

An aerial photograph of a modern campus at sunset. The sky is filled with orange and yellow light from the setting sun, with scattered clouds. The campus features several large, multi-story buildings with brick and wood accents, interspersed with green trees and walkways. A central street is lined with trees and has a few people walking. The overall atmosphere is warm and inviting.

THE LINQ

BRAND VISION
01/17/24

Our Process



The goal of today's meeting is to review the brand vision for The LinQ. This vision summarizes the proposed experience of the site and articulates a narrative that tells a succinct, high-level story of this unique new destination.

Table of Contents

01

OBJECTIVES & OBSERVATIONS

02

MARKET ANALYSIS

03

AUDIENCE

04

OFFERING & DIFFERENTIATION

05

BRAND FOUNDATIONS

06

BRAND NARRATIVE



We are looking down the road, toward a future full of inspiring ideas, exciting experiences, and countless new connections that will guide us to a better day.

Down the highway a stretch, on the south side of the DFW metroplex, is a dynamic new destination, where civic partnerships give business a leg up, and wholesome small-town Texas living is stepping up, strutting its stuff, and connecting to the world.



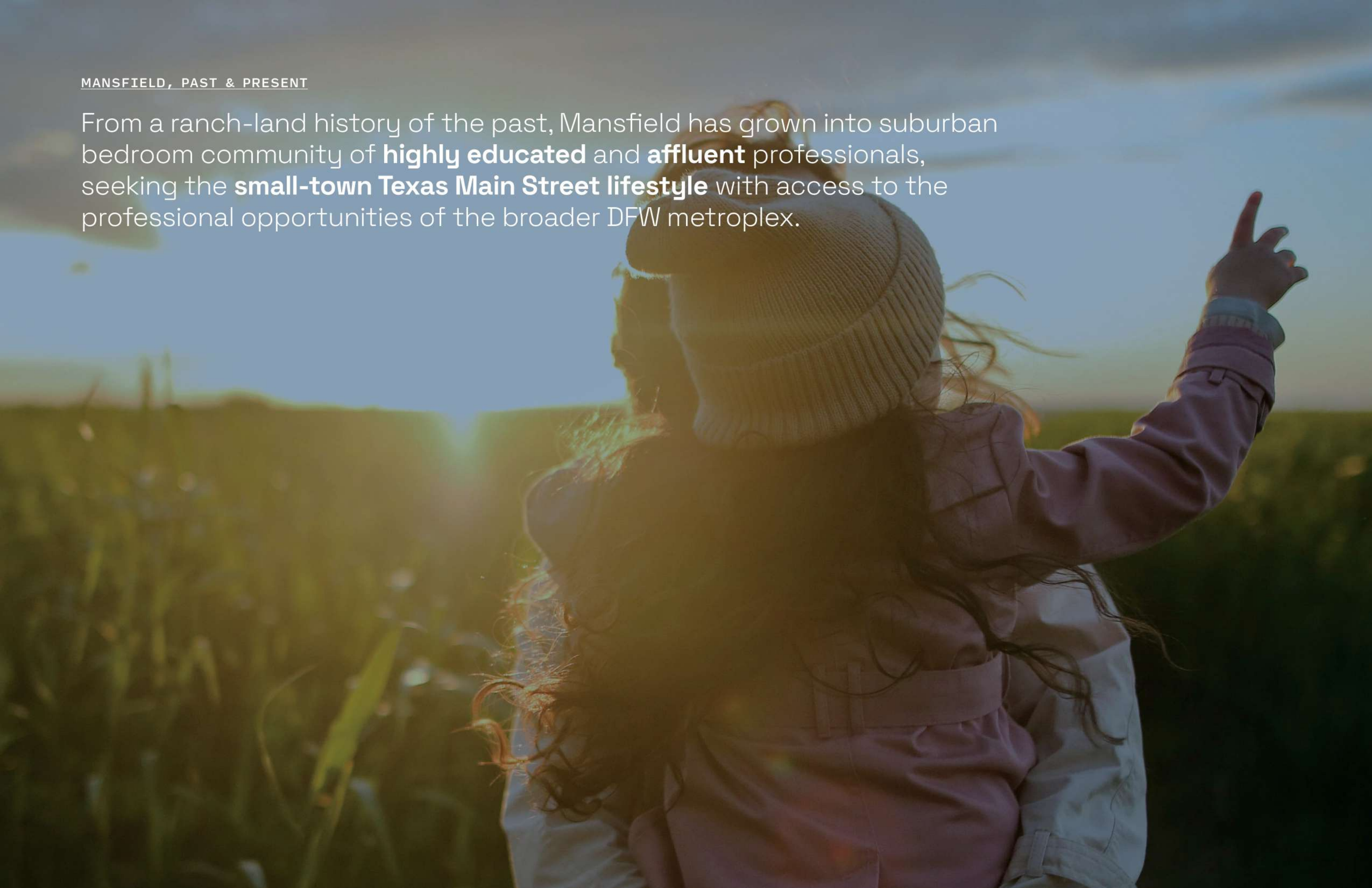
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OBJECTIVES & OBSERVATIONS



MANSFIELD, PAST & PRESENT

From a ranch-land history of the past, Mansfield has grown into suburban bedroom community of **highly educated** and **affluent** professionals, seeking the **small-town Texas Main Street lifestyle** with access to the professional opportunities of the broader DFW metroplex.



A CIVIC DRIVEN VISION FOR THE FUTURE

“A vibrant city for people and businesses that value world class experiences, culture, quality and a second-to-none level of community service in a hometown environment.”

-Mansfield City Council



THE LINQ

OFFICE & INNOVATION



RIVERWALK

MODERN LIFESTYLE DESTINATION, FOOD,
AND DENSE RESIDENTIAL



HARVEST POINT

SPORTS & ENTERTAINMENT



WADI

(WISTERIA ARTS DISTRICT)
ARTS AND CULTURE



DOWNTOWN

REVITALIZED HISTORIC LIFESTYLE
DESTINATION

PRIMARY OBJECTIVES

Promoting Mansfield's Vision

As a primary piece of the City's future-focused vision to bring more contemporary offerings to the people of Mansfield, The LinQ will be built to serve these high level objectives:



Establish Mansfield as a name in innovation on a global scale

Serve as a stimulus for economic growth

Join other initiatives to elevate the lifestyle of the people of Mansfield



2

MARKET ANALYSIS

Regional Competition

Dallas Area

UT Southwestern Medical Center
CityLine
Victory Park
Pegasus Park

Frisco, Plano, North of Dallas

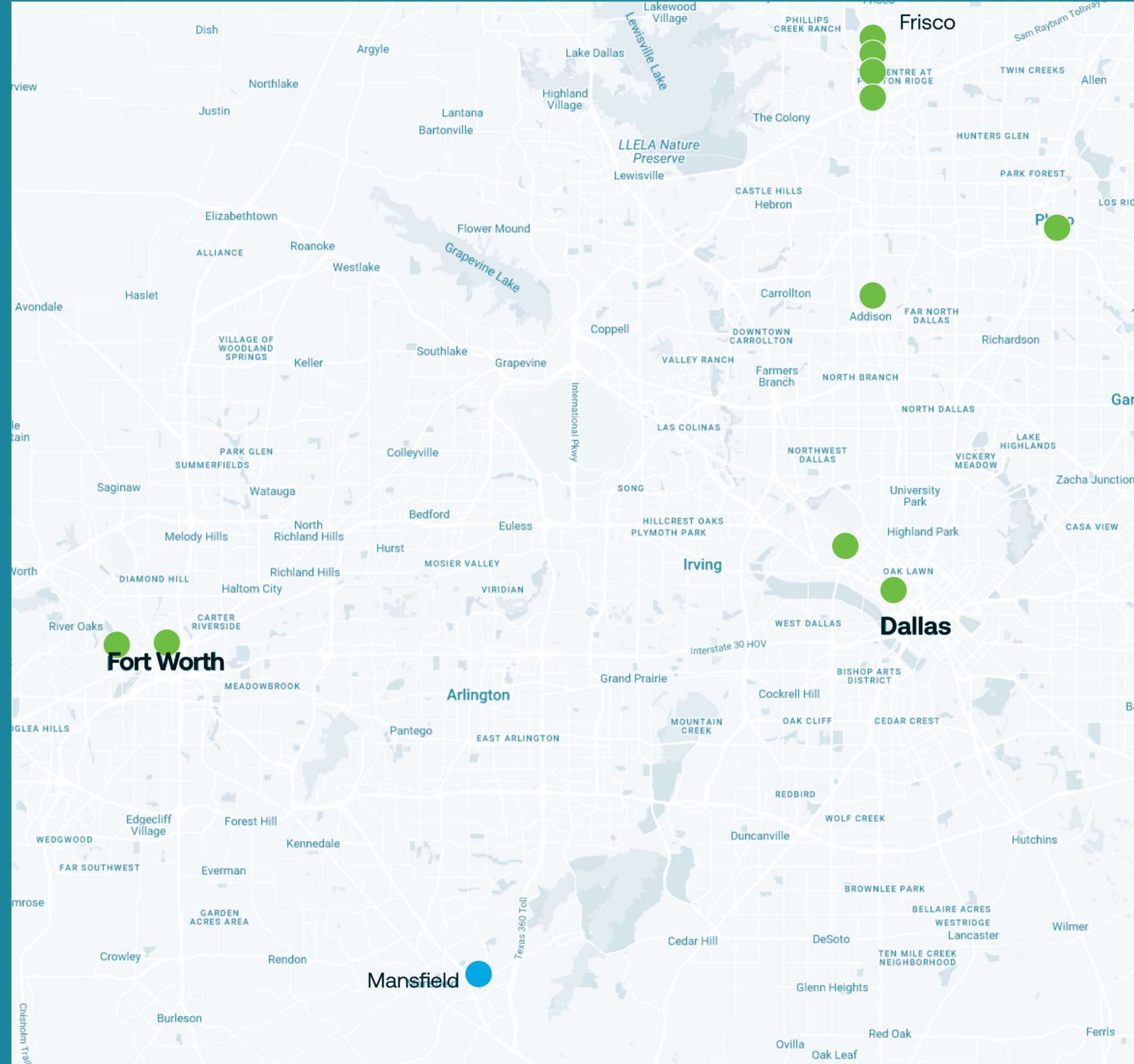
HALL Park
The Star
Frisco Station
Legacy West
CityLine
Addison Circle Park
Richardson IQ

Fort Worth Area

West 7th
Sundance Square

● Competitors

○ The LinQ





INSIGHT

The LinQ stands as the sole innovation center south of the DFW metroplex with a central lifestyle hub. This combined with a future-forward land-use plan and an affluent, well-educated talent pool, put Mansfield at the forefront for attracting industry leading businesses in targeted markets.

Given the abundance of open land and variety of housing in close proximity, **Mansfield holds significant potential for scalable and tailored development to meet the requirements** of future tenants.

The Making of a Modern Innovation District



ASPIRATIONAL PRECEDENTS

Texas A&M Innovation Plaza // Research Triangle Park // Pegasus Park // Richardson IQ // Innovation Quarter // Health Tech Corridor // Oslo Science City // 16 Tech // Station F Paris // ID Manchester // Kendall Square // Atlanta Tech Village

PARTNERSHIPS

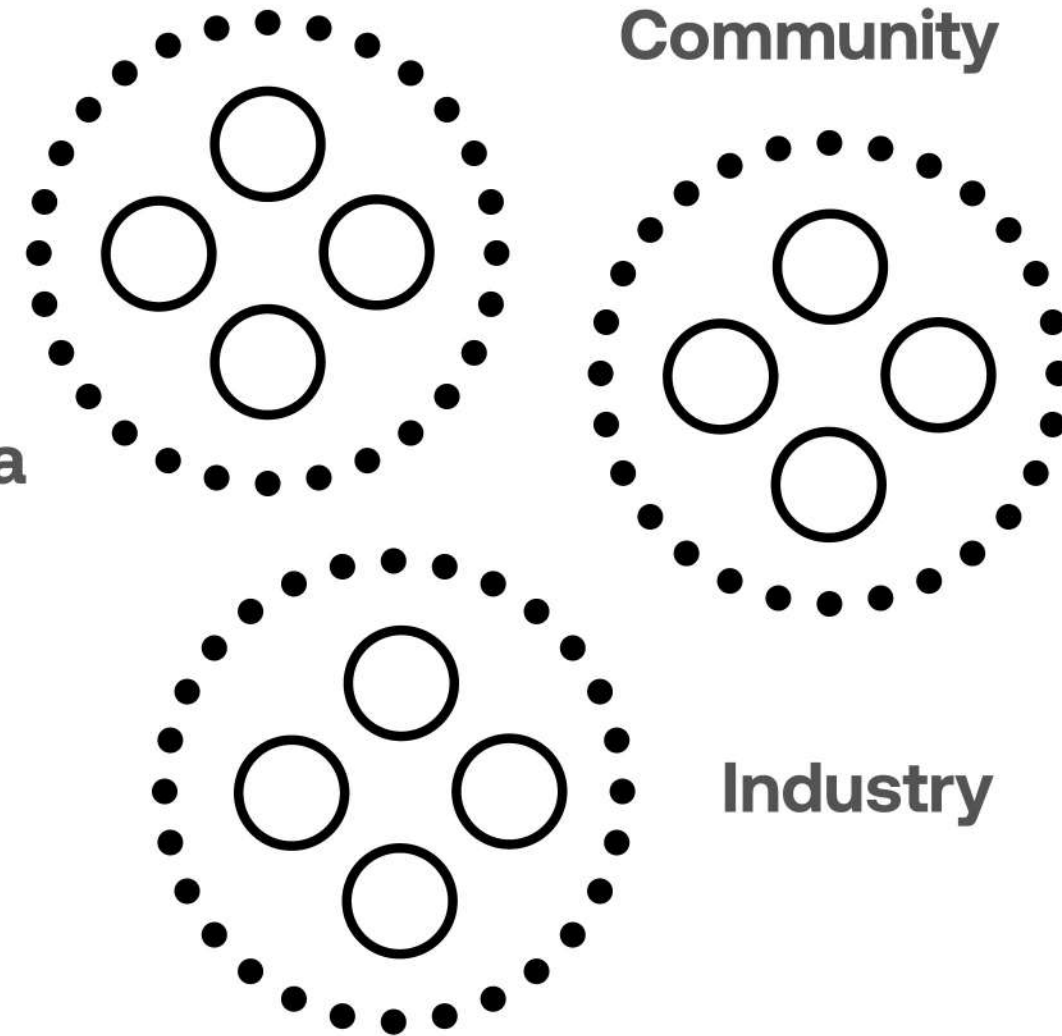
Cluster Model Approach

Following a **cluster model** approach, The LinQ is partnering with local STEM schools, regional universities, industry leading businesses and global innovation groups to create a unique **innovation focused community.**

Academia

Community

Industry



Academia



Industry

Community



INSIGHT

With connected lifestyle and entertainment components, small town charm, proximity to DFW, and competitive talent pool, The LinQ has a unique story and is primed to meet the foundational needs for a thriving innovation district.

Coupling this with its partnership efforts, innovative resources ecosystem, economic incentives, and space to scale-in-place, The LinQ can position itself as a competitive destination for global businesses to put down roots.



3

AUDIENCE

AUDIENCE DEFINITION

Target Industries

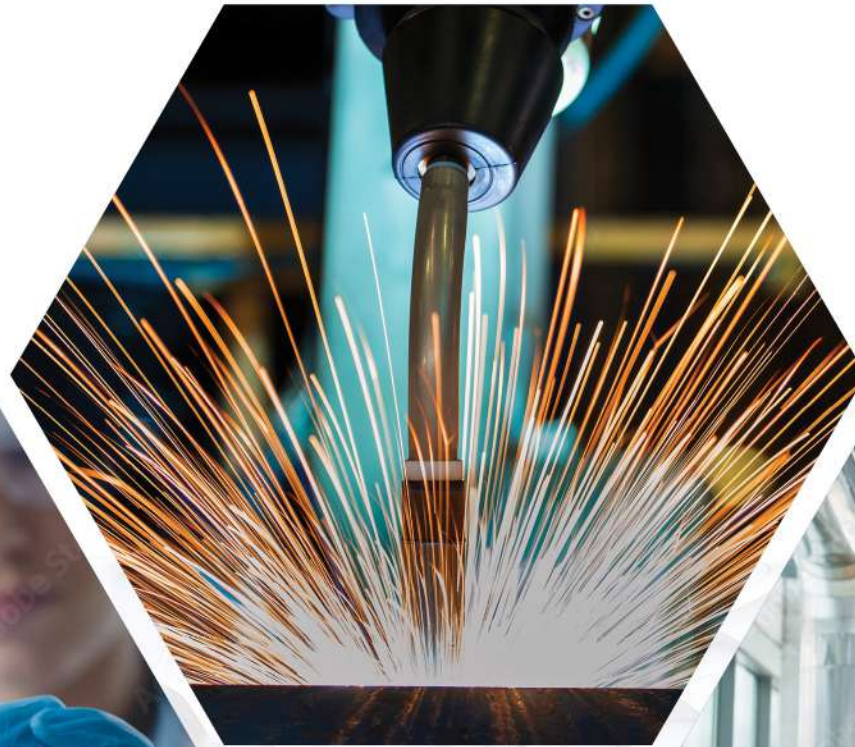


TECH

LIFE SCIENCES



ROBOTICS &
ADVANCED
MANUFACTURING



CREATIVE OFFICE



LIFESTYLE



TARGET MARKETS

Framed Needs



TECH

Short term leasing
Affordable access to high level resources



LIFE SCIENCES

Lab space
Access to nature
Cluster model: location, innovation, talent, and capital



ROBOTICS & ADVANCED MANUFACTURING

Prototyping spaces
Flexibility: painless installation and scalability
Efficiency: optimize space while improving productivity



CREATIVE OFFICE

Modern collaborative workspaces
Informative and enriching experiences
Convenient lifestyle amenities



LIFESTYLE

Built in customer base
Walkability
Proximity to office and residential

INSIGHT

In a cutting-edge economy, proximity is everything. Employees seek walkable, bikeable environments, fostering chance encounters and idea-sharing. Companies gravitate toward **collaborative spaces** where innovative ideas transform into smart products, and amenity rich environments.

Ultimately, competitive places and cool spaces have the power to reshape and revitalize Mansfield to make it attractive to the market. We will develop specialized destinations that are built with the user in mind to appeal to employees of these industries, creating bespoke places tailored to serve and nurture a special breed of innovative mind.



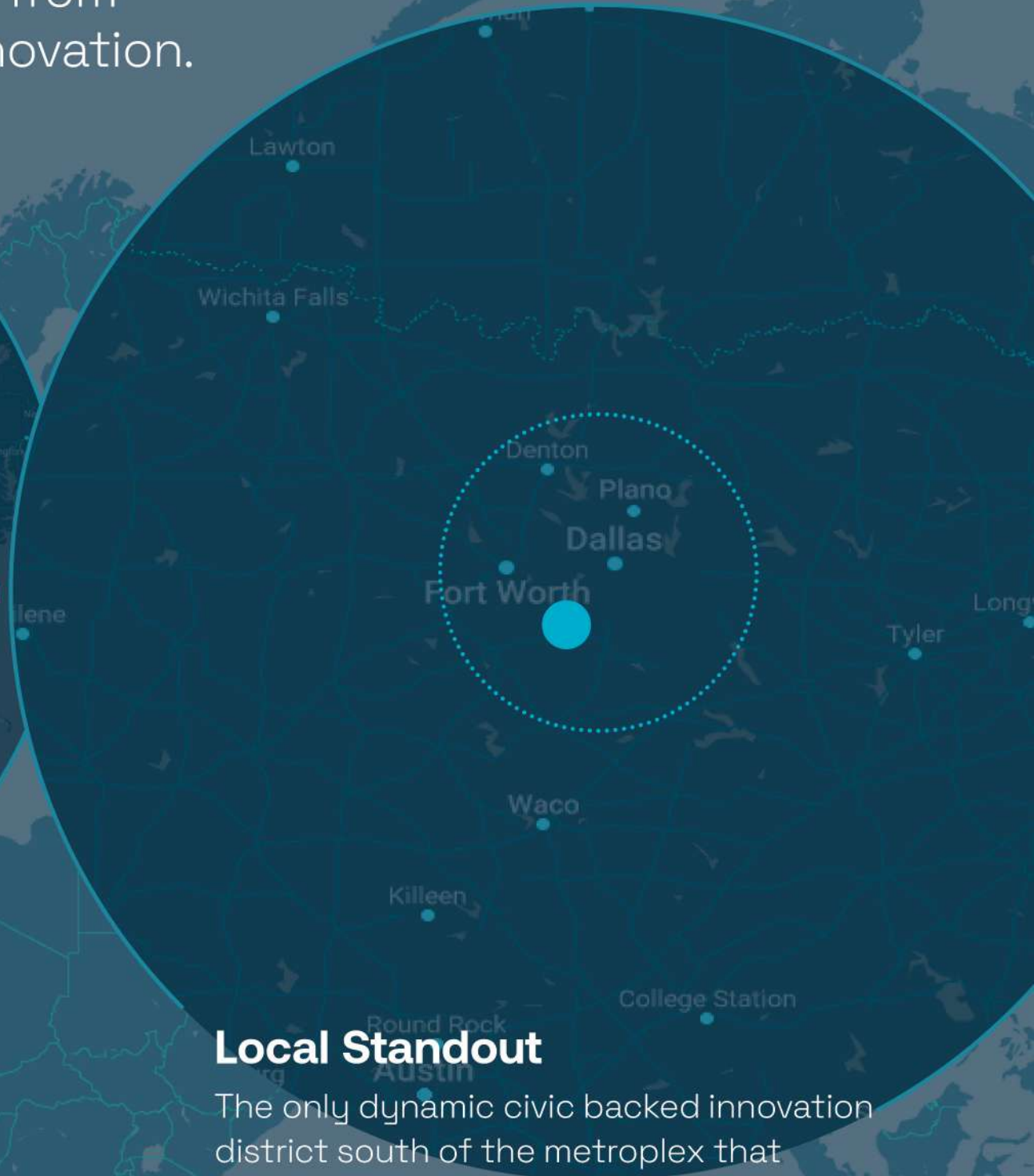
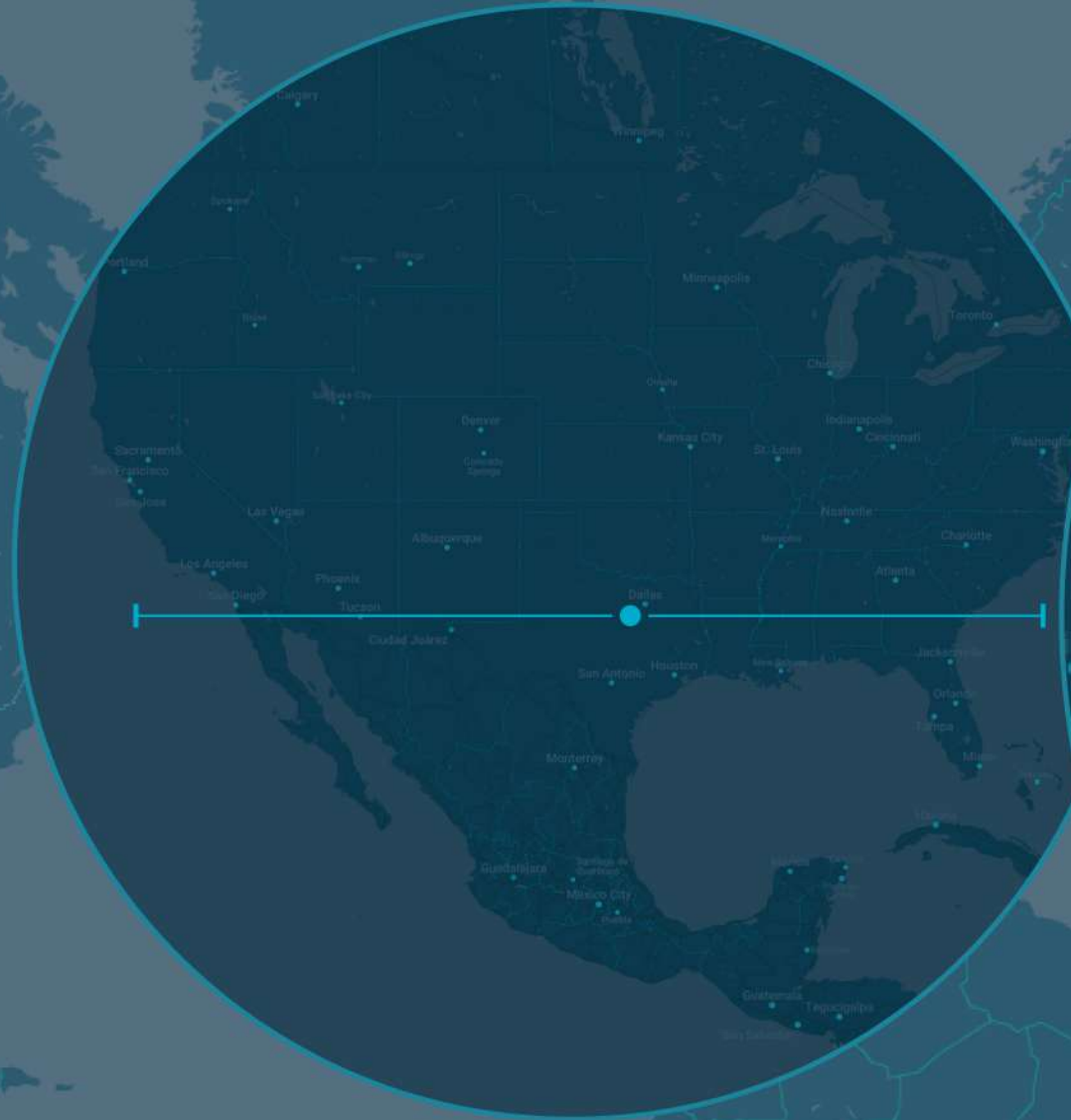
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OFFERING & DIFFERENTIATION

A PRIME LOCATION

A World Within Reach

Ideally situated to connect your team to all the world offers from distribution, to travel, to innovation.



Global Reach

Positioned to perform, The LinQ is located next to the third largest metropolitan area in the US, just south of one of the world's largest airports.

Nationally Centered

Centrally located on the continent, The LinQ sits in the center of Texas' tech and science boom, offering an affordable, safe, and accessible home base.

Local Standout

The only dynamic civic backed innovation district south of the metroplex that offers access to a robust residential, lifestyle core and entertainment district.

Built to Bring Innovation to Market

Resources and incentives that give businesses the economic foundation and mentorship pipeline needed for industry disrupting insights and growth.



Research & Ideation

INCUBATOR & LAB SPACES,
INSPIRING OFFICES AND
SPACES IN BETWEEN



Development & Prototyping

RESEARCH AND DEVELOPMENT
TOOLS & SPACES



Advanced Manufacturing

PROXIMITY TO RESOURCES FOR
AGILE SCALE OF PRODUCTION



Product to Market

CENTRAL LOCATION FOR
DISTRIBUTION

DIFFERENTIATING THROUGH QUALITY OF LIFE

Advancing Quality of Life for Employees and Mansfield

Places to Build
Community &
Foster Culture



Convenience to
Daily Needs &
Entertainment



Available Housing
for All Price-Points



Health & Wellness
Focused Amenities

THE LINQ

A Connected Community

The LinQ offers a variety of spaces and lifestyle options ranging from engaging retail and F&B to office and innovation spaces such as MIC and Tech Incubator.

Beyond these uses, The LinQ is interconnected with various green spaces, high-quality parks, and amenities that bring balance and wellness to visitors and residents.





INSIGHT

A key differentiator lies in our focus on **creating a community destination**. The LinQ will allow residents the opportunity to work, live, and actively participate in community-building, as opposed to merely being a commuter oriented bedroom community.

With a variety of accompanying district initiatives for entertainment, the arts, and a revitalized downtown, **The LinQ is part of a holistic, city-led set of modern, lifestyle amenities that will catalyze thoughtful growth and set Mansfield apart in the region as a premiere living destination.**



5

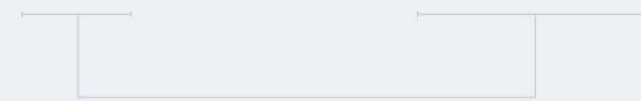
BRAND FOUNDATIONS

FOUNDATIONS: THE NAME

Building from the foundation of the name,
The LinQ brand and story is centered around
the **Principles of Connection and Intelligence.**

Link: to make a connection, or series of connections between ideas, places, or things.

The LinQ



IQ: a measure of intelligent thinking

OUR MISSION (WHAT WE WILL MANIFEST IN THE WORLD)

We are building a **cutting-edge collective** for the **visionaries of the future**. One that will establish Mansfield as a new name in innovation on the **global stage**. A next-gen nexus where **companies, talent and community converge** to develop the technologies and ideas of tomorrow, ushering in a **new era of prosperity** for the City and the world.

BRAND CHARACTER

Our brand speaks through many activations, but always with one voice. The LinQ is guided by the overarching **principle of connection**. This is reflected in all we do from business strategies, to copy points, to our look and feel.



DYNAMIC

ADAPTABLE, ACTIVATED, AGILE



REFINED

SOPHISTICATED, GLOBAL, SLEEK



LAYERED

MULTI-FACETED, CONNECTED, SYMBIOTIC



VIBRANT

BOLD, ENLIGHTENING, ENERGIZED

BRAND PILLARS



A HOME FOR VISIONARY VOICES

A unique community of innovators, attracting, championing and supporting the best minds in industries to come together and innovate true change in the world.

PROGRESS THROUGH PARTNERSHIPS

Creating opportunities through universities and global institutions. A place designed to help businesses succeed, and spark innovative development.

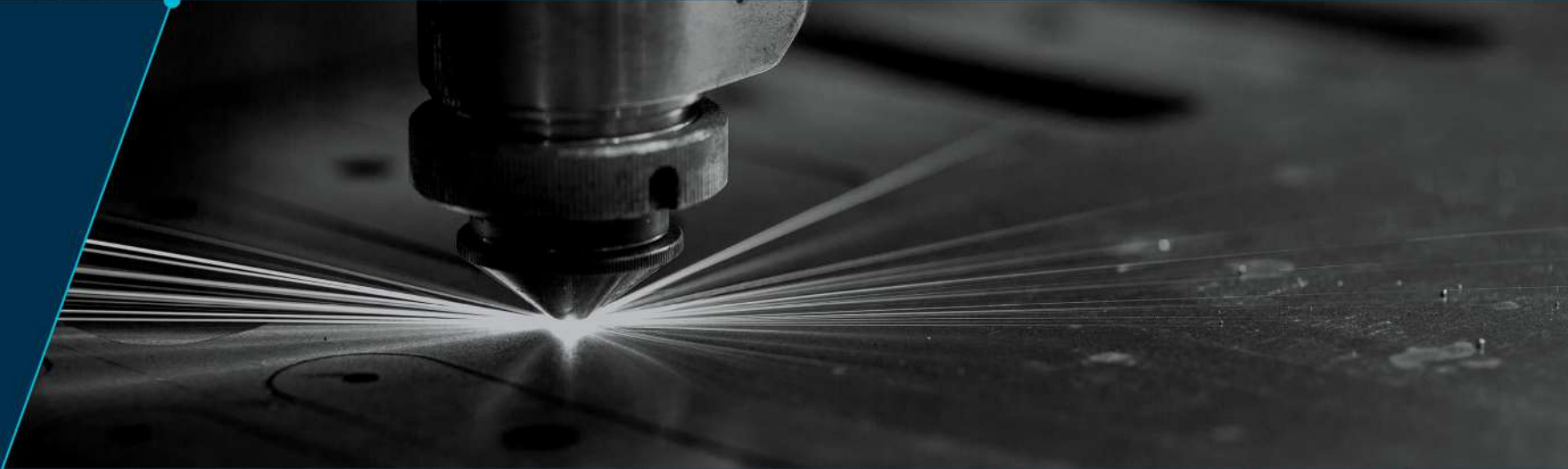


BETTER LIVING BEYOND BUSINESS

Carefully curated amenities and diverse housing choices, conveniently situated to elevate lifestyles, fostering a balanced life beyond the workplace.

A NEXT-GEN NEXUS

A launch pad and lifestyle center, a proving ground for cutting edge innovations in tech, life sciences, advanced manufacturing, robotics, and engineering.





6

BRAND NARRATIVE



WELCOME TO THE LINQ

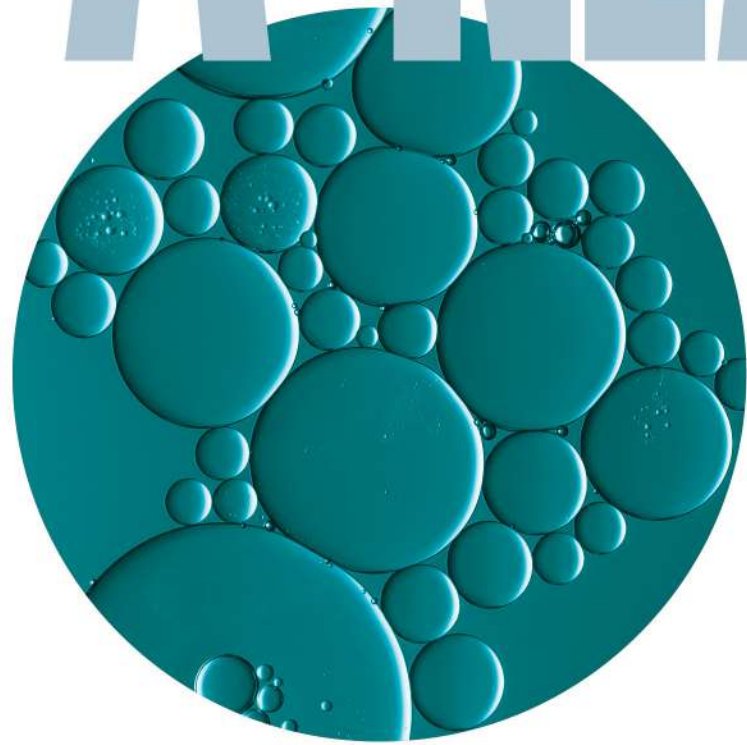
$$\frac{\partial p}{\partial t} + \frac{\partial}{\partial x}(pu) = 0$$

$$\frac{\partial u}{\partial t} + u \frac{\partial u}{\partial x} = -\frac{1}{c} \frac{\partial p}{\partial x}$$

$$\frac{\partial}{\partial t} \left(\frac{p}{\rho^{\gamma}} \right) + u \frac{\partial}{\partial x} \left(\frac{p}{\rho^{\gamma}} \right) = 0$$

We are building a cutting-edge hub and home-base for the visionaries of the future.

A NEXT-GEN



NEWS

where **companies, talent and community** converge to develop the technologies and ideas of tomorrow.



A HOLISTIC ECOSYSTEM

that connects your business to **advanced resources** and a **collaborative community** of industry leaders that will serve as a **catalyst for ideas** and a **catapult for agile innovation**.





WHERE

EDUCATION

RUBS
ELBOWS
WITH

ENTERPRISE



to create a **training ground for talent**, connecting the region's top universities to the world's most innovative players in science, technology, business and manufacturing.



One that stands apart, offering a unique set of curated amenities that embody the charm of Texas Main Street living, and allowing contributors to

LIVE LOCALLY &



ENGAGE GLOBALLY

enriching lifestyles beyond business hours, through a walkable collection of homes, dining, entertainment and natural connections.



A civic led cooperative that streamlines paths for

SYMBIOTIC GROWTH OF

ECONOMY & CULTURE

for a unique collection of start ups, scientists, and Fortune 500 stalwarts.





A COMMUNITY BUILT FOR CONNECTION



that puts the power and incentives to build a better tomorrow, in the hands of the pioneering businesses and people of Mansfield today.

Brand Positioning & Strategy Summary

BRAND POSITIONING NARRATIVE

We are building a cutting-edge hub and home base for the visionaries of the future. A next-gen nexus where companies, talent and community converge to develop the technologies and ideas of tomorrow.

A holistic ecosystem that connects your business to advanced resources and a collaborative community of industry leaders that will serve as a catalyst for ideas and a catapult for agile innovation.

Where education rubs elbows with enterprise to create a training ground for talent, connecting the region's top universities to the world's most innovative players in science, technology, business and manufacturing.

One that stands apart, offering a unique set of curated amenities that embody the charm of Texas Main Street living, and allowing contributors to live locally & engage globally, enriching lifestyles beyond business hours, through a walkable collection of homes, dining, entertainment and natural connections.

A civic led cooperative that streamlines paths for symbiotic growth of economy & culture for a unique collection of start ups, scientists, and Fortune 500 stalwarts.

A community built for connection, that puts the power and incentives to build a better tomorrow in the hands of the pioneering businesses and people of Mansfield today.

BRAND CHARACTER (HOW THE BRAND FEELS)

DYNAMIC

REFINED

LAYERED

VIBRANT

BRAND PILLARS (OUR GUIDING VALUES)

A Home For Visionary Voices

Progress Through Partnerships

Better Living Beyond Business

A Next-Gen Nexus

The background features a complex network of glowing nodes and lines in shades of blue and white, set against a dark blue backdrop. A vertical white line runs through the center of the image, passing behind the text.

APPENDIX:
NEXT STEPS

Next Steps



Next steps are for the City staff to review the vision, and supply edits and feedback by the end of the day 1/24 to remain on schedule.

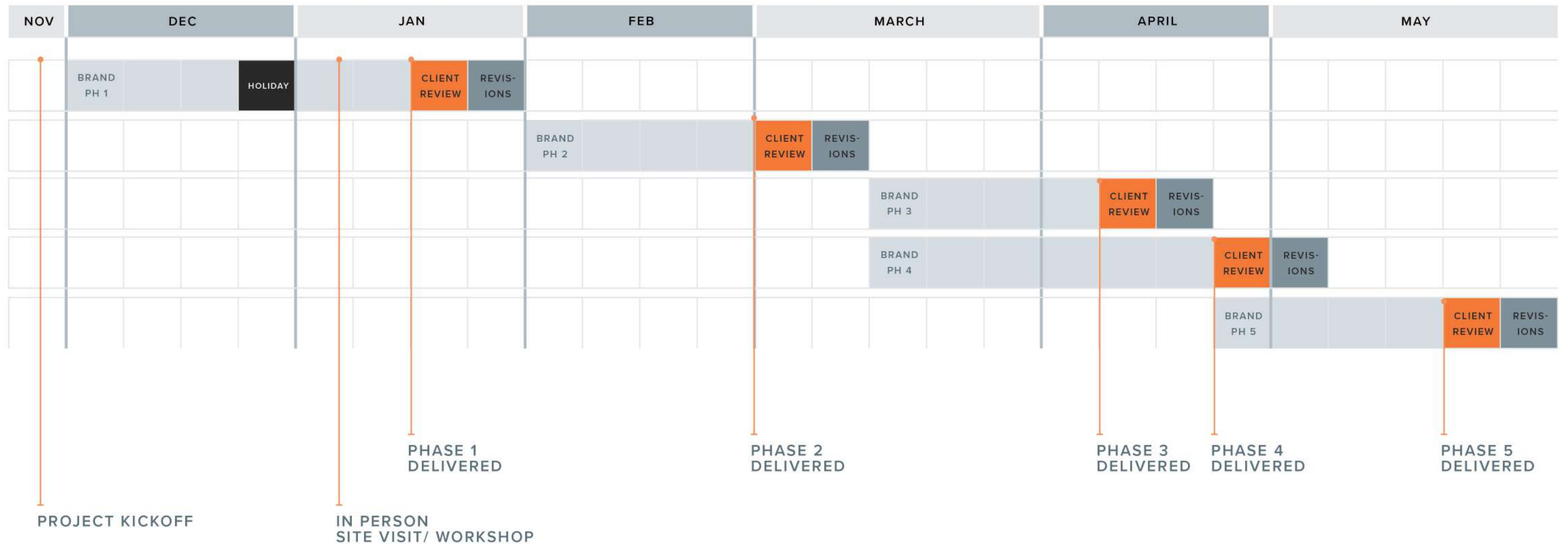
**Phase 1:
Brand Narrative**

**Phase 2:
Brand Identity**

**Phase 3:
Brand Standards**

**Phase 4:
Brand/Pitch Book**

**Phase 5:
Web Landing Page**



All dates shown are tentative and based on previous project experience, client approvals and coordination efforts.
 This schedule is intended for planning purposes only and may change within the life of a project.



THANK YOU!

Tailored & Crafted by

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