

Dearborn Brand Platform: Positioning

The Perfect Balance

The positioning clearly summarizes what sets Dearborn apart from neighboring towns and cities. Keep in mind that this is an idea, not a slogan. Use it to guide the images you show and the messages you create, but don't use it as an actual piece of copy.

Of all the cities and towns in metro Detroit, Dearborn is the one that delivers a full city experience – without sacrificing a sense of belonging. No other regional city of comparable size has anything like the “big city” mix of cultural, social and economic amenities that Dearborn has. At the same time, Dearborn enjoys strong, well-established community traditions and civic organizations. For people who want to enjoy big-city life without all the hassles, Dearborn is a compelling option.