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Newport Beach & Company Unveils New Balboa Island Brand Identity, New Website
*Community Marketing Agency Unites Tourism & Economic Development
through Unique Destination Branding & Digital Marketing*

NEWPORT BEACH, Calif. – After adding Balboa Island Marketing, Inc., to its economic development Enterprise Newport Beach business unit last year, [Newport Beach & Company](#) has hit the ground running through the creation of a new brand identity system for Balboa Island merchants to coincide with the historic island's upcoming 100-year anniversary in September 2016. Founded in 1906, the island was incorporated into the City of Newport Beach in 1916.

The new official logo and brand identity system is flexible, historic and pays homage to the iconic bridge, which serves as the gateway to the island's historic Marine Avenue—lined with cottages, local shops, restaurants, stores and the world-famous Frozen Banana Stand. The logo also is reminiscent of the famous cottage plates, which can be found in shops along the island. The city of Newport Beach's marketing agency used a red, white and blue color palette to symbolize the rich history and patriotism that is evident throughout the island's community.

Additionally, Newport Beach & Company launched Balboa Island's new website, [ExploreBalboaisland.com](#), to fully reflect the island's new official logo and brand system. The new, mobile-responsive website serves as a resource for visitors, local residents and island merchants and includes a directory, list of events and island imagery providing a glimpse into this quintessential American harbor community – one of the most visited spots in Newport Beach.

"We are thrilled to be able to share the Balboa Island experience online through our new leading-edge website," said Alex Robinson, president of the island's merchant association, Balboa Island Marketing, Inc. "Balboa Island is a tight-knit community with a rich history, and we now have an official brand identity and website that helps tell our unique story thanks in great part to our new partnership with Newport Beach & Company."

"Last year, Newport Beach & Company became official partners with Balboa Island Marketing, Inc., with a shared goal to create consistent Newport Beach brand messaging across our distinctive neighborhoods while promoting the qualities that make each of them one of a kind," said Gary Sherwin, president & CEO of Newport Beach & Company. "We look forward to continuing our strategic partnership to promote Newport Beach, Balboa Island and its ten unique neighborhoods to the millions of visitors we welcome each year, as well as our 80,000 residents."

Newport Beach & Company lent its marketing expertise to the Balboa Island Centennial Celebration Committee, which is tasked with developing the fundraising, marketing and promotion of the rich

history of this iconic Island. The new Balboa Island brand identity is flexible and allows for the addition of “1916 – 2016” to the new logo to commemorate when the island was incorporated into the City of Newport Beach.

Also through its economic development business unit, Enterprise Newport Beach, Newport Beach & Company partners with Balboa Village Merchants Association to market Balboa Village—from the Fun Zone and ExplorOcean across Balboa Peninsula to Balboa Pier. The Balboa Village partnership was the first economic development entity to join the newly formed Newport Beach & Company in 2013. The new community-marketing agency also created the brand identity for Newport Beach’s oldest neighborhood, Balboa Village. Since then, this unique partnership has created numerous ad campaigns, brochures, maps and event marketing programs.

“Newport Beach & Company has added a level of expertise and professionalism to all of our marketing and branding initiatives,” said Marcel Ford, president of Balboa Village Merchants Association. “Their team is working with our association now on a new three-year strategic plan, and we appreciate their support, passion and spirit for the merchants, history and residents of Balboa Village.”

Through its collection of business units, Newport Beach & Company tells the unique and enriching Newport Beach brand story to local residents, local merchants and businesses, meeting planners, regional leisure visitors, and national and international vacation audiences.

“There is no other destination marketing organization like Newport Beach & Company in our entire industry,” said Sherwin. “We’ve created one organization that singularly markets and promotes our businesses, residents, attractions, beaches, restaurants and hotels under one common brand with one dynamic, industry-leading marketing and sales team.”

Editors Note: Contact Jenny Wedge at jenny@newportbeachandco.com for:

- **Balboa Island Brand Identity System & Website Screen Shots**
- **Headshot of Gary Sherwin, CEO, Newport Beach and Company**

About Newport Beach & Company

Founded in January 2013, Newport Beach & Co. is a non-profit organization established to serve as the official marketing agency for the city of Newport Beach. The agency brings together all of the marketing entities connected to the Newport Beach brand, and is designed to oversee separate business units that include Visit Newport Beach, Dine Newport Beach, Celebrate Newport Beach, Enterprise Newport Beach and Newport Beach TV. Additionally, Newport Beach & Co. includes the Newport Beach Foundation focused on creative charitable endeavors that support the business community. For more information, please visit VisitNewportBeach.com.

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