



# Building Belonging Through Branding

## How Bellevue Forward is Reimagining Community Identity

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Teaching Associate Professor, Digital Narrative and Interactive Design, University of Pittsburgh

Adjunct Professor, IMC MS, West Virginia University

**Integrate**  
2026

# Welcome to Bellevue, PA

- **Historic Roots:** Bellevue was incorporated in 1867. Prohibition was lifted in 2015.
- **Compact & Connected:** Today, Bellevue spans 1.1 square miles and is home to about 8,300 residents.
- **Bustling Business District:** The town features a traditional main street with parks, shops, restaurants, banks, and schools.
- **Walkable & Welcoming:** With Bayne Park, Bayne Library, and local shops all within walking distance, Bellevue offers small-town charm with urban convenience.



# About Bellevue Forward

- Drives economic growth and cultural engagement
- Revitalizes Bellevue through community investment
- Supports local businesses and sustainable development
- Creates vibrant, connected community spaces
- Celebrates Bellevue's unique character
- Builds an inclusive and dynamic future
- Encourages people to live, work, play, learn, and thrive in Bellevue



# About Me

- Teaching Associate Professor of Digital Narrative and Interactive Design at the University of Pittsburgh
- IMC Instructor at WVU
- Chair of the Advisory Board, NISM
- President, AIGA Pittsburgh
- President Emeritus, AMA Pittsburgh
- **Qualities:**
  - Hard to embarrass
  - Great at photos
  - Delightful scent (not lemon)
  - Always has food
  - Red glasses



NOTE :

Scan the code above with your phone to be annoyed daily with RJ's LinkedIn posts and updates



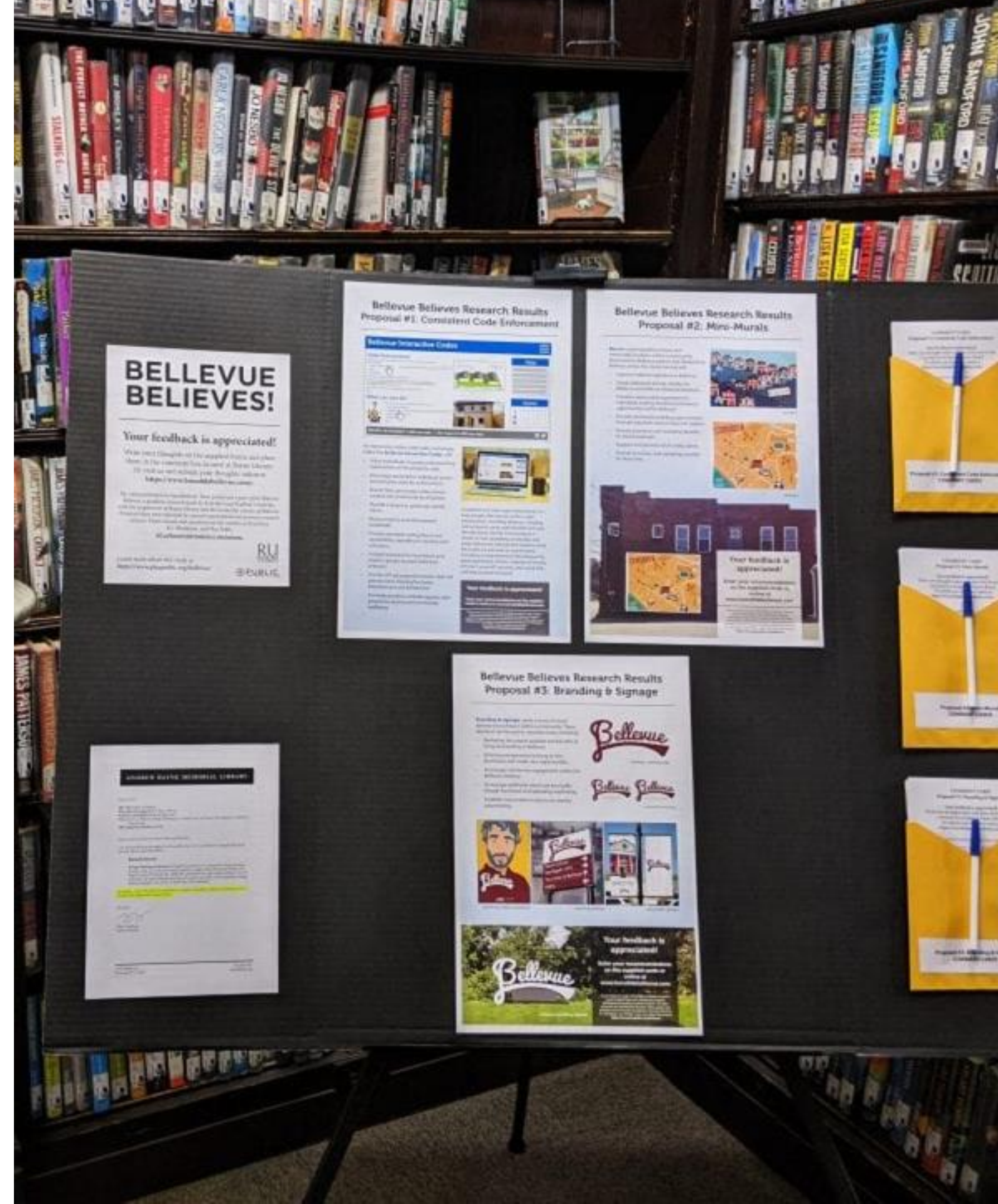
# Moving Forward...Forward

- 5-Year Plan: Expand into neighboring Avalon
- 10-Year Plan: Expand into additional neighboring communities
- Current Goal: Accelerate the 10-year vision into a 2-year timeline
- Social media helps demonstrate credibility and community impact
- We consistently showcase measurable progress and meaningful results
- Strong storytelling builds trust and drives community engagement
- Growing visibility has increased interest and demand for our work
- We are experiencing demand that exceeds current capacity
- This challenge reflects momentum, growth, and opportunity



# Community Branding

- Community identity is shaped by history, culture, economy, and public perception
- Research explored how design thinking can support Bellevue's growth and identity
- Study examined design thinking's impact on social capital and community perception
- Engaged 20 local stakeholders to gather insights and inspire local action
- Outcomes included ideas for rebranding, stronger code enforcement, and walkability-focused murals
- Findings highlighted the need for continued innovation and community-driven solutions





# COMMUNITY BRANDS INVENTORY

A +PUBLIC RESEARCH PROJECT



**Bellevue**  
Nebraska

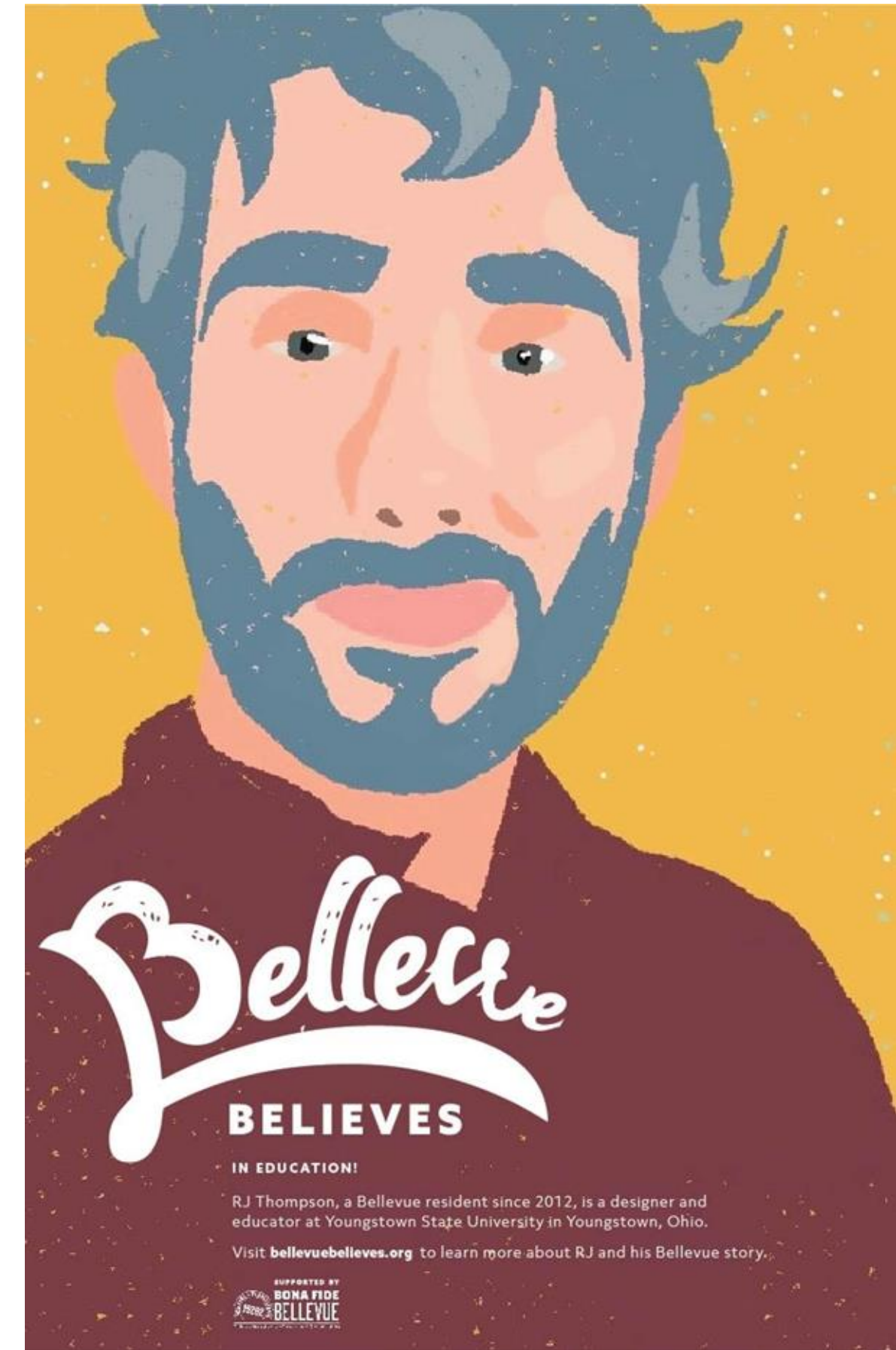
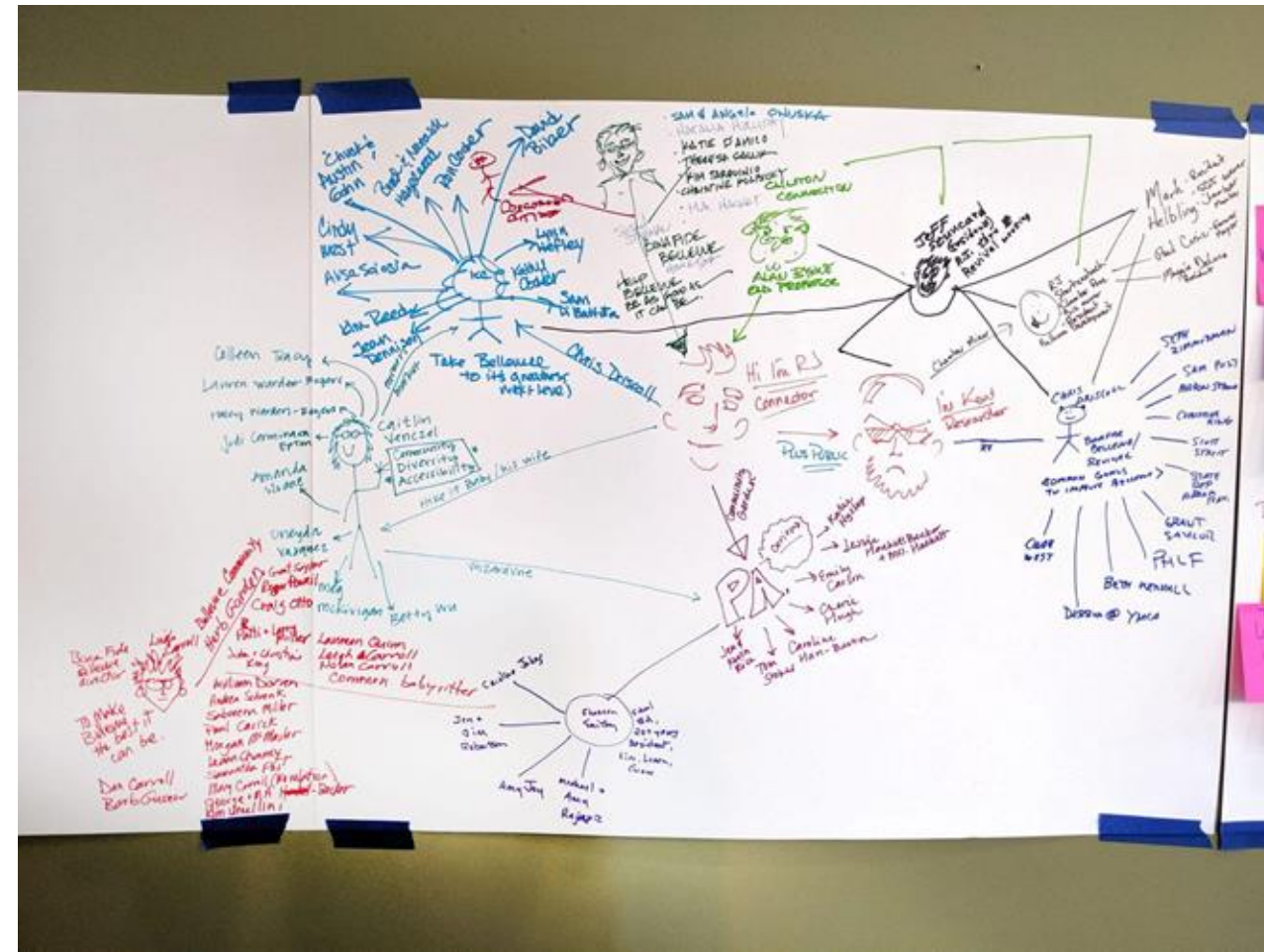
**BELLEVUE**  
*Washington*

**B**  
BELLEVUE  
KENTUCKY

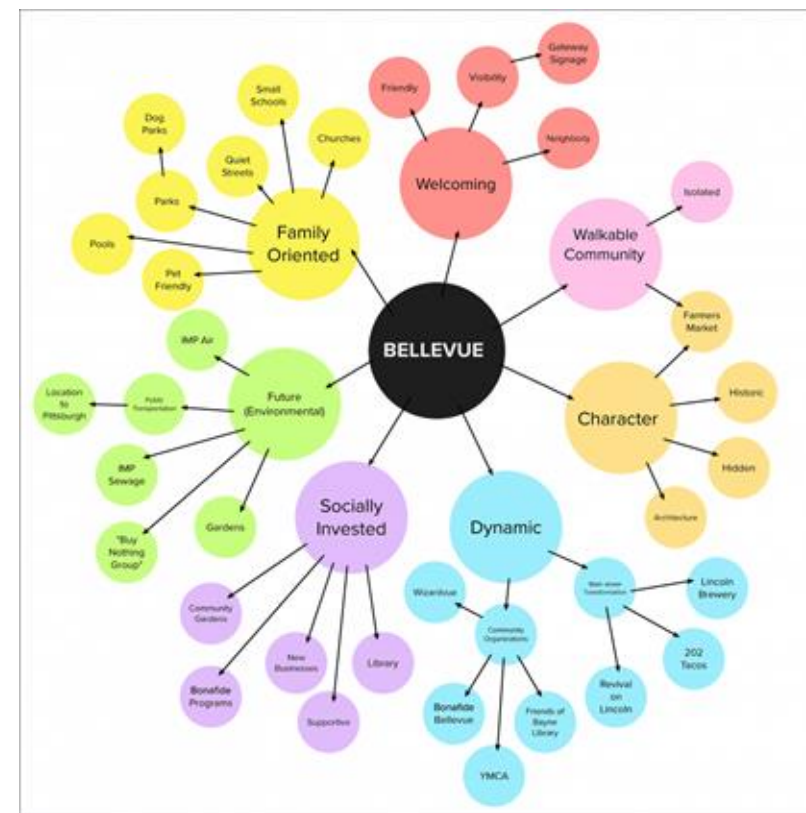
View over 1000 Community Brands RJ's archived at [inventory.pluspublic.org](http://inventory.pluspublic.org)



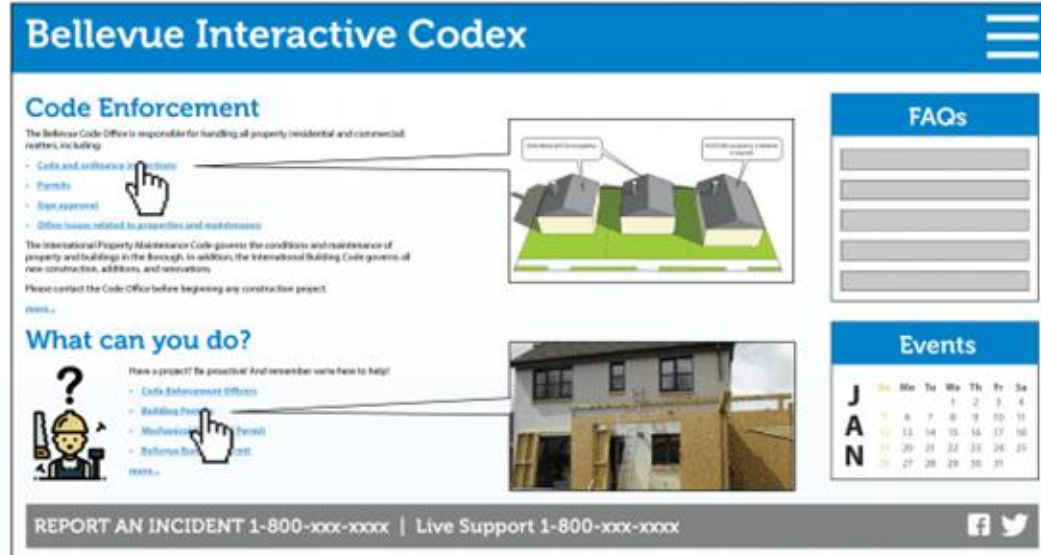




Read more about  
 “Bellevue Believes”  
[https://pluspublic.org/  
 project/bellevue-believes/](https://pluspublic.org/project/bellevue-believes/)



# Bellevue Believes Research Results Proposal #1: Consistent Code Enforcement



An interactive, online code index, tentatively called the **Bellevue Interactive Codex**, will:

- Allow individuals to easily understand the expectations of the property code.
- Encourage preemptive individual action, lessening the need for enforcement.
- Ensure that community codes remain current and understood by all parties.
- Provide a means to painlessly submit claims.
- Reduce inquiry and enforcement bandwidth.
- Provide extended zoning hours and accessibility, appealing to varying work schedules.
- Include resources for local talent and support groups to ease individual pressure.
- Provide DIY educational sessions that will provide basic training for home improvement and betterment.
- Promotes positive curbside appeal, safer properties, and overall community well-being.



Consistent and clear code enforcement is a long sought after service within many communities, including Bellevue. Keeping one's property up to code benefits not only the individual, but the community as a whole. A clear, appealing, accessible, and easily referenced website that explains what the codes are and how to resolve them, including a comprehensive FAQ (frequently asked questions) section, calendar of events, DIY (do it yourself) tutorials, and visual aids, will help facilitate this goal.

**Your feedback is appreciated!**

Enter your recommendations on the supplied cards or online at [www.bonafidebellevue.com](http://www.bonafidebellevue.com)

These posters are a part of the Bellevue Believes research study. Proposal ideas were informed by research participants and previous research sessions. The ideas presented are hypothetical. Research, ideas, posters, and questions are the creation of graduate researcher Kent Kerr, R.J. Thompson, and +Public. Learn more about this study at <https://www.pluspublic.org/bellevue/>

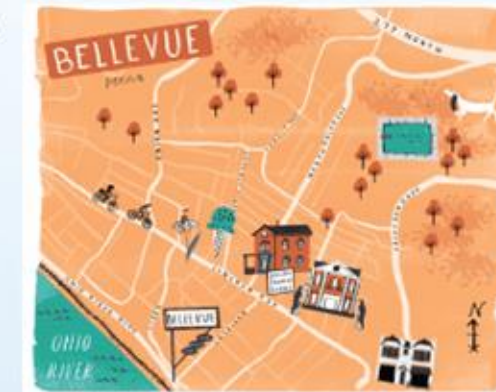
# Bellevue Believes Research Results Proposal #2: Mini-Murals

**Murals** create beautiful, unique, and memorable locations within a community. Sponsored by Bellevue patrons and designed by Bellevue artists, this mural concept will:

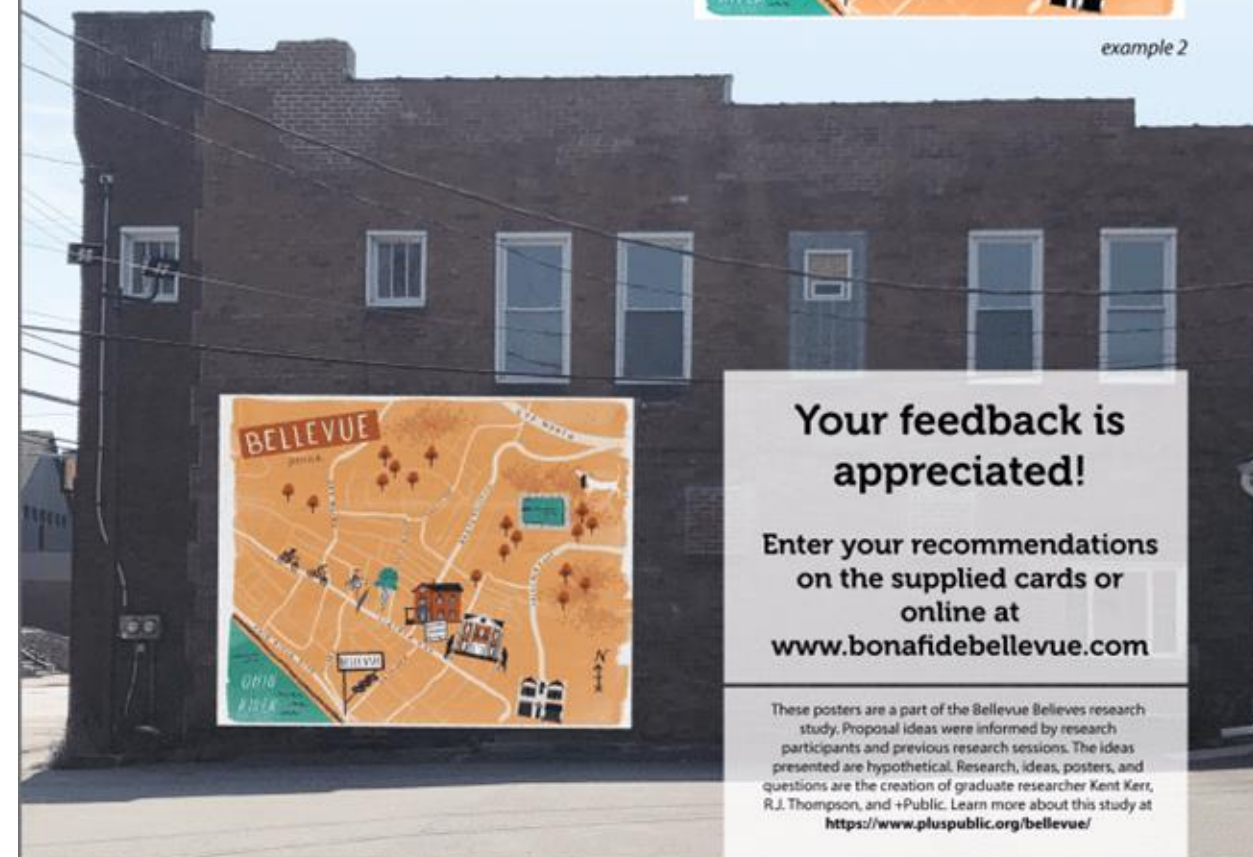
- Improve walking experience in Bellevue.
- Create additional driving visibility for Bellevue and Bellevue-based destinations.
- Provide a memorable experience for individuals seeking residency or business opportunities within Bellevue.
- Provide community building opportunities through volunteer sponsorship and support.
- Provide economic and marketing benefits for local businesses.
- Support and promote local artistic talent.
- Provide economic and marketing benefits for local artist.



example 1



example 2



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# Bellevue Believes Research Results Proposal #3: Branding & Signage

**Branding & signage** create a sense of visual identity and cohesion within a community. These elements can be used in countless ways, including:

- Marketing the unique qualities and benefits of living and working in Bellevue.
- Enticing entrepreneurs to bring in new businesses and create new opportunities.
- Encourage community engagement within the Bellevue citizenry.
- Encourage additional travel and foot traffic through functional and appealing wayfinding.
- Establish memorable locations via creative placemaking.



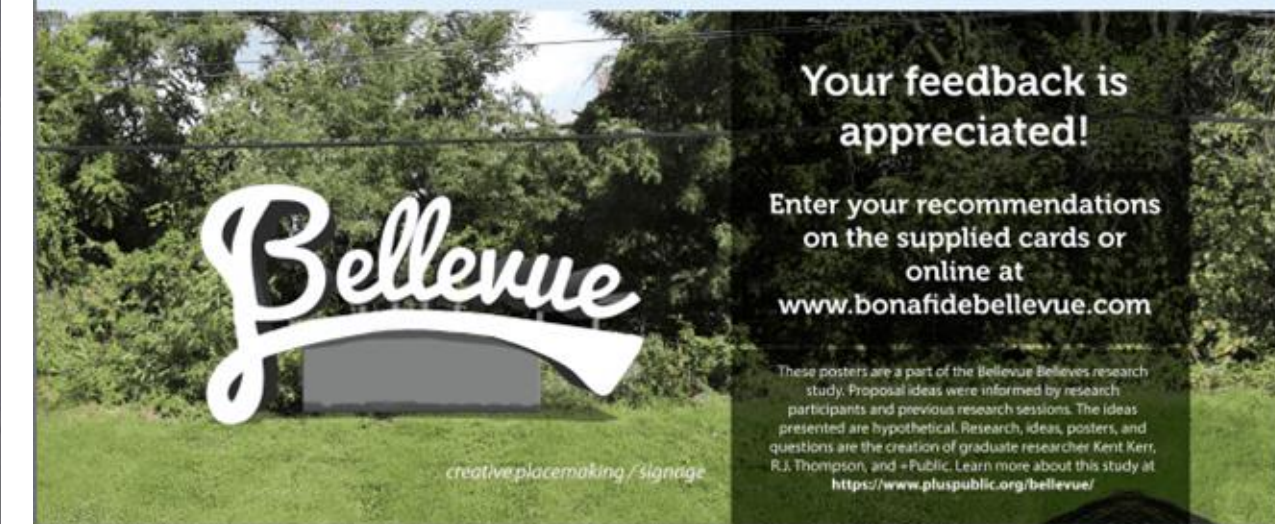
posters feat. Bellevue Residents



wayfinding signage



placemaking signage



creative placemaking / signage

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# Designing for Meaning



Purpose

Understanding **WHY** information exists. What goals does it serve? Whose needs does it meet? What action should it inspire?



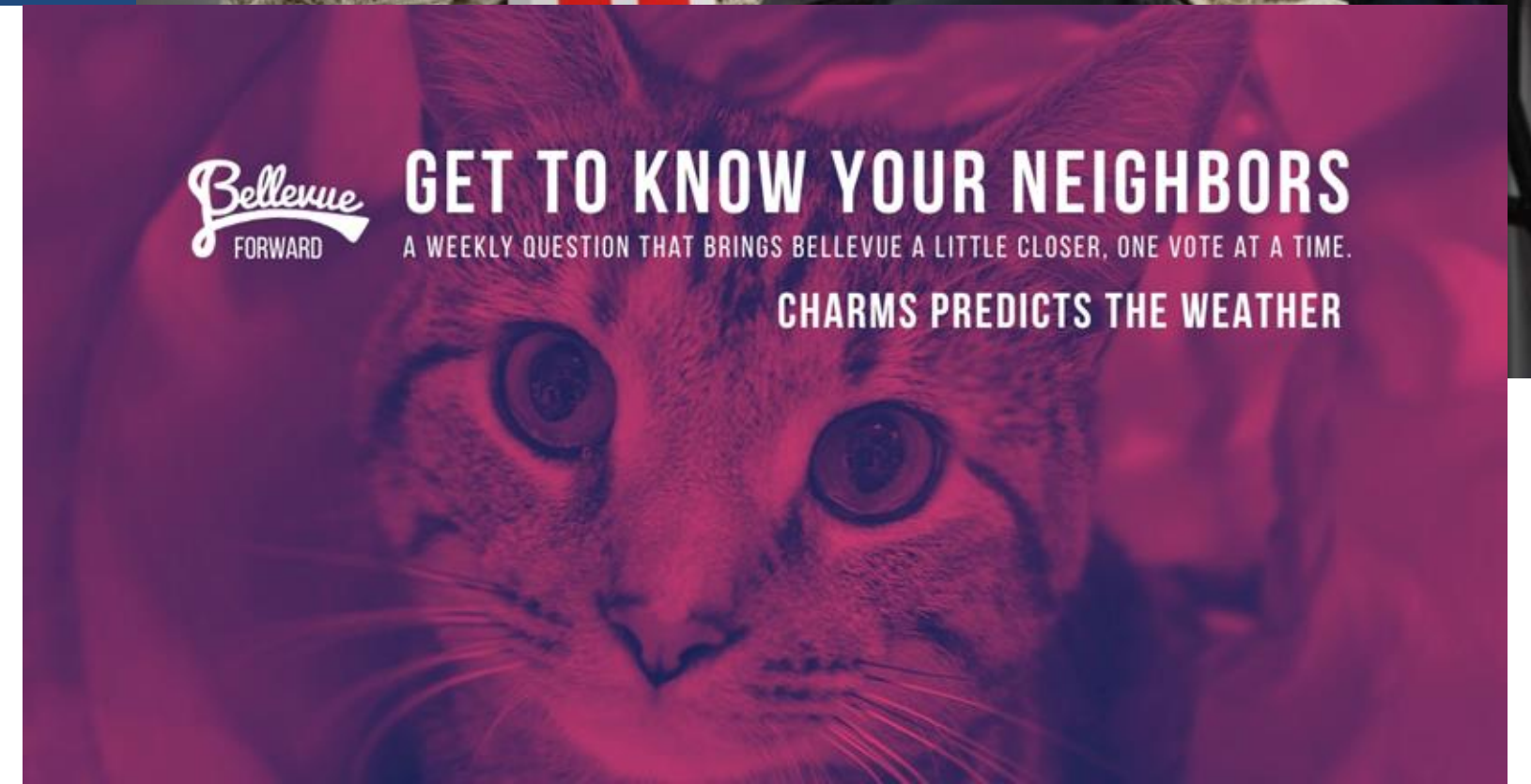
Structure

The intentional organization, labeling, and connection of information – the architecture that transforms raw content into navigable systems.



Experience

How people actually encounter, understand, and feel about information. The lived reality of moving through your system.



# Information Chaos in Small Communities

## Fragmented Channels

Residents receive info through a patchwork of flyers, Facebook groups, borough websites, and word-of-mouth — none of it connected.

## Bureaucratic Language

Government content is written for administrators, not residents. Jargon and legalese create distance instead of clarity.

## No Unified Identity

Without a coherent narrative, local businesses and events compete for attention rather than reinforcing a shared community story.

## Underserved Populations

Non-English speakers, elderly residents, and newcomers are excluded from civic information — gaps that erode trust and participation.

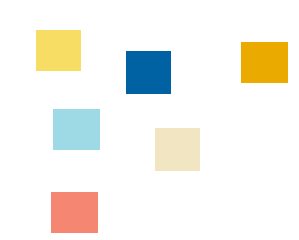


### Without Intentional Info Architecture

- ✗ AI floods channels with unstructured content
- ✗ Meaning gets lost in volume and velocity
- ✗ Community voice drowned out by generic output
- ✗ Misinformation fills information vacuums
- ✗ Trust erodes without human accountability

### With Info Architecture at the Center






- ✓ Amplifies intentional structures and narratives
- ✓ Content scales without losing community meaning
- ✓ Small orgs can produce more with less effort
- ✓ Inclusive content reaches more residents faster
- ✓ Humans stay in the loop — architects of meaning








# **GEN AI CHANGES THE GAME FOR EVERYONE**

# Designing with AI, not just FOR it

## AI Does

-  Draft content from structured templates
-  Translate materials for multilingual residents
-  Summarize public meetings and civic documents
-  Scale business spotlight production
-  Suggest content categories and labels

## Humans Do

-  Set narrative direction and community voice
-  Verify accuracy and local context
-  Make ethical and inclusive design decisions
-  Build relationships that generate authentic content
-  Define what meaning looks like for this community

NEW LIFE COMMUNITY CHURCH WELCOMES YOU TO THE

# 14th annual CHILI COOK-OFF and BAKE SALE

SAT. FEB 28TH

3PM-6PM

\$5.00 to enter your  
very own Chili!

we ask that you make  
6 - 7 quarts and bring it  
by 2:30pm in your own  
Crock Pot

Call or text Kim Brown  
@ 412-352-6453

to register by  
**FEBRUARY 21st!**

Baked Goods!!

Slight-of-Hand fun by  
Luke Robertson

Basket Raffle!

\$3.00 - taste 3 Chili's

\$10.00 - taste all of the Chili's

Vote for your Favorite!

\$1 - (hot dogs, walking  
tacos, nachos, beverages)

New Life Community Church - Orchard Room  
45 North Fremont Avenue - Bellevue  
Enter Via Howard Avenue  
Proceeds go to support The Shepherds Door

# PIZZA

BELLEVUE  
PTO

## TIME!



**FRIDAY, FEBRUARY 6TH**  
**TAVERN PIZZA**

DINE IN OR TAKE OUT AT TAVERN PIZZA AT ANY  
TIME ON FRIDAY, FEBRUARY 6, AND 10% OF SALES  
WILL BENEFIT THE BELLEVUE PTO! NO FLYER NEEDED;  
JUST SHOW UP!

**ALL  
DAY!**

LOCATED AT 600 LINCOLN AVE / TAVERNPIZZAPITTSBURGH.COM



Which one is real?

# Identity + Story

**The most powerful story is a shared story.**

When residents see themselves in the information — their faces, names, and businesses — the system becomes a mirror, not a megaphone.

Bellevue Forward builds narrative architecture: consistent characters (local people and businesses), recurring themes (resilience, pride, growth), and a story arc connecting past, present, and future Bellevue.

This isn't just content strategy — it's **meaning-making infrastructure.**

## Insights

- ✓ Narrative architecture: consistent characters, themes, and arc create coherent community identity
- ✓ All scales story production — resident spotlights, meeting summaries, multilingual versions
- ✓ The human role: shaping direction, ensuring authenticity, guarding against generic civic-speak
- ✓ Stories are the IA layer that makes everything else feel meaningful, not just informational

# Local Storytelling

**Local storytelling** focuses on everyday people sharing authentic, lived experiences about their community—its people, places, culture, history, and values.

- **Community-Driven:** Local storytelling is led by residents sharing personal experiences, memories, and perspectives about their town or neighborhood.
- **Builds Identity:** It helps shape and strengthen a community's identity by highlighting unique local voices and stories.
- **Fosters Connection:** These stories create emotional ties between people and place, enhancing community pride and belonging.
- **Inclusive & Empowering:** It amplifies voices that are often underrepresented in traditional narratives, promoting equity and inclusion.
- **Supports Placemaking:** Used in community development, storytelling can inspire revitalization, attract visitors, and guide design or branding initiatives.



I'm probably most excited for enjoying our last year of events like homecoming, football games, etc. 😊



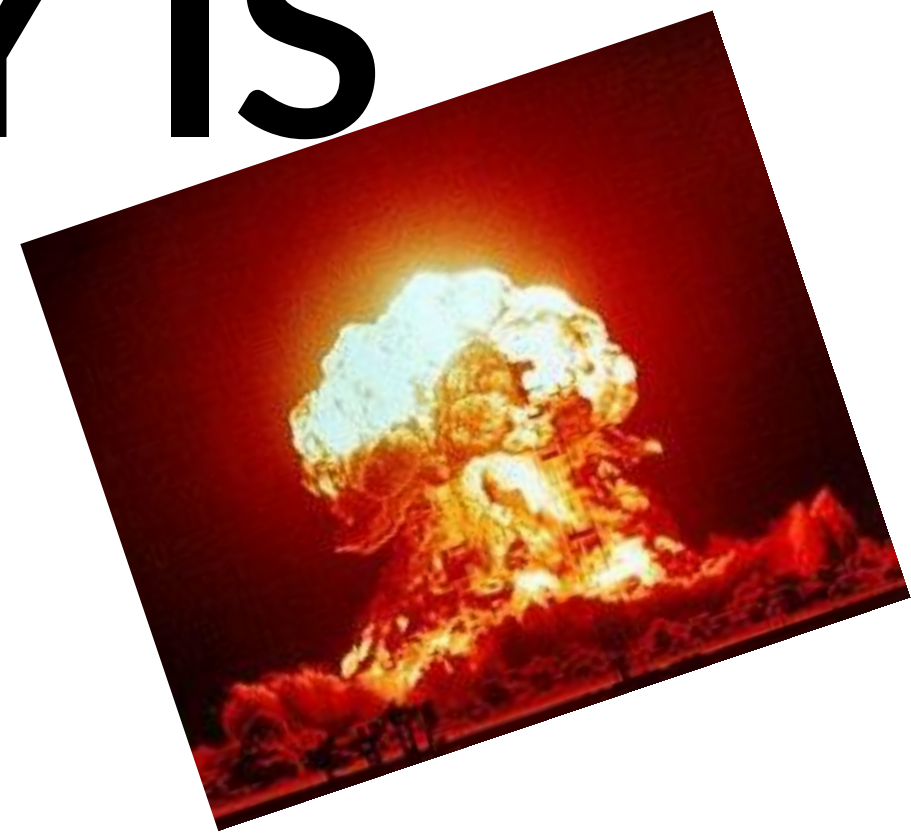
# Spotlight Series

- Community initiative celebrating the people who make Bellevue special
- Highlights local residents, business owners, and community contributors
- Shares personal stories that reflect Bellevue's character and values
- Recognizes individuals who strengthen the community thru their impact
- Builds community pride and deeper local connections
- Showcases Bellevue's warmth, resilience, and neighborliness





**THE FATE OF  
OUR  
COMMUNITY IS  
ON THE LINE**





**Bayne Library, the center of Bellevue**



**Kamin Science Center Model Railroad**



Andrew Bayne  
Memorial Library

23620 ( 55.45 % )

Andrew Bayne Memorial Library



Bethel Township  
High School

15216 ( 35.72 % )

Bethel Township High School

*10K VOTES!*

Andrew Bayne  
Memorial Library

10008 (54.88%)

+ Bayne  
Memoria  
Library



B...el Township

High

601... (24...%)

...Township  
High School



**PWNED**

# Night Market

The 2025 Bellevue Night Market is a recurring evening market designed to bring the community together while supporting local businesses, artisans, and performers. Taking place once a month from April through October (on the third Thursday of each month), the market transforms a designated street or public space into a vibrant hub of creative artistry, shopping, entertainment, and food. The event will be family-friendly, welcoming to all, and a showcase of Bellevue's growing economic and cultural scene.

20,000+ Voters. 325,000+ votes.

Bellevue Night Market's FIRST SEASON ends 10/16.

Social media got us [here](#).



BELLEVUE FORWARD

# Night MARKET



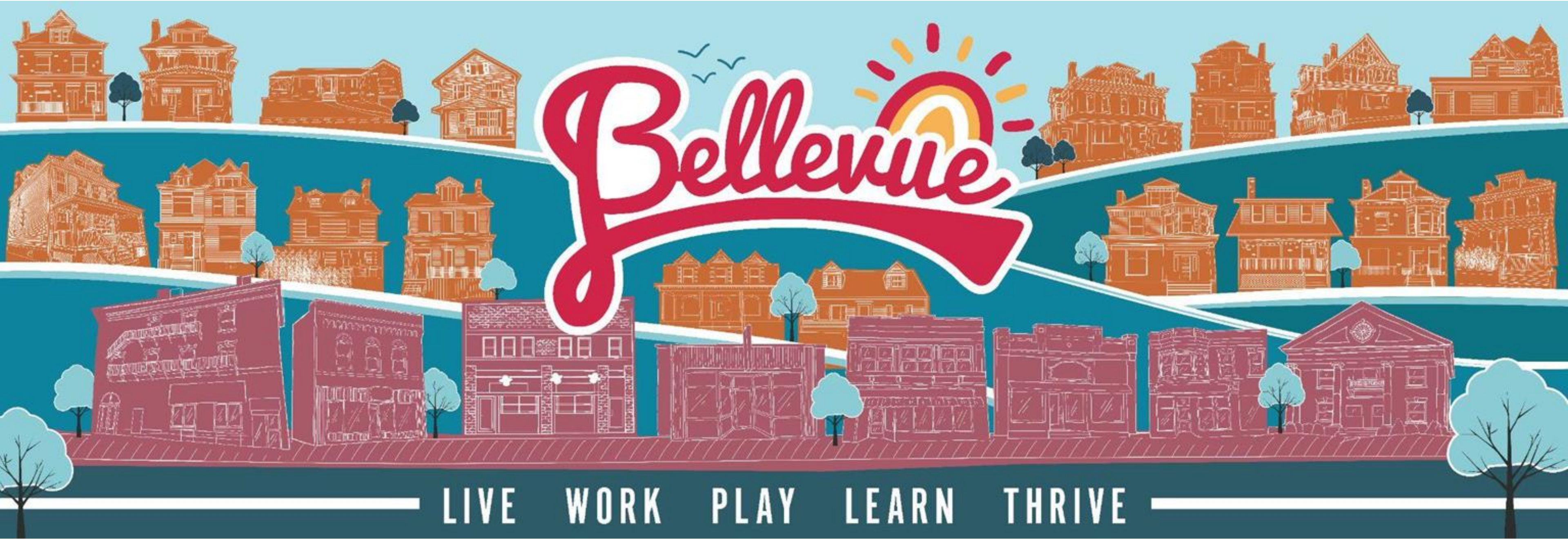
7 Markets April-Oct  
Third Thursday, 6-9pm  
~400 visitors average  
\$10,000+ revenue  
Big gains for businesses



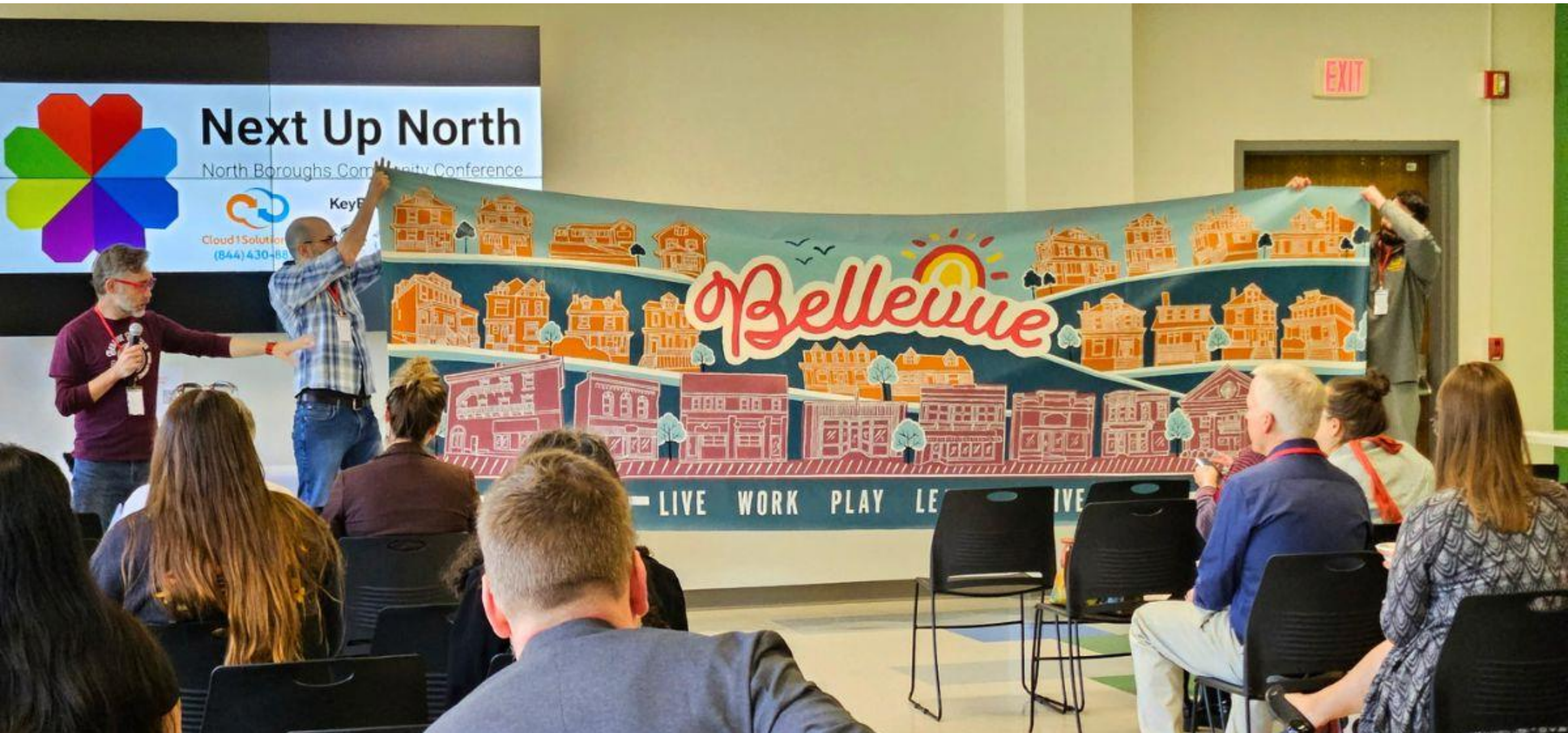
# Creative Placemaking

- Creative placemaking uses arts and culture to shape community identity and spaces
- Brings together residents, artists, businesses, and partners to drive community-led change
- Strengthens vibrancy, community pride, and economic development
  - First mural: Raised \$2K+ in two weeks and secured grant matching for over \$5K total
  - Second mural: Funded by the Greater Pittsburgh Arts Council
  - Third mural: Funded by private donors through grassroots social media support
  - Fourth mural: Designed by local high school art students
  - Fifth mural: Expanding into a neighboring borough





LIVE WORK PLAY LEARN THRIVE



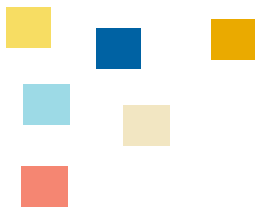


# Brickvue Birdwalk

Bellevue Forward is developing a creative, community-centered initiative that blends environmental education, urban ecology, and public art in a playful and engaging way. The **Brickvue Birdwalk** invites residents of all ages to build bird models out of LEGO bricks, which will then be installed throughout the borough in trees and other natural areas as part of a self-guided walking tour.

- **Creative Public Art**
- **Educational Focus**
- **Interactive & Inclusive**
- **Community Partnerships**
- **Support for Local Programs**





## EXHIBITION OPENING **BRICKVUE ELEMENTARY**

LIGHT UP BELLEVUE | 12.2.23 | 5-7 PM | SEE IT AT BELLEVUE ELEMENTARY SCHOOL



**From the builder of Brickvue, one of last year's Light Up Bellevue displays, the LEGO version of Bellevue Elementary is now ready!**

Built by RJ Thompson, his daughter Amelia, and dozens of student classroom builders, Brickvue Elementary is 4 feet wide x 9 feet long, x 20 inches high, has 30+ classrooms, interactive components, and a seemingly infinite amount of bricks!

- **Add your own minifigures to the model display**
- **Learn about the process of building the model**
- **Brick counting contest**



Scan the QR code to find more photos and videos of the Brickvue Elementary build process at **Brickvue Builds**



# Space Activation

- Space activation transforms underused areas into vibrant community spaces
- Encourages people to gather, connect, and engage with their environment
- Uses tools like public art, events, pop-ups, and creative programming
- Increases foot traffic and supports local businesses
- Strengthens social connection and enhances public safety
- Serves as a key strategy for placemaking and community revitalization





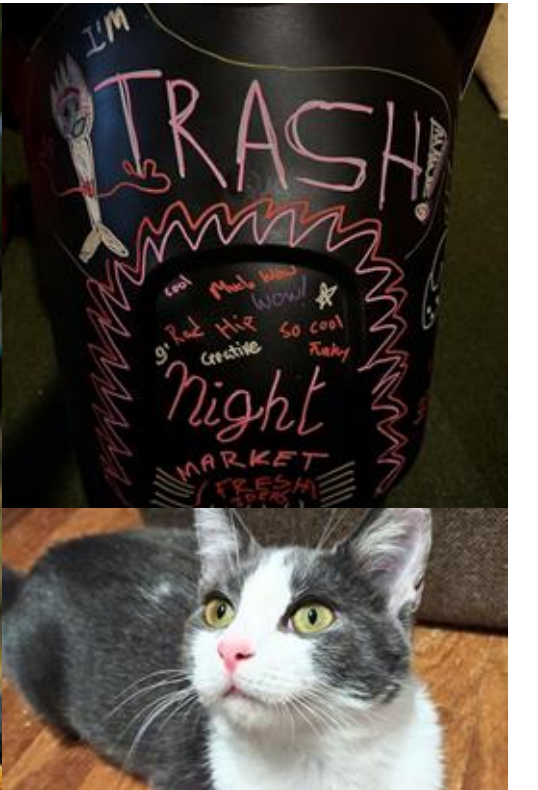
- 18 Modular Mini-Golf Greens in 18 Different Businesses
- Revenue goal was \$20,000 / Received over roughly \$15,500 = ~72% of our intended goal
- Each business paired with a brewery
- 18 businesses / 18 breweries
- 400 people
- Entirely promoted through organic and paid social activations

# BELLEVUE

## MUSIC FESTIVAL

70 Bands  
10 Stages  
8 Hours of Music





# Marketing Bellevue's Small Business Community

- Strengthens connections between local businesses and the community
- Amplifies small business stories through Bellevue Forward's larger audience
- Expands visibility and engagement for Bellevue's business district
- Builds collaboration through shared storytelling and mutual support
- Supports economic growth and a stronger local economy
- Enhances Bellevue's community identity and vibrancy
- Creates mutually beneficial partnerships for businesses and the community



# Social Media, Takeover

Throughout the year, Bellevue Forward has hosted takeovers from local businesses, volunteers, board members, and community members, providing a platform to share stories, showcase events, and highlight the vibrant spirit of Bellevue.

## What Takeovers Deliver:

- Diversity of Voices
- Authentic Storytelling
- Broader Reach
- Enhanced Engagement
- Community & Brand Building



**bellevueforward** Following ...  
shay.aka.dooterduckie • Or...

**bellevueforward** 3w  
We're taking over Bellevue Forward's account to show you Bellevue from our little slice of Lincoln Avenue. We're deceptively small from the outside, but our capabilities to serve our community are bigger than we look from the outside. We're excited to invite you in and to give you a look behind-the-scenes of all the things that we do and can do for Bellevue over the next 24 hours💙

#bellevuepa #bellevueforward  
#supportlocal #familybusiness  
#oldfashioned #hardwarestore  
#pghbusiness

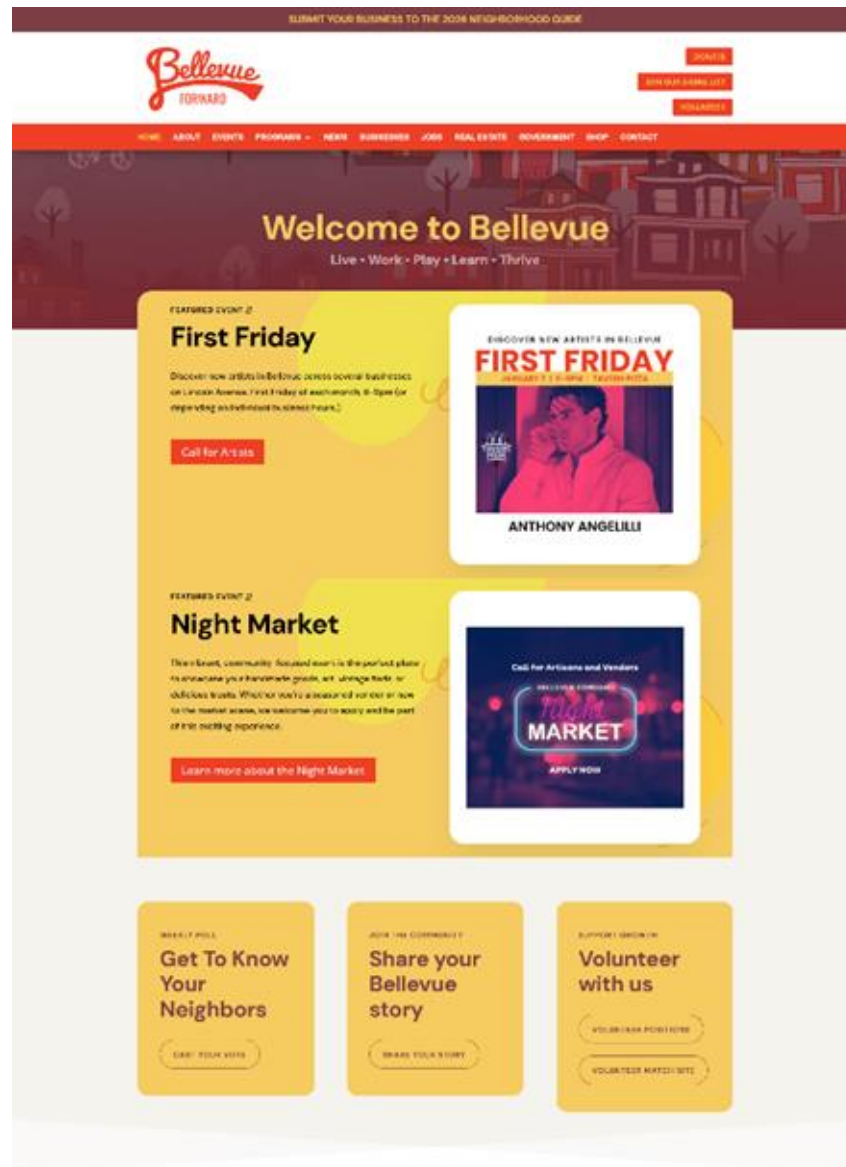
**hannahmaeks** 3w  
Rest hardware store ❤️ you guys

217 likes  
September 15

Add a comment...



# Websites & Digital Presence



## News & Updates



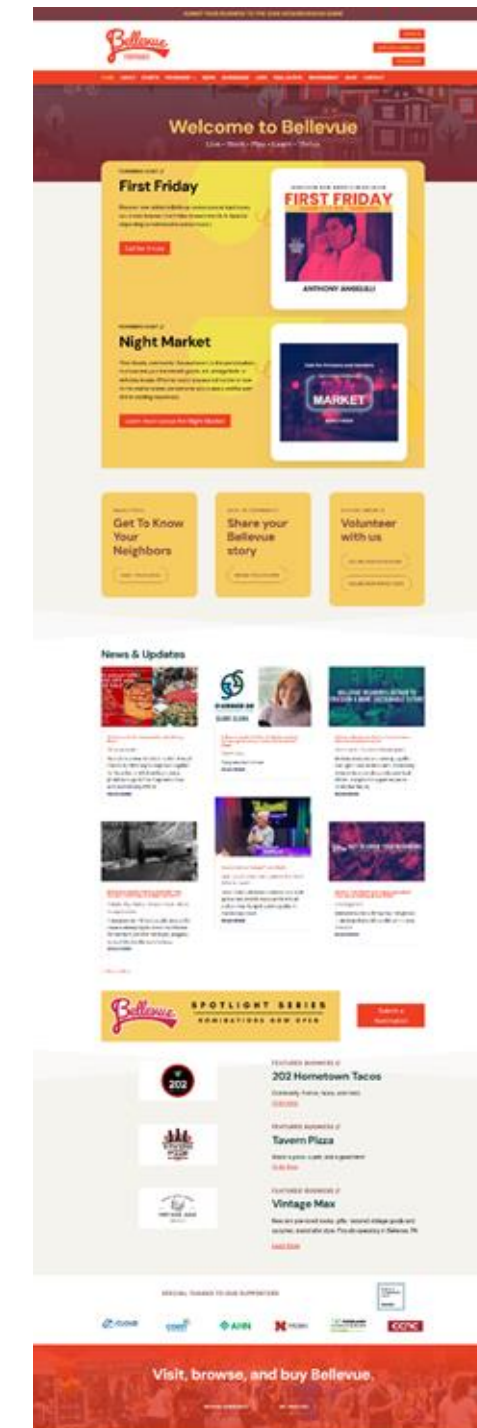
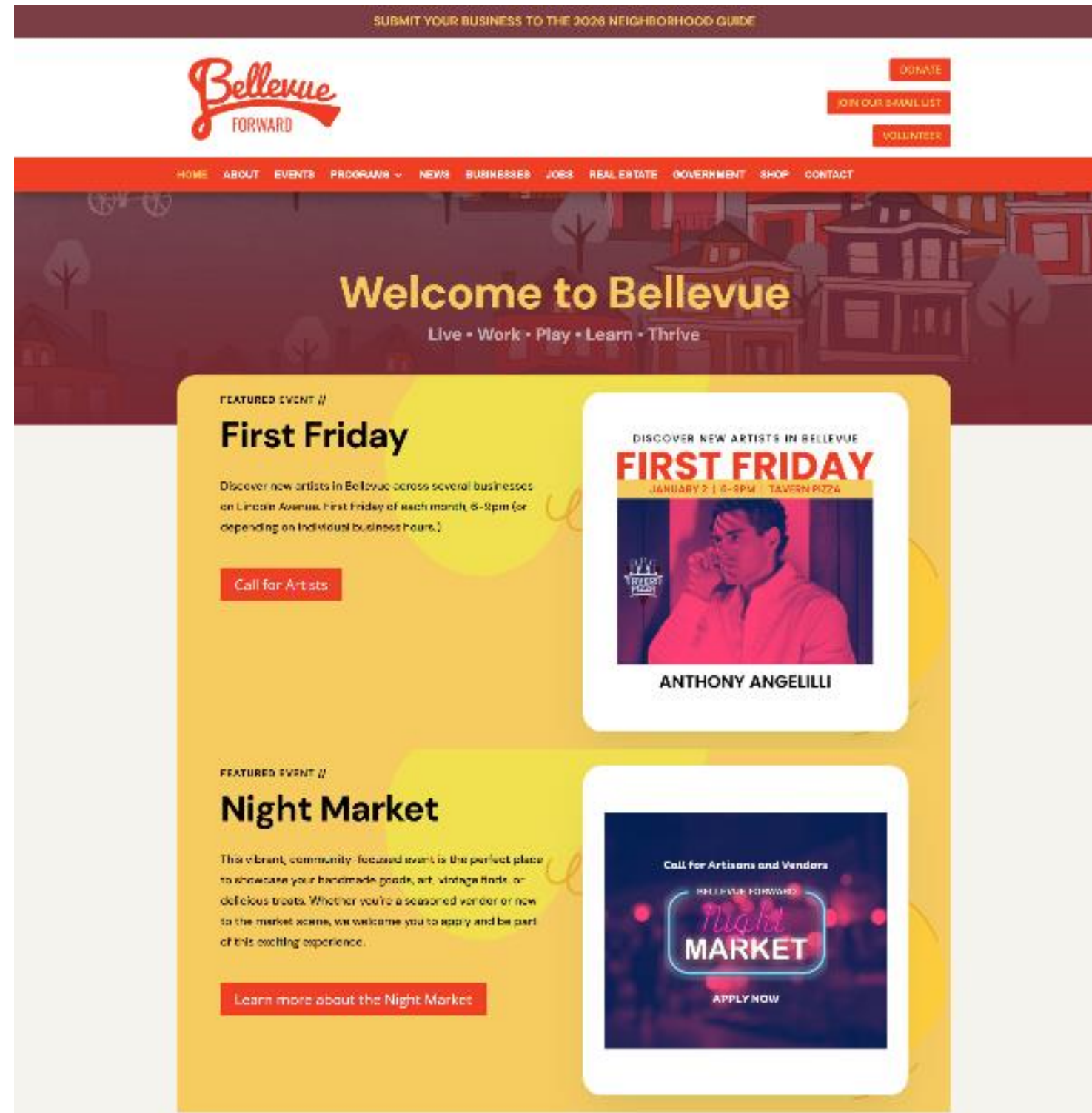
Annual Call for City Art  
The annual call for city art is now open. This year, we are looking for art that is meaningful, thought-provoking, and visually striking. The deadline for submissions is October 15, 2025. For more information, visit [artcall.bellevuewa.gov](#).



Under 30 Clare Clare  
The Bellevue Chamber of Commerce is proud to announce the 2025 Under 30 Clare Clare award winners. These young professionals are making a significant impact in our community. Meet the winners and learn more about their achievements.



Bellevue Residents Gather to Envision a More Sustainable Future  
A community meeting was held to discuss the city's vision for a more sustainable future. Residents shared their ideas and concerns, and the city will be incorporating this feedback into its planning process.



## News & Updates



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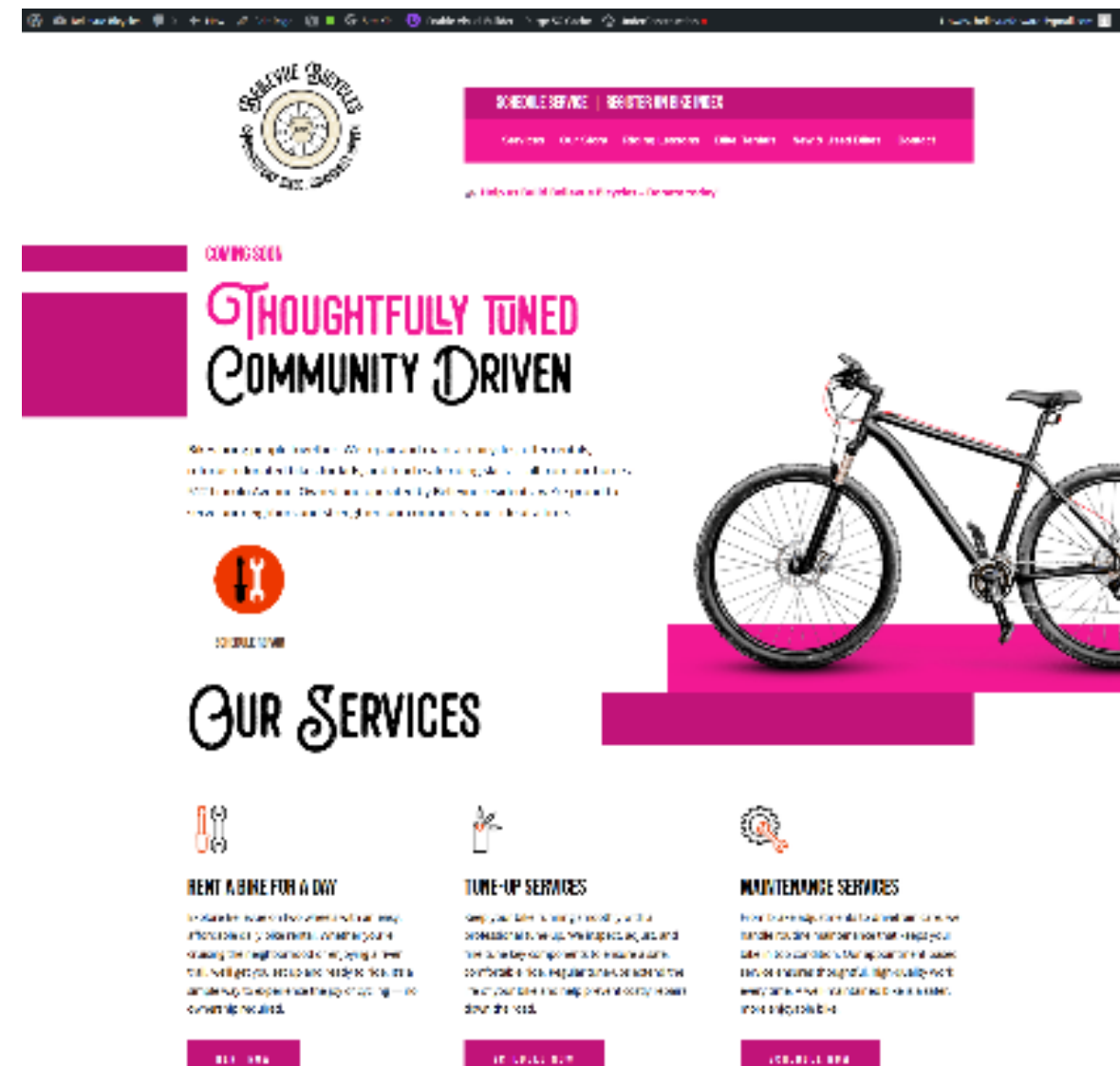
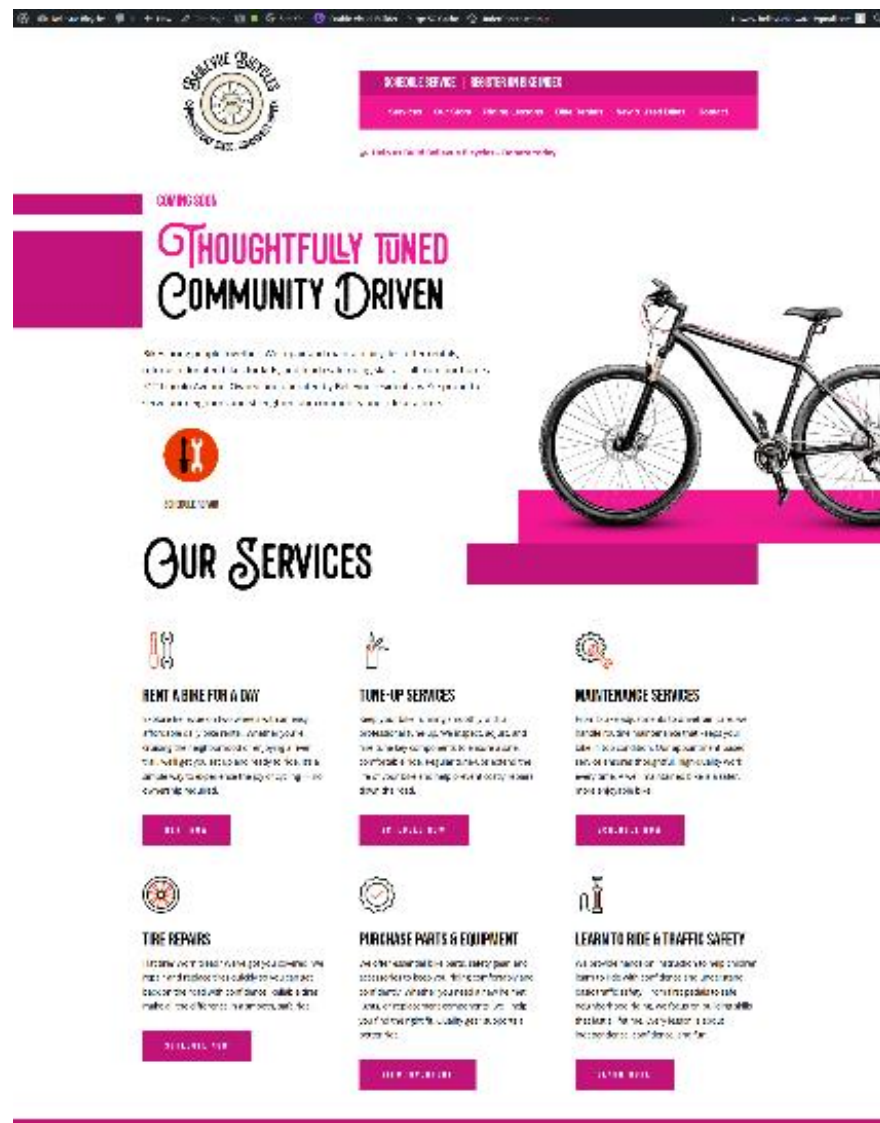


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# Websites & Digital Presence



## OUR STORY

Our story is one of passion and community. We started Creative Bicycles because we love riding and wanted to share that love with others. Over the years, we've grown from a small shop to a thriving community hub. Our mission is to provide a safe and fun cycling experience for everyone, regardless of their skill level. We offer a variety of services to help you get the most out of your ride, from tune-ups to full bike repairs. Our community-driven approach ensures that we are always improving and growing.

1234 Main Street, Suite 567, City, State, Zip

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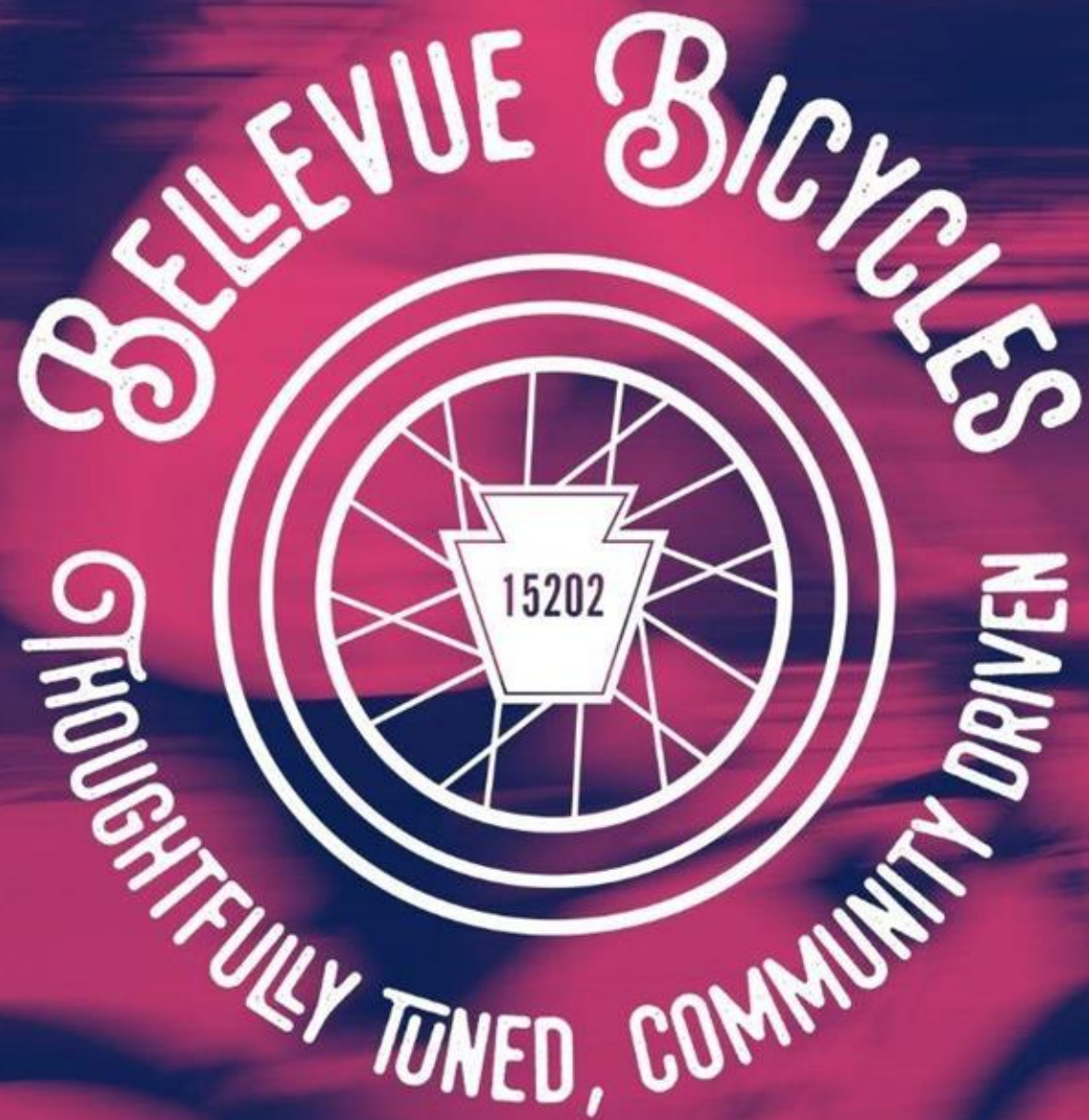


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1234 Main Street, Suite 567, City, State, Zip

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**Ride Forward With Us**

Be a part of helping start a new  
community-centered bike shop in Bellevue



**\$10,000+ raised since March**



BELLEVUE SHOWS ITS HISTORY IN ITS STOREFRONTS



BUILDINGS MAKE BELLEVUE'S STREETS FEEL FAMILIAR



REFLECTING HOW A TOWN ADAPTS OVER TIME

BUILDING COMMUNITY

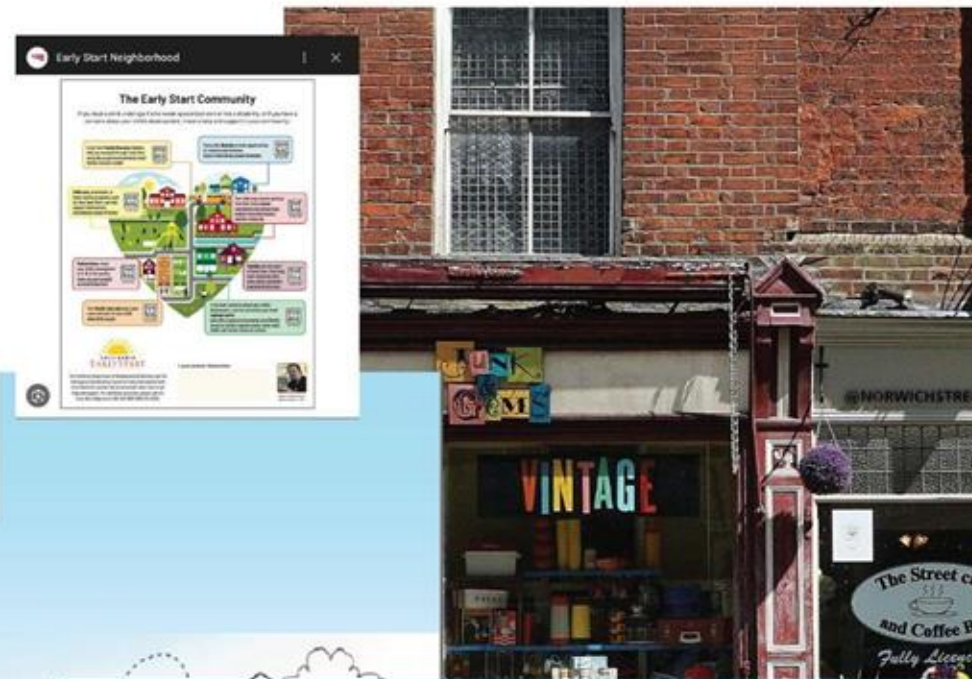


THROUGH EVERY DAY CONNECTIONS

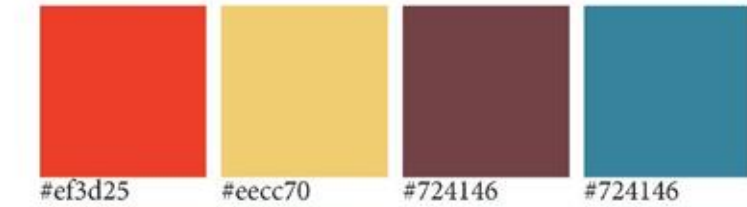
## Mood Board:



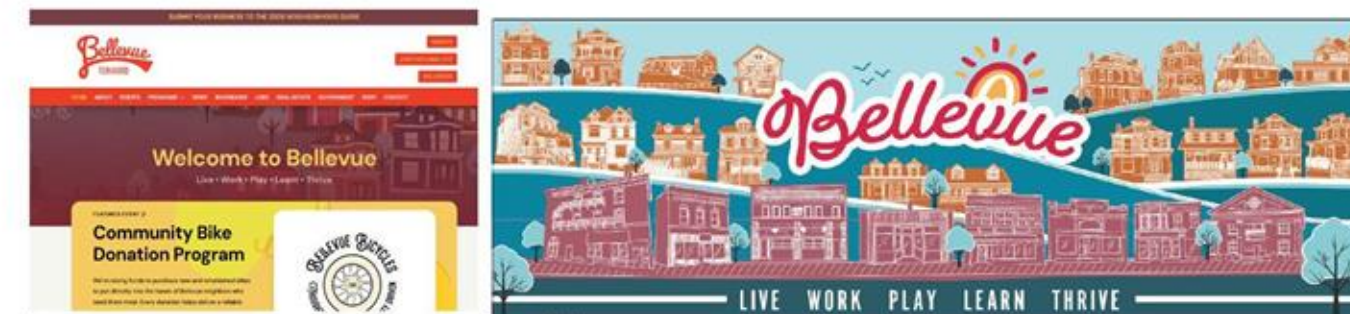
Creating visuals using both real images and animated people to create a fun and interactive video to create the feeling of community, there will be a few images of store fronts in Bellevue with animated figures going in and interacting with each other, with a star or paper airplane moving through the image to keep it going then up and into a logo



**Bellevue**  
FORWARD

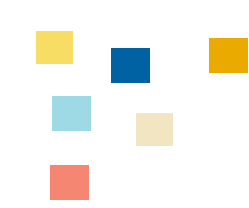


**Helvetica Bold**  
Helvetica Regular



**Visual Audit:**  
Focused on things happening in the community, using bold colors to catch peoples attention. Though wide angle images are being used in instagram which keeps viewers from wanting to click on posts.





# The Framework for Communicating Belonging



Define Goal

Identify Audience

Choose Platform

Define Content

Commission Influencers (If Needed)

Post & Monitor

Analyze & Adjust

Sustain & Grow

Establish what you want to achieve: awareness, engagement, traffic, or conversions.

Align campaign objectives with community-building priorities.

Understand who your content should reach - residents, visitors, or local business owners.

Segment audiences for targeted messaging that resonates.

Select the social media channels that best reach your audience (Facebook, Instagram, etc.)

Leverage each platform's strengths for posts, reels, or ads.

Develop posts, graphics, videos, or links that tell your story.

Highlight events, businesses, and local initiatives.

Partner with local voices or micro-influencers to extend reach and credibility as needed

Schedule content strategically and track real-time performance.

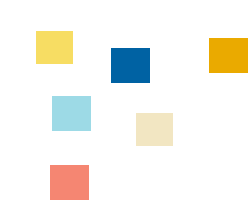
Engage with the community through comments, shares, and interactions.

Review metrics like reach, engagement, CTR, and link clicks.

Optimize future posts and campaigns based on performance insights.

Maintain a consistent posting cadence.

Build ongoing relationships and strengthen Bellevue's community presence.



# One Unified System - Online & Offline

## Offline World

- ✓ Wayfinding signage
- ✓ Printed event programs
- ✓ In-person civic meetings
- ✓ Borough newsletters
- ✓ Street banners & murals



## Online World

- ✓ Community website
- ✓ Social media channels
- ✓ Email newsletters
- ✓ AI-generated content
- ✓ Digital event coverage

# Key Lessons for Practitioners

01

**Start with purpose, not tools.** Define what the community needs to know, feel, and do before choosing any channel or technology.

03

**AI is a multiplier, not a replacement.** It amplifies good IA and exposes bad IA — structure first, then scale.

05

**Meaning is inclusive by design.** If your system excludes some residents, it doesn't actually serve the community.

02

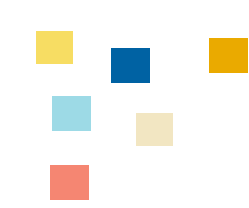
**Consistent labeling is trust.** Whether on a street sign or a social post, word choices tell people how much you respect their time.

04

**Offline and online are one system.** Design them together with shared vocabulary and visual language.

06

**Small towns deserve great design.** Scale is not a prerequisite for intention, quality, or impact.



# Your Community Can Do This Too

These approaches apply to small towns and community-based organizations throughout our region, especially those seeking to revitalize neighborhoods, engage residents, and promote local pride through intentional design.

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## Practitioners

Apply these methods to your next civic or nonprofit project.

## Students

Communities are your next portfolio piece.

## Civic Designers

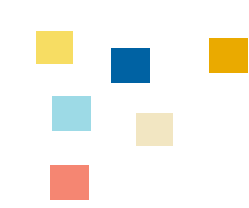
Bridge the physical/digital divide with shared language and structure.

## Comm. Engage

Structure outreach so information reaches everyone, not just the already-engaged.

## Entrepreneurs

Help your local business ecosystem tell a coherent, compelling story.



**Nothing happens until someone gets excited**

**Prove it to me: do what you say, say what you do**

**People won't believe you until they experience it**

**Small wins create momentum and aggregate w/ trust**

**Be creative, fresh, and original**

Integrate  
2026

Thank

Time For Questions

You

