

Creating a Community Identity

Jeff James – Mythology Marketing

Skip Lineberg – Maple Creative

What's in a Name

- Opening Exercise
- Word Imagery
- Sights, sounds smells, stories

create

Through Others' Eyes

- What does your place look like?

create

The Elements of Place

- What are the elements that comprise the identity of a place?

Hint: It goes way beyond just the logo

create

Tale of Two Cities

- **Skiptistica**

- 1,572 acres of forest
- 2,000 gallons of capacity
- Population – 21,373
- 4 libraries – 132,000 books
- 1,433 homes for sale
- 414-acre industrial park
- 952 high school grads
- 23rd safest city in nation

- **Jefflore**

- Early legend
- Tale of today's times

The Elements of Place

- Name
- Logo
- Positioning statement
- Stories
- People
- Texture & Substance
- Trees – green

The Elements of Place

- Wayfinding system
- Services
- Internet
- Homes
- Work places
- Third places
- Art
- Parks - playgrounds

Cannot Win on Branding

- Las Vegas
- New York
- Atlanta
- Chicago
- Virginia
 - What's their branding budget?
 - *What's yours?*

How to Craft an Effective Identity for Your Place

- Imagery
- Stories
- Process
 - *Input & involvement*
 - *Buy-in*
 - *Leadership*

Olympic Village

A Group Exercise

- Olympics coming to Create, WV
- Pop-up place
- Quickly establish a sense of place
- Script the experience
- What are the ingredients?



Riding Along the Trail

“The Fork in the Road”

Pairs Exercise

create

Tools & Techniques

- Research
- Brainstorming
- Process

create



Creating a Community Identity

Now It's Your Turn!

