

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.

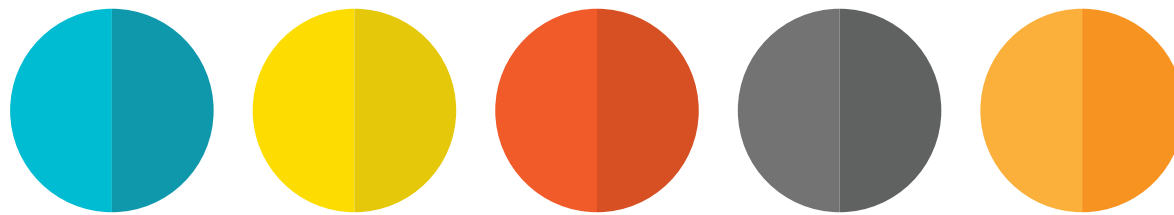




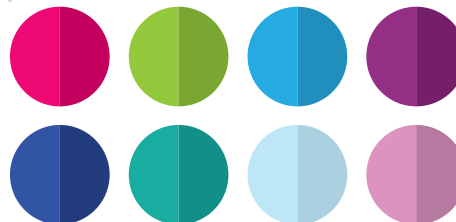
ALL WAYS **ORIGINAL**  
**HAPPENING**  
**ENTERTAINING**  
**LIVING**  
**CHANGING**

brand/ tagline

Primary Palette



Secondary Palette



# PROXIMA NOVA

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## bariol

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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



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 visit [downtowncc.com](http://downtowncc.com)




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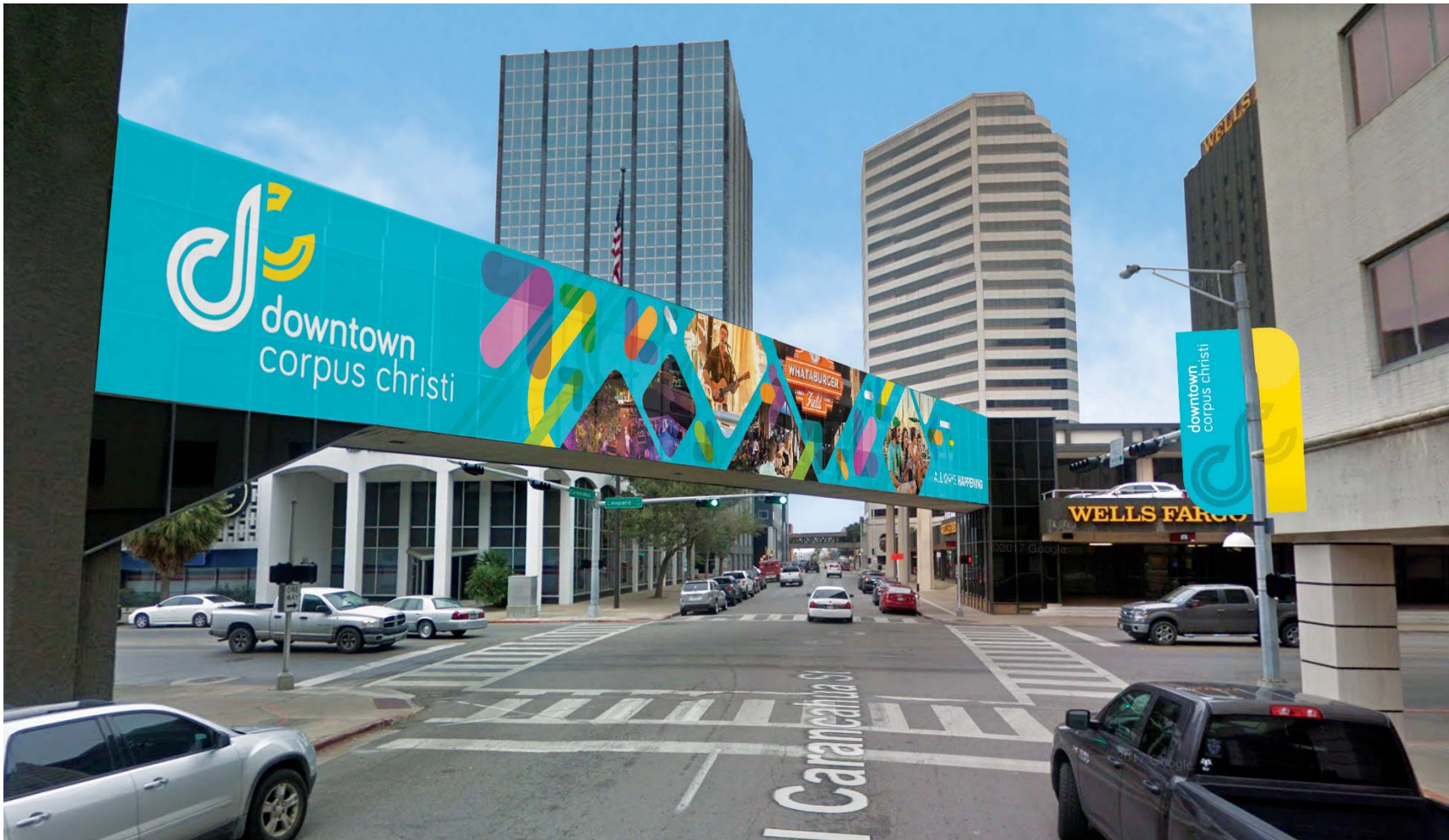
ALL WAYS HAPPENING



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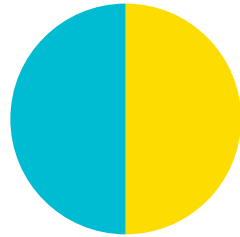
brand/ skywalk wrap



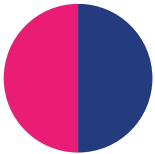
brand/wayfinding signage



brand/ sidewalk signage



Downtown Corpus Christi



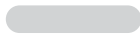
Marina Arts  
District



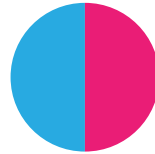
North Beach  
District



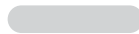
Uptown  
District



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

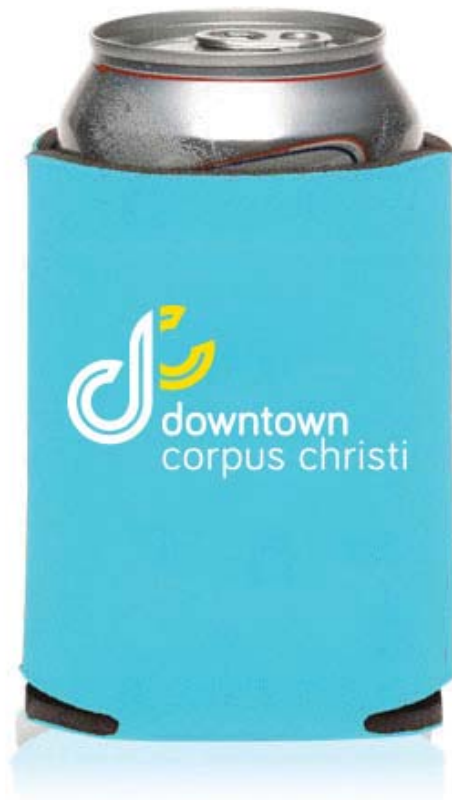


SEA  
DISTRICT





brand merchandise/ small gift bag, white



brand merchandise/ collapsible koozie, neon blue



brand merchandise/ sunglasses, black





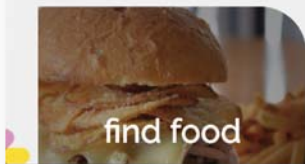




### A Designated Texas Cultural District

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.

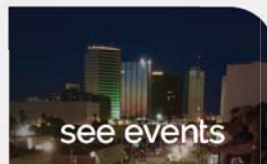
### discover downtown



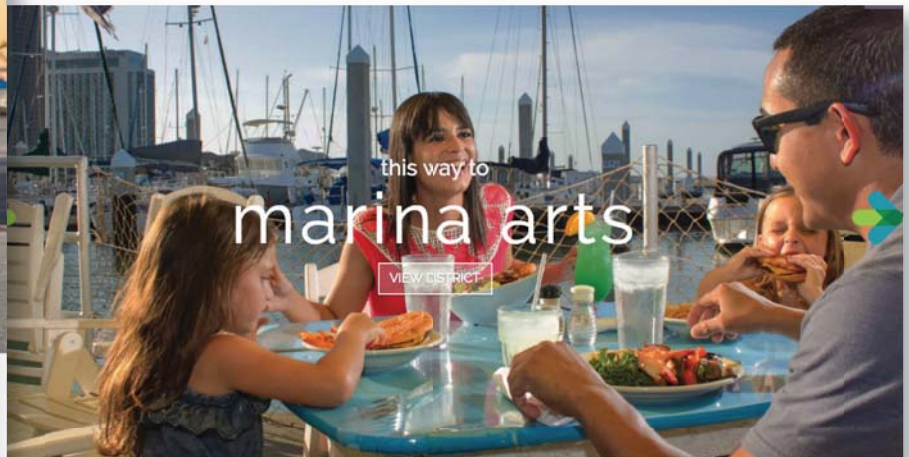
find food



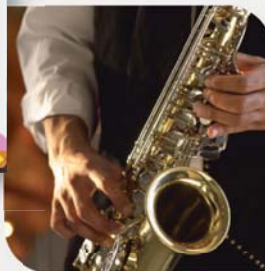
hear music



see events



### what's happening



Texas Jazz Festival



Día de los Muertos

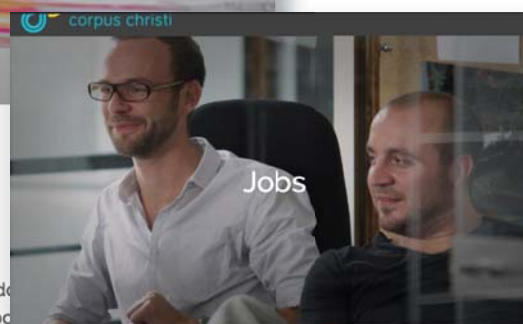


Art Walk



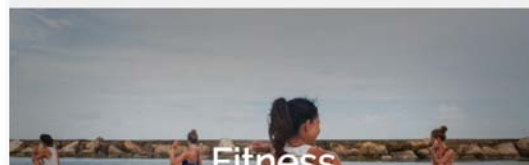
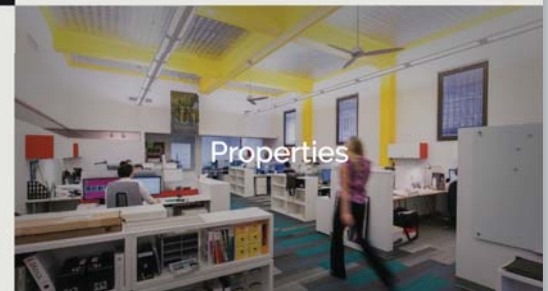
## All ways convenient.

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. Come be part of Corpus Christi's original neighborhood.




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.

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





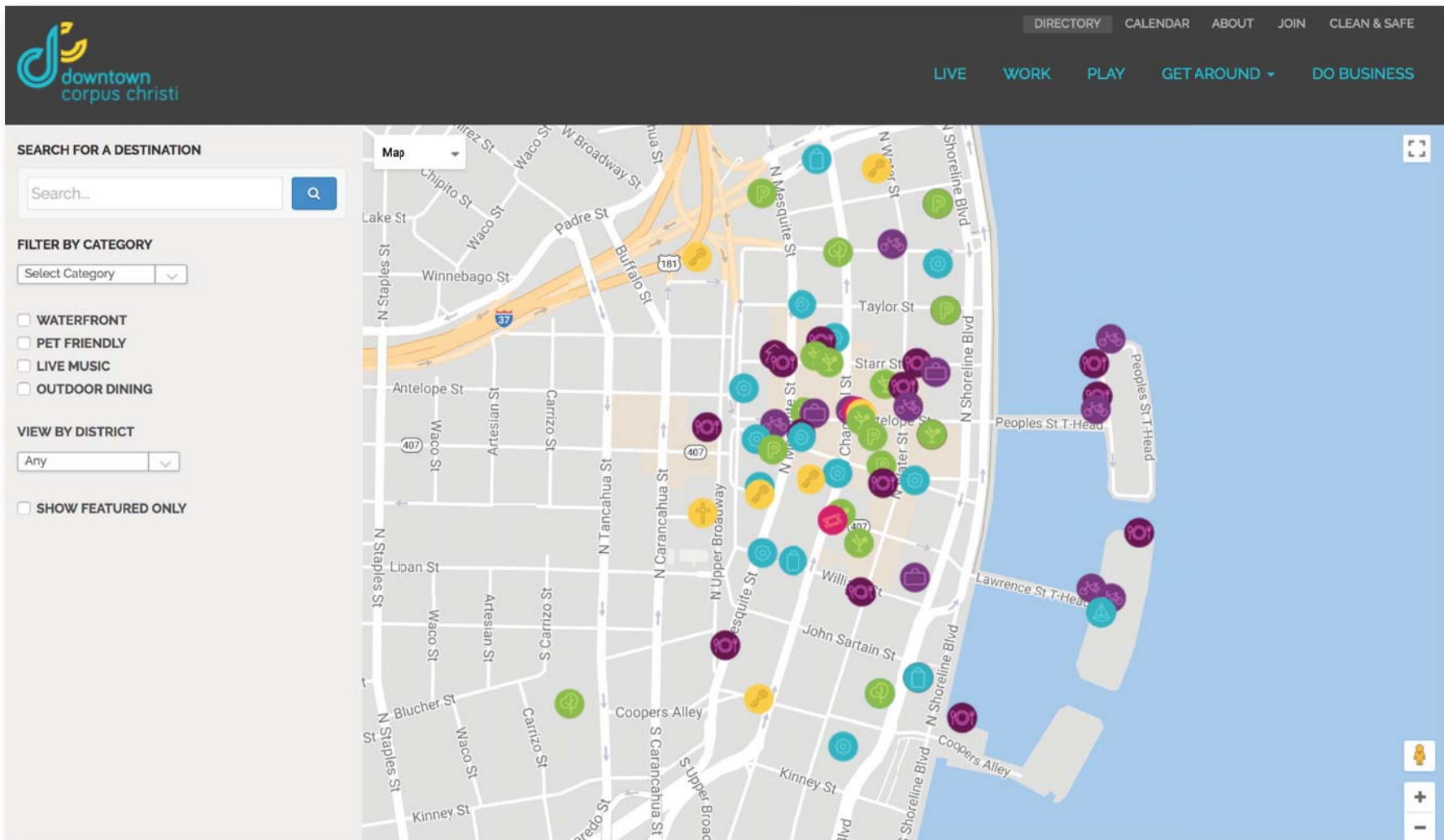
### Medical District

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.



Upper St
Starr St
Starr St
Starr St

District Pages



Directory