

Comprehensive Brand Audit

SUPPLEMENT TO EXECUTIVE SUMMARY OF FINDINGS



Summary

PURPOSE & METHOD

This audit reviews how the City of Isle of Palms presents itself today – in words and creative, across its channels, through the people and processes that produce its materials – across four areas: messaging, visual identity, channels, and the systems and governance behind them. It responds to the problem the City named when it began this project: the existing logo and design elements are used inconsistently, and that inconsistency weakens the City’s identity and can create doubt around official documents and City representatives.

We reviewed the City’s brand assets and civic materials, website, newsletter, social channels, public-facing content of partner organizations, the City’s adopted plans; owned analytics and the interdepartmental staff survey.

THE BIGGEST TAKEAWAY

Isle of Palms has a strong, widely shared identity – and no system to carry it.

Across the City’s own channels, its adopted plans and its partners, the island is described the same way in substance: *a natural, family-centered barrier island close to Charleston*. What differs is how each expresses it. Without shared verbal or visual standards, every channel, department and partner has built its own version, and together they read as several organizations rather than one city. The gap is not in what the City has to say – rather how consistently it is said and shown.

The findings at a glance:

AREA	WHAT WE FOUND
MESSAGING & VISUAL	Five independently governed voices describe the island with no shared reference point. The City’s own visual output spans 22 color values and more than 25 fonts, with no single typeface carried <i>across</i> channels.
CHANNELS	Each channel does its job, but the job is mostly <i>utility</i>. Beach, parking and rules pages draw the traffic; the page built to express the island’s identity (Experience IOP) draws almost none. Most destination storytelling lives in partner channels the City does not control.
SYSTEM & GOVERNANCE	Staff isn’t breaking a system, there isn’t one to follow. Most City staff (75%) falls back on a workaround when the right approach is unclear.

What We Audited

The audit covered every place the City’s brand is created, applied or described — including places the City does not control but that shape how the island is perceived.

AREA	WHAT WAS REVIEWED
BRAND ASSETS	City seal, website wordmark and its colorways, department marks for Police, Fire & Rescue and Recreation, the mark for Sunnie, the City’s AI assistant.
CIVIC MATERIALS	Business cards, letterhead and memos, presentations, brochures, civic signage, City plan documents as published.
OWNED CHANNELS	isleofpalms.gov (formerly iop.net), newsletter (Constant Contact), social channels for the City and its subbrands (Facebook, Instagram), and Sunnie.
PARTNER VOICES	IOP Chamber of Commerce (visitiop.com), Explore Charleston, Wild Dunes Resort, Charleston County Parks (Isle of Palms County Park).
CITY PLANS	Comprehensive Plan (2015), Strategic Plan 2022–2027, IOPThrives! Community Enrichment Plan, the City’s FY26 budget, Explore Charleston’s FY25-26 Isle of Palms marketing plan.
DATA	Google Analytics (GA4) & Search Console (GSC), Constant Contact, Meta Business Suite (90-day window of May 1-Aug 1); and 12-month window of Aug 1, 2025-Aug 1, 2026 where noted), and tourism search-behavior research completed for this engagement.
STAFF INPUT	Interdepartmental Branding Survey (12 staff), onsite review of civic applications and signage.

Limits on this evidence:

- The staff survey is small and weighted toward one department. Six of 12 responses came from Police, three from Administration, two from Building & Planning and one from Finance. No one from Fire & Rescue or Recreation responded, therefore staff findings are *directional*.
- Search data covers a short window as the City’s Search Console property moved from iop.net to isleofpalms.gov so reliable search figures reflect a limited period.
- Partner content changes often and our read reflects what was live during review as observation, not criticism of any partner.

Messaging Audit

Five independently governed voices shape how Isle of Palms is perceived, and none answers to a shared brand document. Divergence isn't a failure of execution anywhere – it's the structurally expected outcome of having no shared standard to measure against.

THE CITY'S VOICE MATCHES ITS MISSION – ITS ADOPTED STATEMENTS DON'T MATCH EACH OTHER

The City's own civic communications reflect its policy mission. Direct review of the City's copy – Mayor's Message newsletters and event-page copy on isleofpalms.gov – shows language like *"the island slows down just enough to let you truly enjoy it," "protect the place we call home,"* and *"the more subdued, off-season vibe."* It is consistently quiet, resident-centered, and protective – a close match to the Comprehensive Plan and Strategic Plan's residential-first framing.

The City's official documents are less consistent. The Strategic Plan's Mission Statement uses an unqualified superlative – *"to be the most sustainable, family-friendly beach community in South Carolina"* – a promotional, competitive register with no supporting benchmark or methodology. The CEP Executive Summary, written for the same civic audience within roughly the same planning period, uses a more measured, defensible framing: *"a leader in environmental preservation and sustainability."* The two documents use meaningfully different registers to describe the same aspiration, which means the inconsistency isn't only a City-vs.-Chamber or City-vs.-Explore Charleston problem; it exists within the City's own official documentation. Stakeholder interviews consistently describe IOP as *"relaxed," "quiet,"* and *"small-town"* – a register closer to the CEP's language than the Mission Statement's. The CEP's "leader in" framing is the more brand-safe and more accurate template going forward.

The City's newsletter has also borrowed language that isn't its own. A February 2025 Mayor's Message approvingly quotes a Charleston Magazine profile describing IOP as *"like Mayberry by the sea"* – an exact phrase that is documented elsewhere as Folly Beach's original historic nickname, not IOP's. The City's own newsletter is reinforcing language that belongs to a direct competitor's heritage brand.

FIVE VOICES, NO SHARED STANDARD

Five distinct sources of public-facing content shape perception of IOP, each with different ownership and no shared governing document: the City of Isle of Palms (isleofpalms.gov), the Isle of Palms Chamber of Commerce (visitiop.com; privately governed and not a designated DMO), Explore Charleston being the state-designated DMO, Wild Dunes as the private resort operator, and the Charleston County Parks and Recreation Commission as the the county government entity operating the main public beach park (IOP County Park), entirely outside City control.

Where the voices agree:

The beach as the central asset. Every voice, without exception, leads with the natural beach and coastline as IOP's core draw.

Family framing. “Family-friendly” or equivalent language appears in City-adjacent copy (CEP), the CVB page, the Chamber’s homepage, real estate content, and Wild Dunes’ imagery – though it’s used to mean different things by different voices: protecting resident families’ quality of life vs. attracting visiting families.

Proximity to Charleston as a stated fact. All five voices mention closeness to Charleston and downtown as a practical detail. Where they diverge is how much weight that fact carries.

Recreation-forward content. Biking, water sports, and golf show up across the CVB, Chamber, and Wild Dunes content as core activities, regardless of tone.

Where they diverge:

Tone and register. Direct copy review confirms four distinct registers: the City is civic and protective (“protect the place we call home”), the CVB is polished travel-editorial and Wild Dunes-weighted, the Chamber is casual and social-media-native, and Wild Dunes is luxury resort, under Hyatt’s global brand standards.

Residential vs. resort origin. The Comprehensive Plan and City communications assert “*primarily residential*,” while the CVB’s own history section states IOP’s development “*didn’t begin in earnest until the 1970s*” with Wild Dunes, a resort-centered origin story that contradicts the residential-first narrative and erases the pre-1970s pavilion and community history entirely.

“Commercial district” vs. “residential community.” The County Park, a county entity not controlled by the City, explicitly describes its own location as IOP’s “*commercial district*” – a direct wording conflict with the Comprehensive Plan’s core identity claim.

Charleston-adjacency as convenience vs. identity risk. Most voices (CVB, real estate, Wild Dunes) treat “*close to Charleston*” as a selling point with no tension. Wild Dunes’ own tagline – “*Close Enough... But worlds away*” is the one voice that explicitly asserts separateness, though at the resort’s scale relative to the mainland, not IOP’s scale relative to Charleston as a destination brand.

NO MESSAGING REFERENCE POINT EXISTS

Nothing in the Comprehensive Plan, Strategic Plan, or CEP constitutes actual brand guidelines – tone, audience definition, visual system, messaging pillars. The closest existing reference points are the Strategic Plan’s Mission and Vision statements and the CEP’s four focus areas, but these are civic planning language, not messaging architecture. This absence is itself a foundational finding: it explains structurally why five independent voices could diverge without anyone being “wrong.” No document currently requires alignment, and no enforcement mechanism exists to resolve any of the divergences above.

THE MESSAGING IS AMENITY-LED, NOT CHARACTER-LED

Existing third-party content (real estate copy and travel descriptions) communicates primarily an amenity and lifestyle value proposition rather than an identity or character one. It foregrounds what one can do here (beach access, golf, tennis, dining) rather than who this place is for or what kind of life it protects. This matches stakeholder feedback that current positioning feels generic and amenity-led rather than character-led.

Differentiation is weak as a result of this. Third-party descriptions of IOP (“barrier island resort community,” “golf and tennis,” “beachfront”) are largely interchangeable with how Hilton Head, Kiawah, or comparable Lowcountry islands are described. Nothing reviewed *clearly* differentiates IOP in its own language from the regional competitor set (Kiawah, Folly, Seabrook, Wild Dunes) or the audience-adjacent set (Hilton Head, Emerald Isle, Pawleys, Surfside). This validates the need for anti-positioning: defining IOP partly by what it deliberately *is not* relative to its closest comparators rather than only by its own standalone attributes (not resort-scaled like Kiawah, not commercially dense like Folly, not as private as Seabrook). It makes differentiation explicit and defensible against the specific competitive set instead of relying on generic descriptive language that could apply to several islands at once.

When asked to summarize IOP’s identity in a nickname-style phrase, an AI model (Gemini) independently produced “*The Premier Family Beach.*” No source confirms this as an existing tagline or nickname; it does not appear anywhere in owned or third-party copy. Its components, however, trace directly to real, recurring language: “premier” appears verbatim in the Comprehensive Plan’s Vision Statement (“*Isle of Palms has developed into a premier barrier island residential community...*”), and “family[-friendly]” appears consistently across Explore Charleston’s copy, hotel sites, and third-party travel content. The phrase works as a rough composite snapshot of what the sum of current uncontrolled messaging adds up to and it landed on language interchangeable with nearly any family beach destination. Existing content isn’t yet doing differentiation work on its own.

Each channel is functioning under its own sail, resulting in fragmented central messaging that creates general audience confusion. The consistencies across sources are memorable in that they are repeated, but the system as a whole would be strengthened by consistent, strategic messaging and a central identity that can be conveyed across touchpoints – broad enough for multiple audiences, yet unique enough to be owned. Each voice *does* have clear audience targets of its own, which can inform the broader strategy to coalesce them.

HOW MESSAGING LINES UP WITH CITY STAKEHOLDER INPUT

Several messaging patterns run against what City stakeholders described:

- **The Mission Statement’s unqualified superlative** runs against stakeholders’ preference for humble, resident-first, non-promotional framing.
- **Amenity-forward, resort-coded language in real estate marketing**, the County Park description, and general travel content runs directly against stakeholders’ explicit rejection of “resort or party destination” positioning.

- **The County Park’s description of IOP’s location as its “commercial district”** conflicts with the “primarily residential” identity central to both stakeholder input and the Comprehensive Plan.
- **Explore Charleston’s “Isle of Palms History” copy erases the pre-1970s pavilion and amusement-park era** and J.C. Long’s 1944 residential development that established the island’s year-round community. This runs against the deeper, residential-first heritage narrative stakeholders and this project are building, and it comes from the primary regional DMO, not a minor third-party source.

Other City messaging aligns closely. The Strategic Plan’s “*manage population growth pressure*” and “*protect resident’s quality of life from impact of short-term accommodations*” priorities match stakeholder concerns, in some cases nearly verbatim. The CEP’s “balance tourism with quality of life” framing and its “*leader in environmental preservation*” language both align with stakeholder preference for grounded, non-superlative sustainability claims.

Three independent evidence layers converge on the same conclusion, and none was persuaded by the others:

Policy. The Comprehensive Plan, LMO, and Strategic Plan cap commercial zoning at 1.4% of the island, and Land Use Goal 7.2 explicitly protects residential areas from commercial impact.

Data. In the ATAX budget, room inventory, and occupancy/ADR figures, 75% of IOP’s lodging inventory is short-term rentals, not hotel rooms, and occupancy is softening slightly while ADR climbs – a premium, low-volume performance pattern consistent with a protected, non-mass-market destination.

Stakeholders. Independently, interviewees describe the desired identity as “*family-oriented, small-town*,” reject “*resort or party destination*” framing, and explicitly recommend against “*growth*” language in favor of “*protecting character*.”

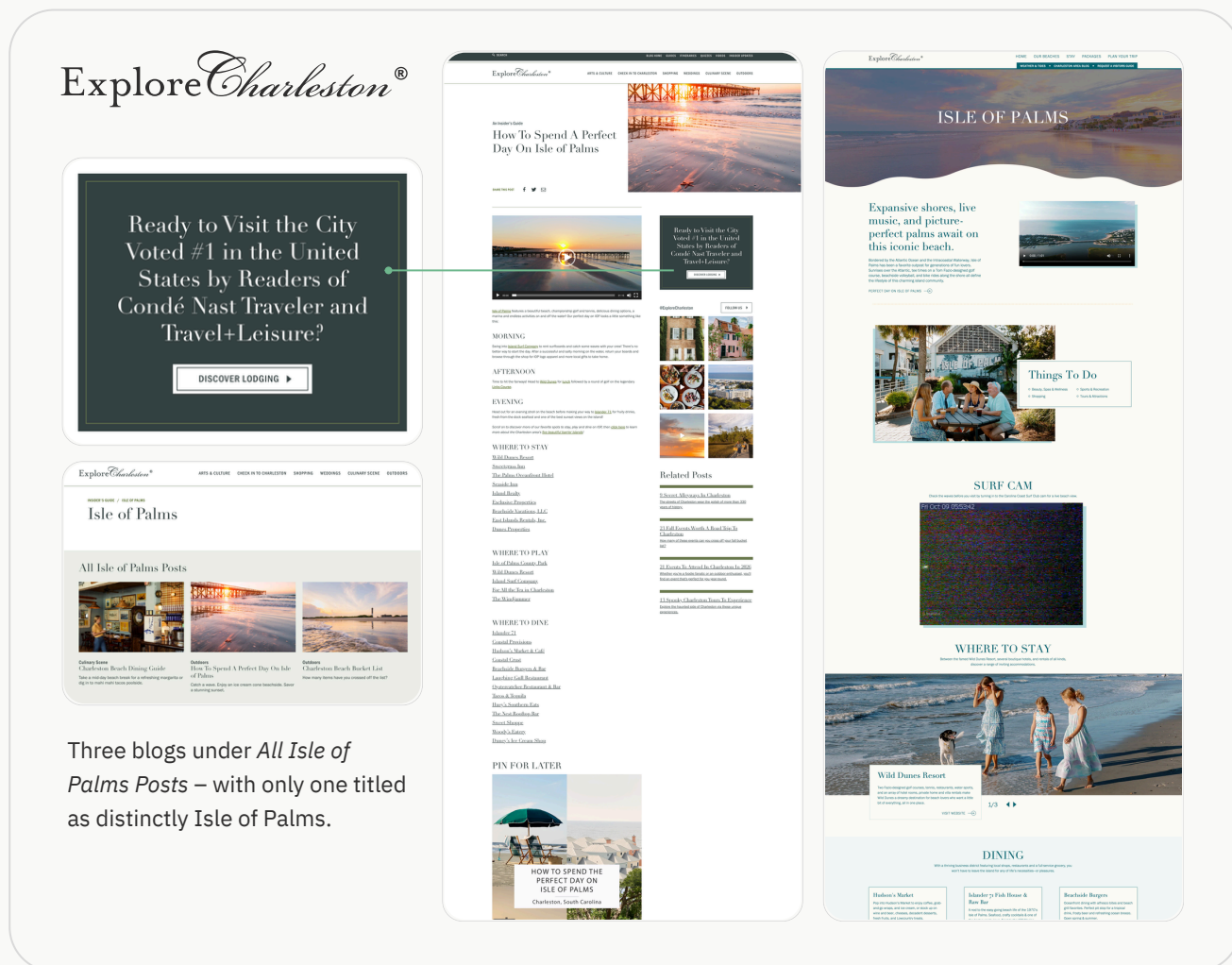
HOW EXPLORE CHARLESTON PROMOTES THE ISLAND

Explore Charleston gives Isle of Palms real investment and reach – particularly with its flagship piece, “*How To Spend A Perfect Day On Isle of Palms*” (charlestoncvb.com/blog/isle-of-palms), runs a genuine 4K drone video alongside the copy – real investment in aspirational, high-quality visual storytelling. The page threads together the static beach landing page, the blog post, the print and digital Visitors Guide, and Sinclair broadcast spots point to a genuinely wide distribution footprint for a single destination. It states the island’s family appeal and its proximity to Charleston *clearly*.

Two features of the flagship post are worth noting as the brand develops:

- **The “Perfect Day” format.** The post is organized as Morning → Afternoon → Evening – a single-day itinerary template, the visitation pattern (single-day, no overnight) stakeholders identified as the least beneficial and most unifying resident concern. A “Week on Isle of Palms” or “Your Long Weekend on IOP” angle would surface different content entirely (farmers market, rec center, multiple distinct dining nights, seasonal activities) and create a natural opening for the offseason and nature angle stakeholders raised.

- **The closing call-to-action.** The post ends with “Ready to Visit the City Voted #1 in the United States by Readers of Condé Nast Traveler and Travel+Leisure?” pointing the reader to Charleston as the destination brand. It is a small, concrete example of how regional content can direct attention to the hub rather than to IOP’s own standalone draw.



HOW THE CHAMBER PROMOTES THE ISLAND

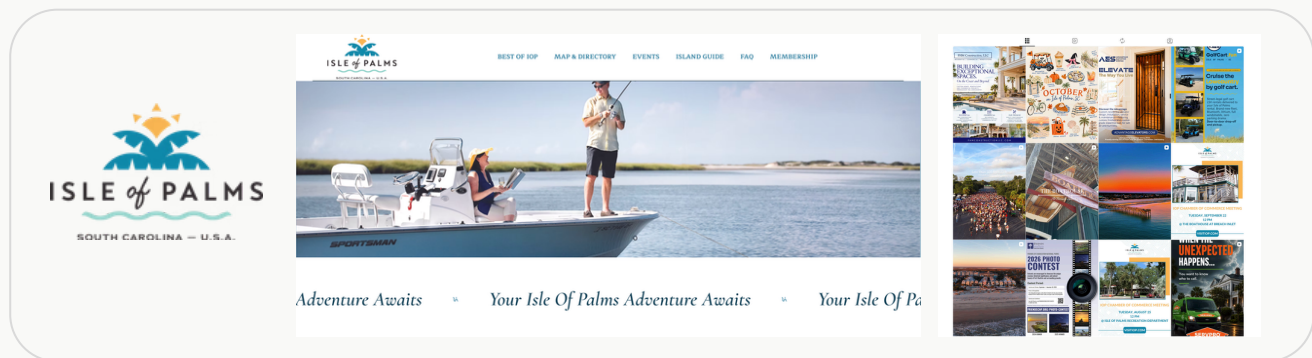
The Chamber’s founding-era language is more commercial than civic. In its founding ATAX presentation and in on-record interviews, the Chamber’s founding president described IOP’s economy as “mostly hospitality driven and an international destination,” and the Chamber’s stated founding mandate is to “create a professional, vibrant brand that focuses on an experiential approach to marketing overnight visitors” – a more commercial, growth-oriented register than the Mayor’s “protect the place we call home.”

Its current public presence is genuinely resident-inclusive with the homepage committing to “support and uplift our neighbors, the true heart and soul of this place.” The Farmers Market, open Chamber meetings, a firefighter appreciation night, and a charity paddle event appear in the same events feed as visitor-facing con-

tent so the Chamber functions as genuine local infrastructure, not purely a marketing channel. Its SHOP/EAT/PLAY/STAY directory is a real service to local businesses, directly supporting Strategic Plan Priorities (“support local business community”). Its blog topics (pet-friendly spots, wildlife-spotting, seafood, shopping, kids’ activities, live music, Sullivan’s Island history) show real variety, including family- and nature-oriented content that aligns with stakeholder priorities.

Two observations bear on the brand system:

- **The Chamber’s website does a great job leading with *adventure*, but the day-to-day voice lives on Instagram.** Captions, tone, and hashtag usage vary post to post without a visible editorial standard, which is natural for a social-native voice but makes it harder to align with a shared brand than a designed system would be.
- **Room to model longer stays.** As a hybrid community and visitor voice, the Chamber is arguably best positioned to model the “week in IOP, not a day at IOP” behavior stakeholders want to encourage, through content that invites multi-night stays and shoulder-season visits.



ENVIRONMENTAL CLAIMS DEPEND ON ENFORCEMENT

The City has a real, citable body of environmental action: the 2015 single-use plastic bag ban (first in South Carolina), tree and vegetation protection ordinances, sea turtle nesting lighting ordinance, and a Class 7 Community Rating System designation. This is the evidence base behind the CEP’s “a leader in environmental preservation and sustainability” language.

A direct interview with the City’s environmental representative surfaced a gap between that policy record and *its enforcement* – described as wanting stronger enforcement of existing environmental initiatives and specifically named the sea turtle lighting ordinance as a point of active resident pushback – longer-term residents resisting compliance, which makes it harder to credibly position IOP as a sustainability leader.

In speaking with a staff member from the Police Department, we learned that older residents residing alone cite leaving lights on for their own safety (or, comfort levels rather) while others were concerned about the Police having proper visibility at night when responding to service calls regarding coyotes – points to another layer of complexity regarding interdepartmental needs and how and what the island should identify as priority in brand development.

This is a live example of policy preceding brand: a brand claim only holds up as far as the policy and enforcement backing it. If IOP's messaging leans further into "leader in environmental preservation" while enforcement gaps and documented resident resistance persist, the claim is vulnerable – a skeptical stakeholder, journalist, or the Chamber's own members could credibly puncture it by pointing at the exact ordinance named in this interview.

But, it is also an *opportunity*. Resident resistance to the ordinance is likely being experienced as an imposed change, but the brand narrative can reframe compliance as *continuity* in protecting the natural asset (ie. nesting beaches) that the whole "primarily residential, protect what makes this island special" identity already depends on. Positioned this way, supporting stronger enforcement isn't a new ask on top of the brand strategy. It is the same "protect the character, don't frame it as growth or change" story, applied to a specific, live policy tension.

SEASONAL LANGUAGE

Seasonal language is present across channels but inconsistent in purpose – some of it is already close to what the shoulder-season opportunity needs, and some works against it.

- **City** – The City is already (and unintentionally) is sitting on the strongest raw material. The Mayor's Message describes fall as *"less crowds... the breeze turns crisp, and the island slows down just enough to let you truly enjoy it"* and references *"the more subdued, off-season vibe"* – resident-authentic, quiet, non-promotional language in precisely the register stakeholders want for attracting a different, lower-impact visitor without sounding like a growth push. Right now it lives only in a civic newsletter and isn't used as visitor-facing seasonal positioning anywhere else.
- **Chamber** – Seasonality is a calendar, not a story. Instagram content is seasonally responsive (July 4th fireworks, Thanksgiving, a snow-on-the-beach post, New Year's, farmers market dates), but each post is a moment-in-time observation rather than part of a throughline about what each season means for the island or who it's for. The same posting cadence could carry a seasonal identity instead of marking the calendar.
- **Explore Charleston** – The flagship IOP content is peak-season by default. The "Perfect Day" itinerary (surf, golf, sunset beach walk) reads as summer whenever it's published and no IOP-specific fall or winter content surfaced in this review (only general Charleston-wide fall content such as the "23 Fall Events" post on the same blog). Stakeholders flagged this gap directly: *"Fall and winter represent a significant branding opportunity... golf, nature, mild weather, serenity and outdoor recreation could broaden the island beyond summer,"* and *"golf and the broader recreation offering appear underrepresented...particularly in relation to shoulder-season travel."*
- **Wild Dunes** – The resort, which the City does not govern, runs its own shoulder-season programming with the October "Frightmare by the Sea", golf course "Golden Era" improvement narrative, and late-summer literary events – in its own resort register.

- **County Park** – Seasonal references are purely operational (lifeguards “seasonally,” weekday/weekend fee tiers), as expected for a county operations page.

The performance data shows real room for this shift too. Average January-August occupancy of around 75% (and dips into 40%+ average in the winter months) against a 91% July peak means there is genuine unused capacity in the shoulder months. Growing fall and winter visitation doesn’t require competing with July’s peak. There’s a real demand that fills real gaps in the existing performance data.

TAGLINES, SLOGANS AND MOTTOS IN CIRCULATION

The City has no tagline, slogan or motto, but has cornerstone phrases in the mission and vision statements; and the Enrichment Plan’s purpose line: *“to enhance the quality of life and overall experience for all who live, work, and play on the island.”* “IOPThrives!”, “Good Neighbor”, “Leave Only Footprints” and “Do no harm,” behavior-based phrases exist in the City’s rental, septic and environmental programs.

Explore Charleston campaigns uses language like *“Spread the Hope, Love, Joy”* (holiday signage) and Wild Dunes’ *“Close Enough... But worlds away”* is the only line in the market that asserts separateness.

The City’s own behavior-based phrases fit its civic voice, but none is used often enough or across enough channels to function as a brand line.

Naming. The island’s name appears as “Isle of Palms,” “the Isle of Palms,” “IOP,” “IoP” and “City of Isle of Palms” across City channels, plans and signage, and the City’s web address recently changed from iop.net to isleofpalms.gov. No naming standard exists.

NAMING

The island’s name appears as in various iterations across City channels, plans and signage with no naming standard to guide them:

- Isle of Palms
- *the* Isle of Palms
- IOP
- IoP
- City of Isle of Palms
- *the* City of Isle of Palms

The City’s web address recently changed from iop.net to isleofpalms.gov, too.

WHERE THE CITY CAN IMPROVE

Brand messaging.

Replace unqualified superlatives (“most sustainable...in South Carolina”) with evidence-backed, directional claims (“a leader in...”). This template is already present in the City’s own Enrichment Plan so this is a recommendation to adopt *existing* internal best practice over an outside standard (focusing on the character of the community versus purely its attractions).

Messaging governance.

No governance mechanism currently exists and this is the clearest gap in this audit. With five independent voices producing IOP-related content and zero shared reference document, inconsistency is structurally the expected outcome. A designated internal owner should review new materials against brand guidelines as the rollout progresses and new assets are created.

Messaging flexibility.

Civic, casual/social, editorial-tourism, and globally-branded luxury registers all legitimately need to coexist so flexibility shouldn’t mean one uniform voice imposed everywhere. It should mean a layered structure:

- **A fixed core that never changes, non-negotiable across all five voices:** The positioning statement and core messaging pillars (ie. residential-first, protect the character, leader in, etc.) as well as a shared fact bank of the verifiable claims established in this audit which prevents drift because tone can vary while substance can’t. And, a short “never say” list of the patterns this audit flagged (unqualified superlatives like “most sustainable,” “commercial district” language, and “development began in the 1970s” framing that erases pre-Wild Dunes history).
- **A flexible expression layer each voice adapts within:** An explicit tone range per voice rather than one forced register (ie. the City civic and protective, the Chamber warm and community-casual, the CVB editorial-polished; as long as each pulls its facts from the shared bank and avoids the “never say” list).

Season as a *second* axis. Alongside channel tone, the brand system should define what each season says about who IOP is more so than just “who is speaking” (City, Chamber, CVB) and to who (resident, visitor, etc):

AREA	FOCUS	ANGLE
SUMMER	The family beach town at full life	Already strongest across channels.
FALL	For recovery & quiet	Pairs with sea turtle nesting season winding into hatchling season and when the “island slows down”.
WINTER	Small-town, resident-scale character	Leans into the “family-oriented, small-town” positioning stakeholders want and gives multigenerational messaging a natural home with off-peak family visits, grandparents’ trips, quieter gatherings without the summer crowds.
SPRING	Emerging golf & nature shoulder season	Framing golf as one part of a broader outdoor-recreation and nature identity rather than a standalone luxury amenity.

Each piece of seasonal content, across any of the five voices, can then be checked against what that season is supposed to say about who IOP is – turning seasonal language from a scattered, channel-by-channel habit into a *deliberate* part of the identity.

A resident-facing companion narrative. Any future enforcement tightening should come with resident-facing messaging, not just visitor-facing sustainability messaging – reframing turtle-safe lighting, dark-sky compliance, or similar asks as a shared marker of what it means to live on IOP (continuity of the place people chose) rather than a top-down rule. This gives the messaging system a way to support program expansion the City may pursue later.

WHAT EACH OF THESE GOALS REQUIRES

- **Clarity** needs a formally defined target audience and an equally explicit “not-for.”
- **Consistency** needs a single shared reference document all voices can be measured against. Blue Ridge and the City cannot compel the Chamber, Explore Charleston, Wild Dunes, or County Parks to adopt it, but having the standard exist makes gaps visible and actionable where there is currently nothing to point to.
- **Constancy** needs ownership and process. Without a named owner reviewing new materials against guidelines on an ongoing basis, drift is the default outcome, so a lightweight review checkpoint should be built into whatever role or committee inherits brand stewardship after this engagement.

Visual Audit

Multiple visual systems represent one city and neither is documented nor is there an origin source for guidance. Physical civic applications lean green and gold while high-volume digital leans navy, teal and coral. Email and social reinforce neither.

IDENTITY ELEMENTS

City seal.

Green and gold with a palm at its center and the 1953 founding year, the official seal is the City's strongest heritage asset and its most consistently applied element in civic applications (ie. letterhead, official documents, signage) but rarely appears in outward-facing digital channels. Its palm is drawn with feather-shaped fronds which is not the fan-shaped fronds of the 3 palms native to the island – cabbage, dwarf and saw palmetto. The cabbage palmetto *is* also South Carolina's state tree.



Official City seal palm compared to South Carolina's official state flag.

City Logos.

At least 5 distinct marks are found across assets (tree symbol, multiple wordmarks and seal variants):

City of
Isle of Palms
South Carolina

A script logo with "City of" and "South Carolina" set small, this is the City's logo for digital use and exists in 3 colorways.

CITY OF
ISLE OF
PALMS
South Carolina

A serif logo with "City of" and "South Carolina" also set small, appears to have *tried* to mirror an older iteration of civic signage (below).



Multiple seal iterations and in single and multiple colorways; and remains close to the City's Public Works identity.



Multiple civic signage styles spanning 2 primary iterations (serif versus script) and 2 colorways (blue and green, green and gold). This, alongside subbrands create significant identity confusion.

City Subbrands.

Police use a department patch that staff value and apply everywhere, Fire & Rescue use 2 unrelated marks, Rec alternates between its own blue/white logo and City's green/gold, and Public Works is similar to the City's seal.



COLORS

There are 22 distinct color values are in circulation across audited applications (17 of which appear only once). Only 5 repeat across applications (four if white is excluded). The 22 values are spread across 11 different colorways, most of them blues and greens – further evidence that teams *tried* to stay close to the City's colors without a reference to match.

Six different greens and teals as well as 4 different blues and navies are in use, each application matched by eye – 3 near-identical deep greens (seal, logo, signage, business cards) and 2 near-identical golds split the same way between the seal and Sunnie.

Brand colors in circulation sized by hierarchy of appearance:



Two dominant colorways split by use case across applications:



Civic applications use green and gold. The website uses navy, teal and a red-coral accent. In public spaces, signage shows three iterations: green and gold on most installations, navy and teal on newer ones, and an older green and blue on a few. Sunnie AI uses a dusty light blue with near-similar gold. Email is black and white and brochures use 3 palettes and 3 type systems – none match any one standard.



The City is seeking community input on its branding initiative

The City of Isle of Palms has selected Blue Ridge Creative Marketing to lead a comprehensive branding initiative aimed at strengthening the City's identity, branding, and creating a more cohesive, professional presence across public communications.

As the initiative moves forward, the City is inviting residents, business owners and visitors to share their perspectives through an online community survey.

Take the survey

Survey participants will also have the option to volunteer for an in-depth focus group session with Blue Ridge Creative Marketing. Focus group sessions will provide an opportunity to speak directly with the branding team and share additional perspective, priorities and ideas about what the Isle of Palms brand should represent.

1 Your opinion truly matters. Blue Ridge Creative Marketing describes the role as a "branding" survey, but it's really about the core foundation for the City's branding strategy.

The final brand has been developed, and public input will help inform the process.

Frequently Asked Questions

Q: How is this project funded?

A: This project is funded entirely through tourism marketing dollars provided by the Charleston Area Convention & Visitors Bureau (CAV) and the Charleston Area Convention & Visitors Bureau (CAV).

A tourism destination is that these funds could instead be used for other City priorities. They cannot, however, be used for other City priorities or other City projects.

While Blue Ridge Creative Marketing may recommend minor revisions to our City Seal, such as a banner font, there is currently no intention to replace our Seal City Seal design.

Q: Are we changing the City Seal?

A: First, it's important to understand the difference between the City's logo and its official seal.

The City Seal is primarily used for formal government purposes, such as official documents and letterhead. The City Seal is typically used for marketing or promotional purposes.

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TYPOGRAPHY

More than 25 fonts are in use across the City's branded materials (22 of them identifiable, not counting department sub-brands). Each channel is consistent within itself, however no typeface carries across web, email, social, collateral and signage.

- **Website:** Condensed display capitals (Veneer Three) for headings with Poppins for subheads and body and is applied consistently throughout.
- **Email:** Uses Georgia font throughout.
- **Social:** Default system fonts and AI-generated graphics.
- **Signage:** Serif headings with a serif script and a sans-serif secondary line.
- **Business cards:** A tall, condensed serif.
- **Official documents:** Published using default word-processing styling, creating another look of their own.



AA Aa AA Aa Aa Aa Aa Aa Aa Aa Aa
Aa Aa Aa Aa Aa Aa Aa Aa Aa Aa

IMAGERY

Website photography is strong with wide, natural beach and sunset imagery. Social graphics rely partly on AI-generated imagery with no consistent treatment.

WHAT WE'RE TAKING FROM THIS

- The seal is the one constant, carries real heritage and is botanically inaccurate. It needs correction, not replacement.
- The website is the closest thing the City has to a working system – strong evidence that consistency is achievable within teams.
- The palette and type sprawl is a documentation failure rather than a design failure. Nothing told anyone what the City's colors and typefaces are – or where to pull them from.

Channel Audit: Look & Voice

Every channel is internally consistent, but none matches another. The newsletter carries the City's truest voice and the website its most disciplined look, yet neither borrows from the other. Section 4 inventoried the identity elements. This section reviews each channel and material as a reader meets it: how it looks, what it says, what it does well and where it breaks from the rest of the City's output.

WEBSITE

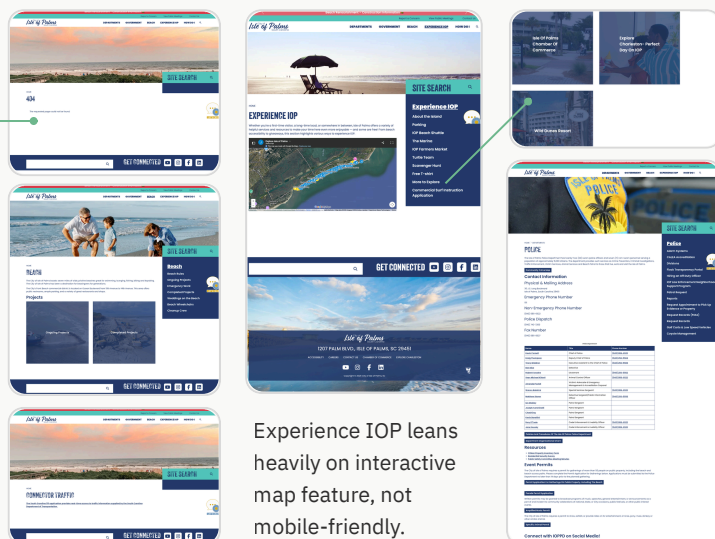
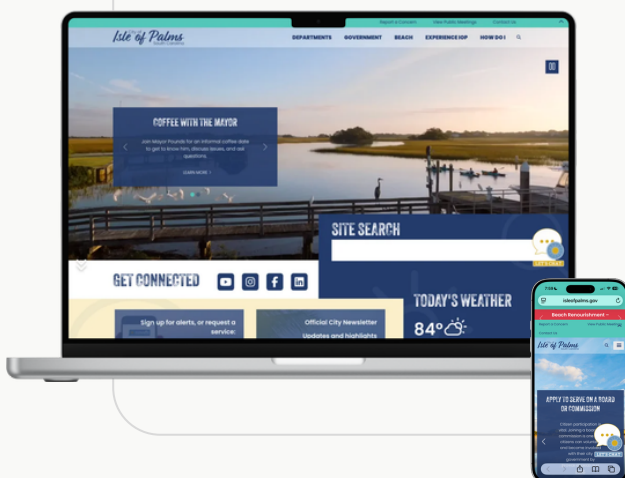
Visual – The navy script wordmark sits top left under a red alert bar and a teal utility bar. Interior pages open on wide beach photography, set headings in condensed display capitals with Poppins for text, and use navy and teal side panels for section navigation. The seal appears only inside documents and Sunnie's yellow sun icon floats in the corner in its own palette.

Messaging – The navigation is organized around civic tasks: Departments, Government, Beach, Experience IOP and How Do I. The alert bar and the most-visited pages carry operational messages about renourishment, parking and beach rules, all in plain and direct language. Experience IOP, the one page meant to describe the island, leads with visitor services, accessibility and resources, and sends stay and activity decisions to Explore More – *Explore Charleston*, the *Chamber* and *Wild Dunes*. The City's mission and vision appear on plan pages, nor is it reinforced in the site or brand's own voice.

Strength – The most consistent channel the City has and the closest thing to a working brand system and has strong photography and clear routes to practical tasks.

Gap – Its navy and teal system is disconnected from the civic green and gold (or vice versa). The island's character sits behind a single menu item and published plan documents revert to default office styling.

The 404 page was one of the top 25 pages viewers landed on, suggesting that redirects have not yet properly propagated – if at all.



Experience IOP leans heavily on interactive map feature, not mobile-friendly.

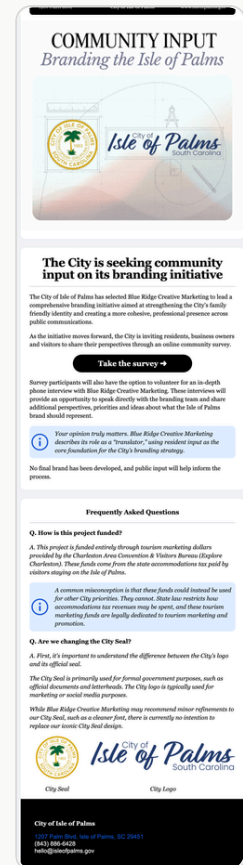
EMAIL NEWSLETTER

Visual – Set entirely in Georgia, in black and white, with color coming only from photography. Each story carries a category label (Beach Renourishment, Infrastructure, Island History, Environmental, Recreational Events, Building Department, In the News) and an arrow-link call to action. The layout is orderly and easy to scan, and it shares no color, typeface or graphic element with the website.

Messaging – This is where the City’s voice is strongest and most specific. The August 2026 issue pairs practical updates (sand placement, a construction forecast map, property records online, a new EV charging station) with heritage (the first Council meeting in 1953, which adopted the City’s official seal, and an online archive of Council minutes), stewardship (the Turtle Team’s nesting season and how nests are protected during renourishment, a native landscaping contest) and community programming. The tone is warm, curious and plainspoken, with recurring “Did you know” openings and explains rules *through* the place they protect. The issue also invites readers to tell the City how it can communicate better.

Strength – The City’s most specific and authentic voice lands in the territory of home, heritage and stewardship, all in a channel that keeps *growing*.

Gap – Visually unconnected to everything else. Its storytelling reaches subscribers; mostly residents, and goes no further. None of it appears in the visitor-facing channels where the island is introduced.



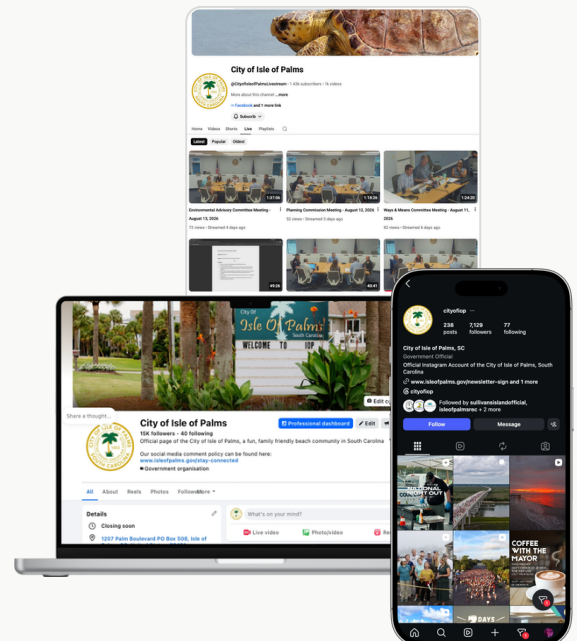
SOCIAL MEDIA

Visual – There is no unifying look across the grid. Posts use default system fonts, AI-generated graphics and no consistent colors so a City post is only recognizable by its account name rather than its appearance.

Messaging – Content follows the newsletter’s subjects (project updates, beach conditions, events) with City-produced video as the most distinctive format and also carry a trust-building job on top of an informational one.

Strength – The City’s largest reach, led by Facebook and largely local.

Gap – The least consistent channel, produced without templates or a brand kit. Its audience is local so it reinforces the City for *neighbors* rather than introducing the island, its character, and value to visitors.



MARKETING MATERIALS

Of the assets we had access to, we assessed:

Visual – Multiple brochures use multiple color palettes and type systems, neither iteration matching assets in other channels. The assets inviting the public to communicate with Sunnie do not follow the website or Sunnie’s style way.

Messaging – The brochure content is a great lead in for ‘house rules’ that should be weighted in brand development. Finding the right balance between official information and those that inspire engagement will require a measured approach to a balance voice.



CIVIC APPLICATIONS AND WAYFINDING

Visual – Signs across the island show three generations of color: green and gold on most, navy and teal on newer installations and an older green and blue on a few.

Messaging – Signs carry names and labels only and the name itself varies: “City Of Isle Of Palms,” “The City of Isle of Palms” and “Isle of Palms Recreation Department.”

Strength – A physical presence throughout the island, with the seal as a familiar constant on official documents.

Gap – No defined correct version. Signs last longer than any other application, so each new one risks carrying forward the inaccurate palm and adding another colorway.



INTERNAL TEMPLATES & DOCUMENTS

Visual – Letterhead, memos, fax covers, reports and presentations are built in Word, Canva and a dozen other tools. Both the tree-symbol logo and the script wordmark appear, depending on which file a staff member started from.

Messaging – Formats repeat by habit rather than by standard; one staff member who writes memos daily is “not 100% sure” the formats in use are approved.

Strength – Most staff say the current logo is easy to find and usually work from a past file so enthusiasm to follow a set system exists.

Gap – No shared source of truth; staff reuse old files or ask a coworker so whatever version they find becomes the standard.

ACROSS CHANNELS

CHANNEL	STRENGTH	GAP
WEBSITE	Most consistent channel, strong photography	Navy/teal disconnected from civic green/gold
NEWSLETTER	The City’s truest voice: home, heritage, stewardship	Shares nothing visually with the website, stories don’t reach visitors
SOCIAL	Largest reach, appetite to invest in video	Least consistent look, local audience
MARKETING	Real visitor pieces in circulation	Three brochures, three systems
CIVIC & WAYFINDING	Physical presence, the seal as a constant	No correct version, longest-lived risk of repeating the inaccurate palm
INTERNAL TEMPLATES	Logo easy to find	No source of truth, habit sets the standard

WHAT WE’RE TAKING FROM THIS

- The baseline voice the brand needs is evident in the newsletter and the discipline it needs already exists on the website. The work is connecting them.
- Signage and printed pieces need a defined correct version most urgently because they remain in place the longest.
- Systems need to be flexible both visually (and accompanied by a voice guidelines).

Channel Audit: Reach & Role

The City's channels reliably deliver information yet rarely deliver the *island*. Utility content drives nearly all reach, and the identity the City wants to project appears in few places it owns.

AT A GLANCE

CHANNEL	AUDIENCE	12-MONTH REACH	WHO IT REACHES
WEBSITE	~242K users <i>205K new, 37K returning</i>	Regional and national	Atlanta, Mount Pleasant, Charleston, Charlotte, Isle of Palms, Raleigh
NEWSLETTER	6.5K+ subscribers	Monthly issues, ~6% CTR	Residents and property owners
FACEBOOK	15K+ followers	~1.8M views, 16K+ interactions	Charleston area, women 35-64
INSTAGRAM	6.8K+ followers	~53K views	Charleston area, women 35-64

WEBSITE

- **It travels furthest of all channels.** Atlanta as the largest source of users (~28K in 12 months) ahead of Mount Pleasant, Charleston, Charlotte and Isle of Palms itself. New users outnumber returning users roughly 5.5 to 1, consistent with trip planning and arrival-day use.
- **Utility dominates.** In 2026, the Beach page drew 18.4K views, Beach Rules 13.6K and Parking 11.4K. The Experience IOP page (the City's identity and visitor hub) only drew 1.5K views – despite the far-cast national reach.
- **Search finds the City for what it already is.** In the reliable search window, Experience IOP earned 3 clicks from 124 impressions versus 360 clicks from 25,521 impressions for the Beach page. About 93% of search clicks came from searches that *already* included the island's name (branded searches).
- **A broken page ranks among the most visited.** A 'page not found' (404) error appears among the top five landing pages in both the 90-day and 12-month windows. Visitors are arriving at dead ends, most likely through links that still point to former iop.net addresses.
- **Visually, it's the City's most consistent channel** with one system applied across the top 25 pages.
- **AI assistants are an emerging, small source of visits.** About 1,500 sessions from January through August 2026 (roughly 0.6 percent of the total).

EMAIL NEWSLETTER

- **It is growing with little attrition.** This is wildly important – subscribers rose from 5.5K to 6.5K in over 12 months (+20%) with ~9 new subscribers for every 1 unsubscribe (1,143 to 126).
- **Engagement is driven by practical need.** Beach and shoreline updates consistently rank among the top two topics in every issue, while featured videos and external news coverage, including the rebrand, also attract strong engagement.
- **Issues are monthly and long,** read mostly on desktop (~65%) and the account uses no automated welcome or follow-up flows. Clicks run at 6-7% of recipients, reported open rates (~63%) are inflated by automated privacy opens and are not a reliable measure.
- **Visually, the newsletter is well structured on its own terms for design, but is long for a single read.** Disconnected from the website design, its Georgia font, black and white palette, and photography-led design lack brand continuity, making the 2 channels feel unrelated. The long format risks reader fatigue, burying key information and limiting its effectiveness as an accessible, engaging public communication channel.

SOCIAL MEDIA

- **Facebook carries the City's reach.** Its 15K+ followers generated ~1.8M views and 16.5K+ interactions over 12 months, with roughly 44% of the year's views falling between May and August.
- **Instagram is a fraction of Facebook's reach.** Its 6.8K+ followers generated about 53K+ views in 12 months; Facebook delivered ~97% of the City's combined social views.
- **Social reaches neighbors while the website reaches travelers.** Both platforms' audiences center on Mount Pleasant, Charleston, Isle of Palms and North Charleston, led by women 35-64 on Facebook and 35-45 on Instagram.
- **Visually, it is the least consistent channel** with no unifying look across the grid, default fonts and AI-generated graphics. Branded lower thirds, titles, end screens and transitions were a specific ask of the team lead for socials.
- **Social is also where trust is tested.** The Enrichment Plan recommends responding to social comments within 24 hours and staff describe comments that assume the City is wasteful or uninformed. Messaging that assuages those fears should be addressed across push-content channels (ie. social, email, etc).

VIDEO, SUNNIE & UTILITY

City videos of infrastructure and project updates published as vertical reels and on YouTube are among the best-performing content when it appears in the newsletter and carries no branded elements. Sunnie, the City's AI text and chat assistant, reaches ~1K contacts and uses its own palette and type.

PARTNER & PAID CHANNELS

Most paid promotion of the island runs through Explore Charleston (~\$1.1M budgeted for FY25-26). The largest island-attributed lines point travelers to *vacation rentals* (VRBO advertising, \$175K) and through paid search and social to Explore Charleston's beaches page (\$207K). Other lines include a broadcast spot with an off-season emphasis (\$51.7K), regional paid social video (\$28.7K), informational video for City use (\$20K), a traffic, parking and weather awareness campaign (\$16K), wedding-market listing (\$7.4K), off-season holiday signage (\$4.5K), public relations staffing (\$35K), state vacation guide and fall magazine placements, and this branding engagement (\$50K).

Why it's important.

The island's destination story is told mostly in channels the City funds but does not control while the channels the City owns carry mostly *operational* content. The moment a visitor decides where to stay belongs almost entirely to partners.

WHAT WE'RE TAKING FROM THIS

- The City has earned trust as the source for accurate beach information (utility) and that trust is the foundation.
- Identity is missing from owned channels and the page built to carry it is the least visited. Each channel looks and feels like a different organization.
- Channels split by audience – social and email reach residents and neighbors while the website reaches travelers and partners currently own the stay decision.

System & Governance

Staff are not breaking a system – none exists. Branded materials are made across departments by people for whom design is a side task, with no guidelines and no shared templates. There is no single source for assets and no named owner for asset creation. The majority of staff are using previous files to make new assets, interdepartmental assets, or skipping branding altogether. This section explains *why* the inconsistencies documented in this audit exist and what any new system will need to hold up.

HOW THE CITY'S MATERIALS GET MADE

City staff produce branded materials every day – mostly letterheads, memos, reports, presentations and flyers. Nearly all of them are made by staff whose main jobs lie elsewhere, usually by adapting the last file “*that worked.*” Most staff can find the City logo when they need it, but lack a shared set of rules, templates and standards for applying it. When the right approach isn’t clear, most fall back on a best guess, a coworker, a past file or skipping the branding.

Staff rate missing templates and unclear rules as their biggest barriers. They want flexible templates in the tools they already use (primarily Microsoft Word and Canva) and standards they can keep using after the rebrand is delivered.

DEPARTMENT IDENTITY

Departments built their own identities out of necessity and several have *real* equity worth keeping.

- Police staff use their department patch on everything they produce.
- Recreation runs heavy, distinct programming and has been identified as needing its own templates and graphics. The Enrichment Plan also recommends a separate Recreation newsletter and calendar and more online marketing of its programs.
- Public Works has asked for a sub-brand adaptation of the municipal brand, possibly as “Public Services.”

Any system will need to define how department marks relate to the City brand rather than erase them.

OWNERSHIP

- **No one owns the standard.** The audit found no role currently charged with maintaining brand standards or approving materials against them.
- **The City has already committed to outcomes that depend on consistency.** The Strategic Plan’s second priority is an effective, consistent and timely communications plan that improves resident satisfaction, trust and engagement. The Enrichment Plan recommends making the City’s environmental leadership “*a clear and consistent part of the city’s brand.*”
- **Communications capacity exists.** The FY26 budget funds a new Public Relations & Tourism Coordinator,

and Explore Charleston's plan funds public relations and crisis communications support for the City.

- **Partners sit *outside* any mechanism.** The Chamber, Explore Charleston, Wild Dunes and County Parks are independently governed. With no shared reference, the City has nothing to point them toward and no formal means of asking them to align.

QUOTES FROM CITY TEAMS & STAFF

All quotes have been anonymized.

Most frustrating part: locating the correct assets to use. What we'd need most is easy access to city/department logos.

Please respect that the departments are all different & have very distinct culture. Think of the city like the NFL and the departments as teams — teams are in the NFL and carry NFL branding, but keep their own.

The hardest thing to communicate: that we actually do work — a lot of it.

Letterheads — addresses and content change, the rest stays the same.

Clear rules and guidelines so I can develop new materials after we're finished with the agency.

Governmental financial statements are difficult to understand, but charts and graphs work well. I'd like the same formatting, font size and lettering to produce a uniform product.

I'd like to find some fun ways to share information about laws and ordinances without being stiff.

Often Facebook comments assume the City is wasting money, uninformed, or incompetent. I'd love a brand and tone that conveys we are a team of professionals serving our residents.

WHAT WE'RE TAKING FROM THIS

- Any system has to work for people who are not designers, in the tools they already use.
- Templates paired with clear rules matter more to staff than a long brand book.
- The system needs room for departments — one primary identity that each department descends from.
- Without a named owner and a single source of truth, any new system will fragment the same way.

For a full review of how City staff create and apply branded materials, see the Interdepartmental Survey Findings Report. It includes results for every question, staff quotations, and the pillars and guardrails drawn from the data.

How This Informs Next Steps

Several parts of the current brand are worth keeping. What the rebrand must close is the gap in how consistently the City is represented.

WHAT CARRIES FORWARD

- **The City Seal** – The City’s one constant mark and its clearest link to its origin story, with the palmetto drawn accurately.
- **Department equity** – Marks staff have built recognition around (such as the Police patch).
- **What already works** – The website’s photography and internal consistency, the City’s civic voice and behavior-based phrases such as “Good Neighbor” and “Leave Only Footprints.”

CLOSE THE GAPS

The City’s identity is consistent *in substance*. What’s missing is the system to express it consistently. The City’s rebrand must close the gaps on:

- **The origin story** – Outside content that starts the island’s history in the 1970s and leaves out the residential community that came first.
- **The shared reference** – Five capable voices, each describing the island well in its own register, with no common standard to align to.
- **Competing claims** – Adopted statements that describe the same aspiration in two registers.
- **The visual sprawl** – Eight marks, 22 colors, 25+ fonts and 2 colorways split between civic and digital use.
- **The governance gap** – No guidelines, no templates, no single source of truth and no named owner.
- **The missing identity in owned channels** – An identity page almost no one visits and channels that look like different organizations.

Channel Audit Appendix

Visual Inventory

APPLICATION	PRIMARY COLORS	SECONDARY / ACCENT COLORS
WEBSITE	#233B6C, #52C7B9, #FFFFFF	#DEE2E6, #FBF0CB, #EFEFEF; alert bar #DC3848; hover #1F6059
EMAIL NEWSLETTER	#000000, #FFFFFF	None outside photography
SUNNIE	#6C96BC, #D7AA19, #FFFFFF	-
CITY SEAL	#036540, #DBA708, #FFFFFF	-
WEBSITE WORDMARK	#233B6C, #064C36, #FFFFFF	Three colorways
BROCHURES (3)	#48564C, #313E7B, #000B38	Background #F0EBE7; accents #DFDCD1, #E3D8D3, #B4B3BC
BUSINESS CARDS	#005D45	-
CIVIC SIGNAGE	#064C36, #005D45, #DBA708	-

CHANNEL	HEADINGS	BODY
WEBSITE	Veneer Three (display caps) & Poppins	Poppins
EMAIL NEWSLETTER	Georgia	Georgia, Georgia italic for quotes
SOCIAL	System fonts (ie. Arial, Helvetica), AI-generated graphics	Varies
SUNNIE	Serif (chat header)	Poppins
BUSINESS CARDS	Tall, condensed serif	-
CIVIC SIGNAGE	Serif & serif script	Sans-serif
BROCHURES	Three different systems	Three different systems

Channel Data

90-day window: May 1–Aug 1, 2026 | 12-month window: Aug 1, 2025–Aug 1, 2026

NEWSLETTER – CONSTANT CONTACT

METRIC	90 DAYS	12 MONTH
GROWTH	+7.8%	+20.2%
NEW / UNSUBSCR.	486 / 60	1,143 / 126
CLICK RATE	7%	6%
CADENCE	Monthly	Monthly
TOP 3 - CLICKS	May 2026 / July 2026 / June 2026	May 2026 / April 2026 / July 2026
TOP 3 - OPENS	June 2026 / July 2026 / May 2026	June 2026 / July 2026 / April 2026
TOP 3 CONTENT TYPES	Beach/shoreline content → Renourishment project, beach info, and the interactive beach status map. This is the only category that lands at #1 or #2 in every newsletter. → Shows active audience engaged in utility/real-time info. Video/YouTube → When video is featured, it dominates. Local news/earned media → External press links click consistently (especially rebrand coverage)	
NOTES	No automations / flows; no SMS; Desktop is superior over mobile (60-65% / 35-40%); Focus rollout on current emails are monthly and really long. Focus on 1x every other week and split by content type (1x more informative; 1x more engaging)	

FACEBOOK

METRIC	90 DAYS	12 MONTH
FOLLOWERS	15,235	15,235
VIEWS	786,800	1.8M
INTERACTIONS	7,100	16,500
CADENCE	Monthly	Monthly
TOP 5 LOCATIONS	LIFETIME: Mt. Pleasant, Charleston, Isle of Palms, North Charleston, Summerville	
DEMOGRAPHIC	Women 35-64YO, largely from Mount Pleasant	

INSTAGRAM

METRIC	90 DAYS	12 MONTH
FOLLOWERS	6,886	-
ENGAGEMENT	17.8K	6.7K
REACH	25K	53.1K
LINK TAPS	49	116

*Audience demographics and locations pulled from Meta Business Suite (same as Facebook).

WEBSITE – GOOGLE ANALYTICS & SEARCH CONSOLE

METRIC	90 DAYS	12 MONTH
AVG VISITORS PER MO	50k	533k
NEW / RETURNING %	74k (84%) / 14k	205k (85%) / 37k
TOP 3 SOURCES	New: Organic, Direct (by far) → Referral Returning: Same	New: Organic (by far) → Direct, Referral Returning: Same
TOP 5 PAGES	Home Beach Restoration 404 Beach Blog (4th-july-city-isle-palms)	Home Beach (not set) Dog Beach 404
TOP 10 CITIES / NEW USERS	Atlanta 9.6K Charlotte 2.8K Mount Pleasant 3K Ashburn 2.5K Charleston 2.4K IOP 1.8K Raleigh 1.7K New York 1.5K N. Charleston 1K Chicago 600	Atlanta 24K Mount Pleasant 9.5K Charleston 8.2K Charlotte 7.2K Ashburn 6.5K Isle of Palms 6K Raleigh 3.7K San Diego 3.4K N. Charleston 3.4K New York 3.4K
TOP 10 CITIES / ALL	Atlanta 11.4K Charlotte 3.3K Charleston 3.3K Mount Pleasant 3K Ashburn 2.8K IOP 2.3K Raleigh 2K New York 1.7K N. Charleston 1K Burlington 1K	Atlanta 28K Mount Pleasant 10.7K Charleston 9.6K Charlotte 8.2K Ashburn 7.4K IOP 7.1K Raleigh 4.4K New York 4K N. Charleston 3.7K San Diego 3.4K

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