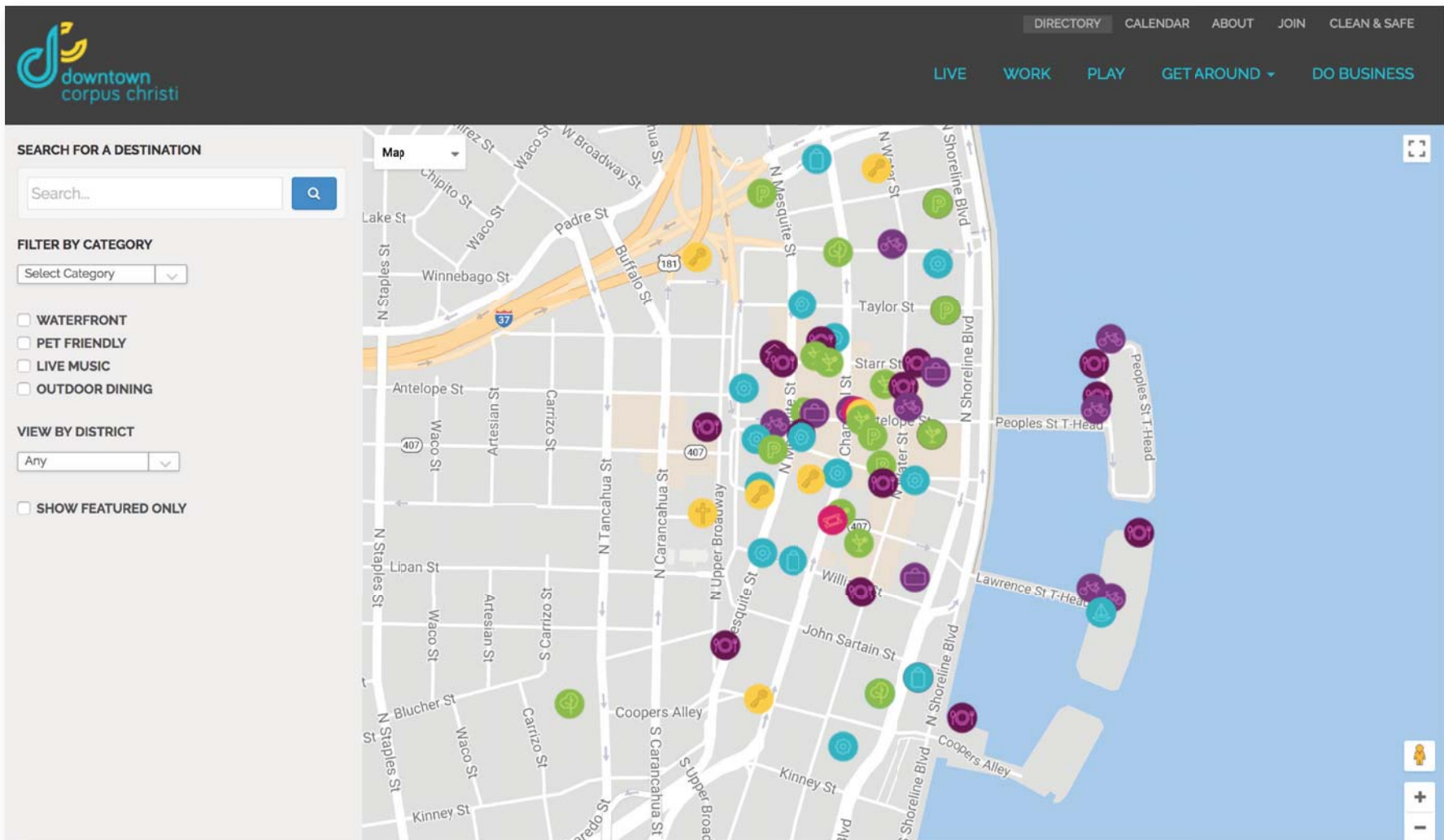
Medical District

On the south end of downtown you'll find several city blocks that are buzzing with doctors and medical professionals. Home to the region's largest hospital and only Level II Trauma Center south of San Antonio. As the medical industry continues to expand so do the services and businesses that cater to the influx of activity in the area. A cluster of hospital high rises and doctors' offices tucked into one medical mecca, the Medical District is the way we all get well soon.





District Pages



Directory