

Welcome to the

FUTURE

requires respect



FUTURE CITY OF RESPECT

**BRAND STRATEGY
FOR THE CITY OF LINZ**

FUTURE CITY OF RESPECT

**BRAND STRATEGY
FOR THE CITY OF LINZ**

*WHY WE ARE
INVITING
YOU TO
PARTICIPATE*

JOIN US IN CREATING
THE CITY OF
LINZ'S FUTURE BRAND

What makes Linz so special? – Just about every Linzer knows the answer. It's why they live, work, and find joy here; why they move, settle down and stay. But does everyone else know, too? Can we work together to create an inspiring image for our city? Can we explain clearly what it is that makes Linz stand apart from other cities? What is different – and maybe even better – than in Düsseldorf, Brno, Basel, or Bologna?

Those are the questions that the city of Linz wanted to answer by going through a brand development process in 2019, ten years after the city's year as a European Capital of Culture. Linz aims to build a brand strategy that will last at least a decade, that is endorsed by the city's residents, and that includes a vision many people can contribute to.

We now have that brand strategy. At the end of 2019, it was unanimously approved by Linz's City Senate. Some 70 stakeholders worked together to develop the strategy. It reflects much of today's reality as well as the city's history, and, even more, it emphasizes the future.

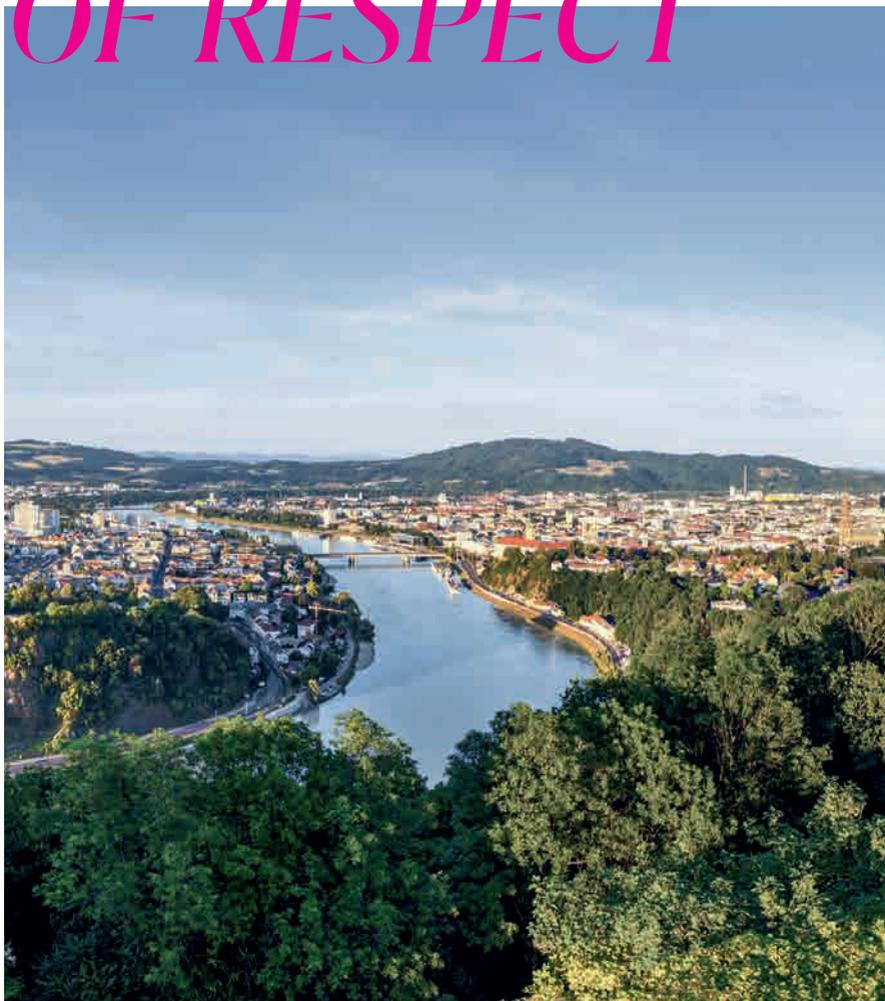
For Linz, 2020 will be the first year the city follows a new vision we have called "Future City of Respect." This brand primer describes what that means, what our values are, and how we aim to collectively and courageously step into the future.

Just how successfully we will be able to implement this brand vision depends on whether and how we continue to build on it and fill it with the spirit of Linz.

That's why we see this primer as an invitation as well. We invite you to participate. Learn about it, critique it, tell others about it. We're confident this will be beneficial to our city.

PS: This primer is a condensed version of our brand strategy. It wouldn't be Linz if there wasn't also a detailed brand book with all of the technical details outlined for the city's policymakers, marketers, communicators, and city strategists. Are you interested in being more involved? The city of Linz's communications department welcomes your suggestions, questions, critiques, and ideas for implementation.

*FUTURE
CITY
OF RESPECT*



View from Freinberg across the Danube and Linz

IT BEGINS IN LINZ – AGAIN AND AGAIN!

A city's future is rooted in its past. The stories of its residents and organizations make it what it is today. But an exceptional city also needs a vision that consolidates these stories, big and small, distills them down to their essence, and carries them into the future. A vision also creates new images that people can look forward to. It generates energy for implementation so this view of the future actually becomes reality. And it helps to build a brand that sets Linz apart from other cities and makes us appealing to others. It begins in Linz: This decade marks the beginning of a new vision of the future.

OUR VISION

We want to be the most respectful city in Europe, because a good place to live and work is built on smoothly functioning social and environmental coexistence. And we want to lead Europe in looking to the future by productively integrating our industrial base with the digital world, culture, and technology. If we achieve both of these aims, we will have accomplished our vision of becoming a prospering “Future City of Respect.” The “Future City” element carries associations of Linz as a dynamic city in the context of digital transformation and Industry 4.0;



Tabakfabrik

of steel, innovation, and start-ups; of the Ars Electronica Festival, the Linz Klangwolke event, and the Höhenrausch exhibition.

We believe a “City of Respect” is a city that works in the public’s interest, where people feel comfortable, where coexistence is a joy, and where people have and are given opportunities. After all, a city in which the populace is divided cannot be innovative in the long term. Linz therefore aims to consider the major societal upheavals and changes of our time as an opportunity to be confronted with respect.

The background of the image is a dark space filled with vibrant, glowing light trails in shades of red and blue. These trails form concentric, curved patterns that create a sense of depth and movement, resembling a tunnel or a data stream. In the foreground and midground, the silhouettes of several people are visible. One person stands in the lower-left, another in the upper-right, and a third in the lower-right. The overall atmosphere is one of high-tech, futuristic exploration.

Data becomes

AI

The background of the image is a dark, almost black space filled with vibrant, swirling light trails. These trails are composed of numerous thin, parallel lines of light, primarily in shades of red and blue, which create a sense of motion and depth. The trails appear to be emanating from a central point and spiraling outwards. In the foreground and middle ground, the silhouettes of several people are visible. Some are standing, while others appear to be sitting or crouching. The lighting is dramatic, with the bright colors of the light trails contrasting sharply against the dark background and the dark figures of the people.

RT

is a part of Linz

WHAT SETS US APART

Throughout history, Linz was primarily known as an industrial city on the Danube River. Today, the transformation into a modern, 21st century city is complete. We succeeded, because Linzers are forward thinking and have a drive for change. And because we actually tackle the necessary changes. We are creative facilitators and pragmatic doers, both in terms of our international business landscape as well as our multifaceted cultural scene, not to men-

tion our city's social cohesiveness, nature, and quality of life. This ability to transform is encoded into Linz's brand DNA. Linz effects change – now and in the future.

These values are our guideposts as well as our yardsticks:

VIBRANT CREATIVITY

Linz is a city full of the love of life and creative inspiration – for all residents.

RELIABLE COMMUNITY

Linz is a family friendly and socially responsible city that people can rely on.

MODERN WAYS OF WORKING

Linz is helping shape the future of work and combines industry, digital transformation, and creative endeavors.

CLOSE TO NATURE

Linz is one with nature. A city with ample green space, the Danube River, and a high quality of life.



Johannes Kepler University Linz

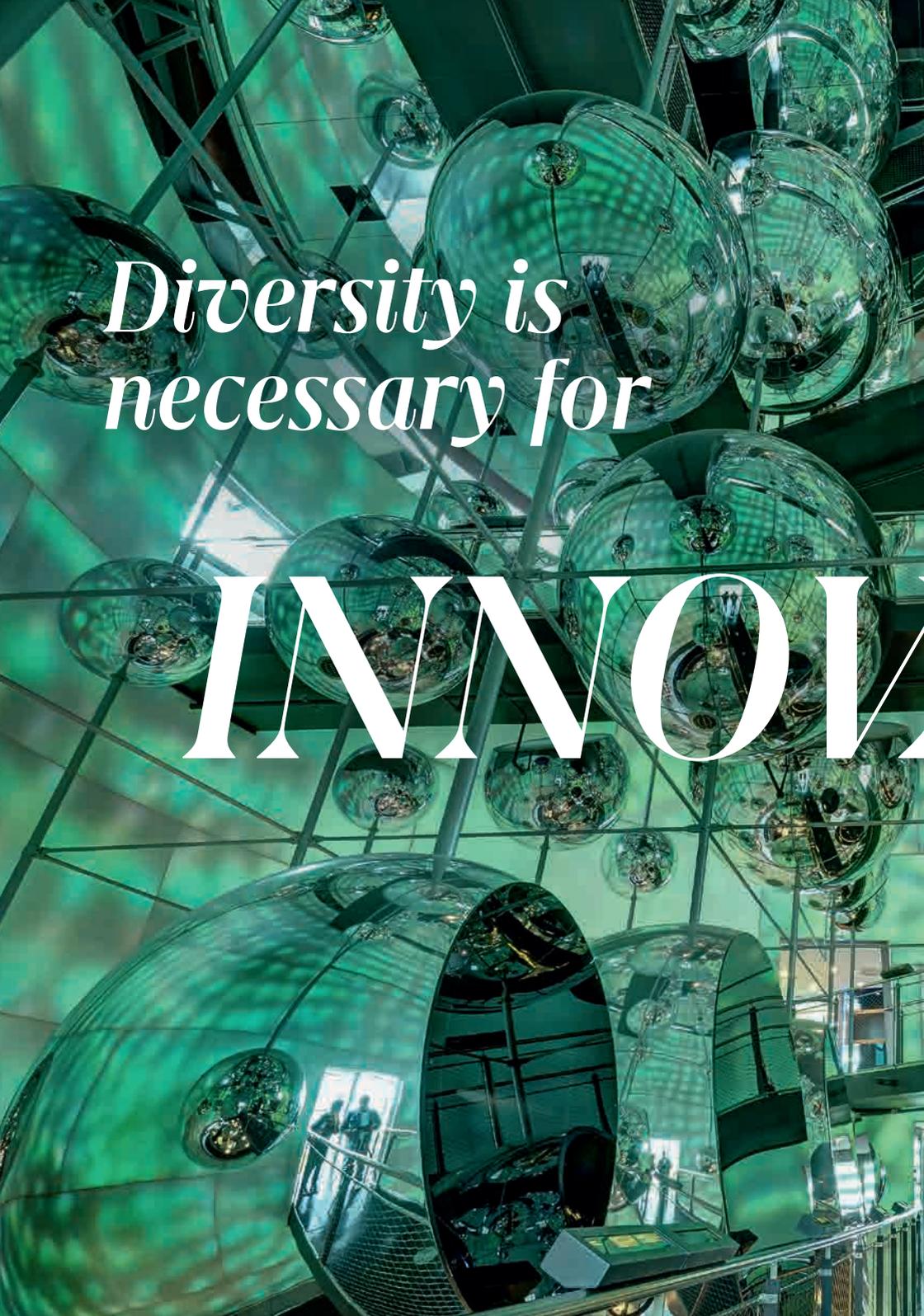
LINZ IS FULL OF CREATIVE MAKERS AND DOERS



Brucknerhaus



Ars Electronica Festival



*Diversity is
necessary for*

INNOVATION



ATION

*is the foundation
for success*

*“Almost nowhere else
will you find a
city more focused on
the future than Linz.*

*We are working
toward a good life and
respect for every-
one. So that
everyone can share
in our future.”*

OUR PLEDGE

Our stakeholders – whether they are residents of Linz, international entrepreneurs, or families visiting our city – can rest assured that they will find a better future in Linz than anywhere else. And whenever we say “future,” we also mean “respect.” Two strengths clearly set Linz apart from other cities: the exceptional drive for change that makes Linz unique and our strong economy, which makes Linz a place where almost anything is possible and where everyone shares in our common future.

DRIVE FOR CHANGE

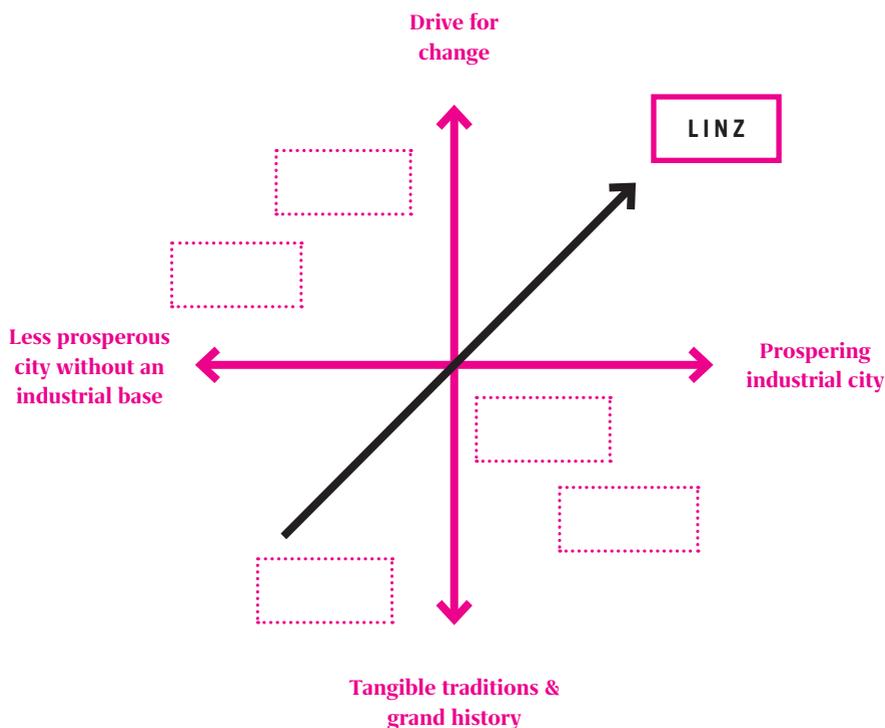
Being a Linzer means always living a little bit in the future. There was a time when no one believed in digital art or environmentally sustainable industry yet – but we simply did it. And we keep doing it.

PROSPERING INDUSTRIAL BASE

Linz is a traditional industrial hub at the forefront of the shift to a digital and sustainable future. The city is thriving more than ever. In fact, we have more jobs than people. And we always have new ideas big and small – from start-ups to blast furnaces.

OUR POSITIONING

Cities today are always in competition with their international counterparts. This positioning matrix compares our competitors Bologna, Brno, Düsseldorf, Graz, and Salzburg with Linz and includes a little puzzle. Where do you think these cities are positioned along the two axes?



*“We are a city of
the future in which
creativity meets
determination and
perseverance.
We build on our base
of innovative
businesses, social
cohesiveness,
digital art, and a high
quality of life on
the Danube River.”*

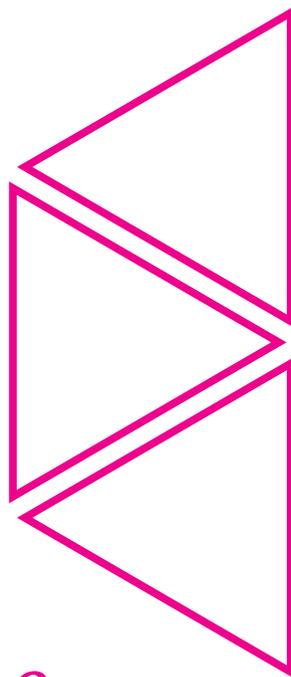
OUR PLEDGE TO OUR STAKEHOLDERS

PEOPLE

It begins in Linz – this is where you'll find the future! The city is prospering, offers good work-life balance, and provides many opportunities to experience a vibrant urban culture in close proximity to nature.

CULTURE & EDUCATION

Linz is a digital art pioneer and a creative hub with excellent future prospects. No other city combines ingenuity and artistic potential into a fresh assortment of educational and cultural activities like Linz.

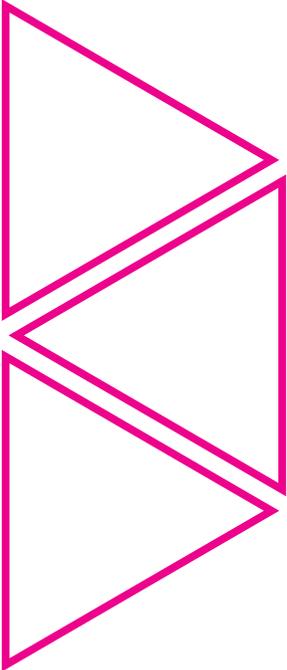


INVESTMENT & SETTLING DOWN

It's worth coming to Linz! We are a lively city of the future at the intersection of a vibrant steel industry, innovative start-up scene, and the broad perspective of a UNESCO City of Media Arts. People who work or invest here are defining the future.

BUSINESS

Linz is an export powerhouse and a hotbed of innovation. Our prospering city has plenty of room for new ideas. This is a place companies can really get something done.



CITY GOVERNMENT

Transforming Linz means working together to plan and seize future opportunities. The needs of people in Linz are at the core of our innovative services, whether digital or analog. We are a city government focused on the future, respect, and responsibility for all.

TOURISM

Rediscover Austria! A trip to Linz provides both inspiration and relaxation. Walk a few minutes in any direction and find global players of digital and contemporary art and culture, classical virtuosos, creative diversity, and nature along the Danube River.

*Performance
is in our*

NAT

A scenic autumn forest path with runners. The path is covered in fallen yellow and orange leaves. In the foreground, a runner in a black long-sleeved shirt and shorts is seen from behind, running away from the camera. Further down the path, several other runners are visible, including one in a bright green shirt. The trees are lush with green and yellow leaves, and sunlight filters through the canopy, creating a dappled light effect on the path. A wooden fence runs along the left side of the path.

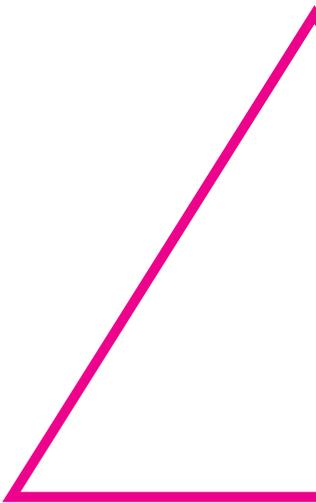
ATURE

*defines
quality of life*

OUR STORYTELLING

A dynamic city like Linz has many stories to tell. We defined three core themes of our storytelling in our brand so that all of the city's storytellers can evaluate whether a story is aligned with our city brand. Or whether a story can be expanded to help promote the city brand.

*THE
AND*



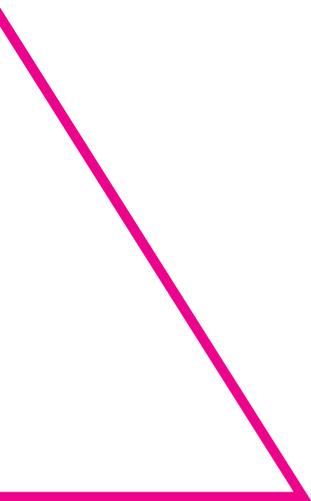
*CULTURE
AND TECHNO-
LOGY*

Digital art, culture
for all, the digital scene,
innovation...

FUTURE

US

Respect, education, nature,
community, change,
a good life, a lively city...



CREATIVE MAKERS

Start-ups, Industry 4.0, modern ways
of working, openness to the world,
the art scene, export networks...

L.I.N.Z. – A COMMUNICATIVE APPROACH

If Linz were an acronym, L.I.N.Z. would stand for four concepts that form our city's identity, combining respect and authenticity. These concepts provide us with inspiration for the images and ideas that we want to be associated with Linz as a city. This is why they should not be used literally but instead as a road map or guide for communication about the city.

LEBENDIG – LIVELY

Linz is an exceptionally lively and active city! Ars Electronica Festival, Ahoi! Pop Sommer open air festival, Linz Klangwolke event, Trendsportthalle sports center, Sinnesrausch exhibition, Pflasterspektakel street performance festival, Lentos Museum of Modern Art, Urfahranner Fair, Mural Harbor open air gallery, Bruckner Festival, Linzer ASK soccer club. How could anyone possibly be bored?

L – LEBENDIG
I – INNOVATIV



Pflasterspektakel street performance festival

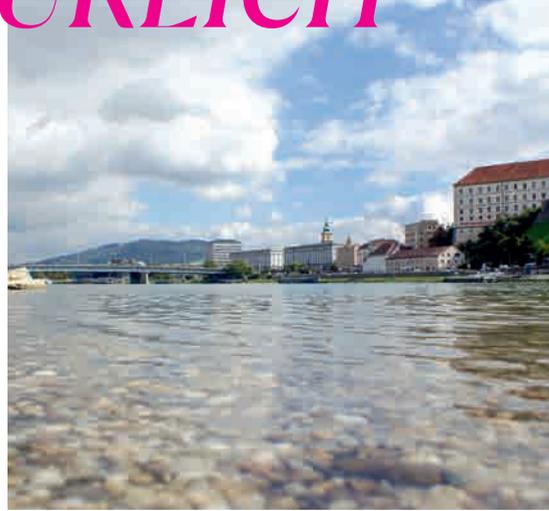
INNOVATIV – INNOVATIVE

Linz is among the most innovative regional capitals in Europe, boasts state-of-the-art industry, is Austria's export capital, and carries the title of UNESCO City of Media Arts. Ars Electronica, VOEST, Tabakfabrik, Johannes Kepler University, Innovationshauptplatz. Innovation is a way of life here.

N – NATÜRLICH

NATÜRLICH – NATURAL

The Danube, Pöstlingberg hill, and the city's many parks are integral to Linz and its residents. We have maintained a very natural approach to social interaction as well. The approachable nature of Linzers and a pragmatic, hands-on mentality can be found everywhere in town and represent a positive difference from the culture of many large cities in Europe. Typical Linz, of course.



View from Alt-Urfahr toward the city center

ZUSAMMEN ZUFRIEDEN – HAPPY TOGETHER

In a time when people are seeking solutions to many different societal challenges, the concept of “happy together” describes one of our city's guiding principles. Linz is already a socially aware city that offers a wide range of activities for families of all kinds. Still, society must be innovated in order to

ensure that ongoing economic and technological progress will also be usable in the future. Linz is good at that, and by 2030, we hope that many Linzers will be able to look back at a good decade – happy together.

Z – ZUSAMMEN ZUFRIEDEN

*Together
we are*

LI





VZ

*shapes
Austria*

PROCESS

*HOW WE
DEVELOPED
THIS
BRAND
STRATEGY*

**AN OVERVIEW
AND THANKS**

PROCESS

27

The city branding strategy for Linz was preceded by a multi-stage process. Along the way, we obtained valuable contributions from around 70 of the city's stakeholders in two brand strategy workshops, conducted a comprehensive image survey answered by 4,800 people, enjoyed active participation in two workshops by the members of the City Senate, received the results of a peer group analysis of five comparable European cities, and held many meetings of the project's core team.

THANK YOU!

Our heartfelt thanks goes out to all of the residents of Linz who participated in the branding process:

Gernot Barounig, Patrick Bartos, Veronika Beier-Wilfing, Manfred Biermayr, Walter Bremberger, Thomas Buchegger, Waltraud Cooper, Thomas Denk, Martin Dunst, Markus Eidenberger, Helmut Fallmann, Christian Gaiseder, Manfred Grubauer, Bettina Gumpenberger, Ingo Hagedorn, Andrea Heimberger, Fritz Hemedinger, Charlotte Herman, Rafael Hintersteiner, Ilaria Hoppe, Wolfgang Kaufmann, Franz Keplinger, Karin Keplinger, Josef Kinast, Markus Koblmüller, Gernot Kremser, Eva Maier-Homola, Ursula Matthey, Iris Mayr, Anke Merkl, Leijla Naxner, Josef Oberneder, Lorenz Potocnik, Werner Pamminger, Stefan Pawel, Werner Prödl, Alexandra Puchner, Eveline Pupeter, Julia Ransmayr, Markus Reindl, Susanna Rothmayer, Bonnie Schepe, Brigitta Schmidsberger, Hemma Schmutz, Günther Singer, Georg Spiesberger, Markus Staudinger, Georg Steiner, Elisabeth

Stephan, Julius Stieber, Gerfried Stocker, Otto Tremetzberger, René Voglmayr, Iris Wahlmüller, Julia Wanka, Rudolf Wernly, Wolfgang Zeintlhofer.

We would also very much like to thank the members of the City Senate for supporting and helping implement the project: Mayor Klaus Luger; Deputy Mayors Karin Hörzing, Markus Hein, and Bernhard Baier; City Councillors Regina Fechter, Michael Raml, Doris Lang-Mayerhofer, and Eva Schobesberger.

The branding process was managed by the Director of Communications and Marketing for the city of Linz, Jürgen Tröbinger. He was assisted in the process by Barbara Krennmayer and Klaus Theuretzbacher of the Linz-based management consulting firm Inovato. The concept and technical aspects were handled by the Brains, Marken und Design GmbH team in Vienna: Jessica Blank, Thomas Hotko, Matthias Pöll, and Isabella Reinhard.

*“We want to
lead Linz’s brand
into the future.
Join us!”*

DR. JÜRGEN TRÖBINGER,
DIRECTOR OF COMMUNICATIONS AND MARKETING

THE END IS ONLY THE BEGINNING



DEAR RESIDENTS OF LINZ,

And everyone who holds the future of our city dear,

It has taken almost a year to complete our city's new brand strategy. Too long? No. It goes without saying that building a new, solid, well-designed house first requires a good blueprint. Our city government, stakeholders, and – last but not least – the general public all participated in the process. The result is something we can proudly share: a brand strategy and vision that illustrate Linz now and in the future. We have finished developing the strategy. Now it's time to breathe life into the new brand. Help us and let's show the world what a liveable city with a promising future our Linz is!

A handwritten signature in blue ink, appearing to be 'J. Tröbinger', written over a light blue grid background.

**DR. JÜRGEN TRÖBINGER,
DIRECTOR OF COMMUNICATIONS
AND MARKETING**

STRONG BRAND STRONG CITY



DEAR RESIDENTS OF LINZ,

We know that Linz is a city that offers good living and working conditions. And we are proud of our city. Beyond our own borders, however, we are in competition with other urban areas that are also vying for skilled workers, tourists, investors, and even just

new residents. A strong brand for Linz will now show our state, our country, Europe, and even the world what Linz is capable of. We are an economic powerhouse featuring social solidarity, a zest for life, abundant nature, and innovation – always with a view to the future. It begins in Linz – again and again! This combination of assets makes Linz unique. The new brand aims to tell a success story built on continual change and to make Linz appealing on the outside while promoting unity on the inside. We call on all of the city's stakeholders for help, because the more people spread this success story, the more attractive and livable Linz will become. After all, a strong brand makes a strong city.

A handwritten signature in blue ink, which appears to read 'Luger'. The signature is fluid and cursive, written on a white background.

**KLAUS LUGER,
MAYOR**

*“A strong brand
for Linz is a
cornerstone for
the city’s
successful future.”*

KLAUS LUGER,
MAYOR

PUBLISHING INFORMATION

Media owner and publisher:

Municipal Administration of the State Capital Linz
marke.linz.at
komm@mag.linz.at

Responsible for content:

Dr. Jürgen Tröbinger,
Director of Communications and Marketing

Concept and design:

Brains, Marken und Design GmbH
brains.com
Concept: Thomas Hotko, Matthias Pöll
Design: Christian Binder,
Alexander Winklbauer

Images:

Cover, 18, 19, 22, 29 | City of Linz: Michael Dworschak; 4 | Linz Tourism: Johann Steininger; 5 | Tabakfabrik: Florian Schürzenbaum; 6, 7 | Ars Electronica: Centro de Ciencias de Sinaloa; 8 | Johannes Kepler University; 9 (top) | Brucknerhaus & Donaupark: Rita Newman; 9 (bottom) | Ars Electronica: vog.photo; 10, 11 | mauritius images: Klaus Bossemeyer; 23 | Linz Tourism: Gerda Haunschmid; 24, 25 | Upper Austria Tourism: Robert Maybach; 30 | City of Linz: Robert Maybach

Place of publication:

Linz, 2020

