

County & Place Branding

by Ben Muldrow
@benmuldrow



500 COMMUNITIES

38 states & 3 countries

Based in Greenville, South Carolina and Milford, Delaware, Arnett Muldrow has been developing brand identities for economic growth since January of 2002.

WHY DO WE BRAND?





CREATE BRAND EQUITY



Rule #1- The Khaki Rule

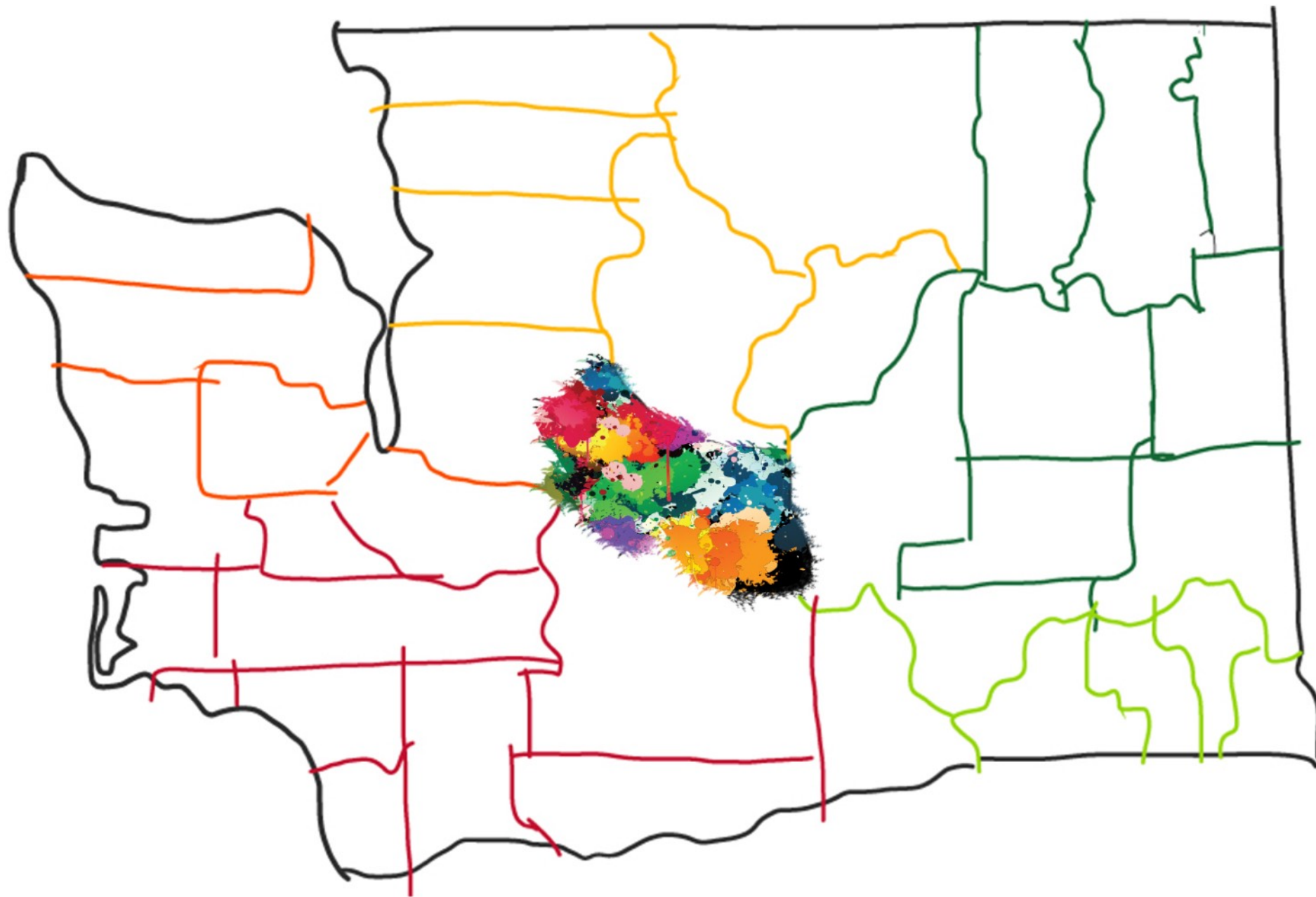
SAY NO TO DESIGN BY
COMMITTEE





LIVE LIFE IN COLOR

KITTITAS COUNTY



SNOQUALMIE PASS | CLE ELUM | ROSLYN | SUNCADIA | SOUTH CLE ELUM | THORP | RONALD | ELLENSBURG | KITTITAS | VANTAGE

centralwashington**COLOR.com**

LIVE LIFE IN COLOR



centralwashington**COLOR.com**
LIVE LIFE IN COLOR





LIVE LIFE IN COLOR

KITTITAS COUNTY



Rule #2- The Crayon Rule

SAY NO TO DESIGN
COMPETITIONS





LaCrosse, Kansas

THE BARBED WIRE
CAPITAL OF THE WORLD



Gas, Kansas

D O N ' T P A S S G A S ,
S T O P A N D E N J O Y I T !



Hooker, Oklahoma

IT'S A LOCATION,
NOT A VOCATION.



Hooker, Oklahoma

IT'S A LOCATION,
NOT A VOCATION.



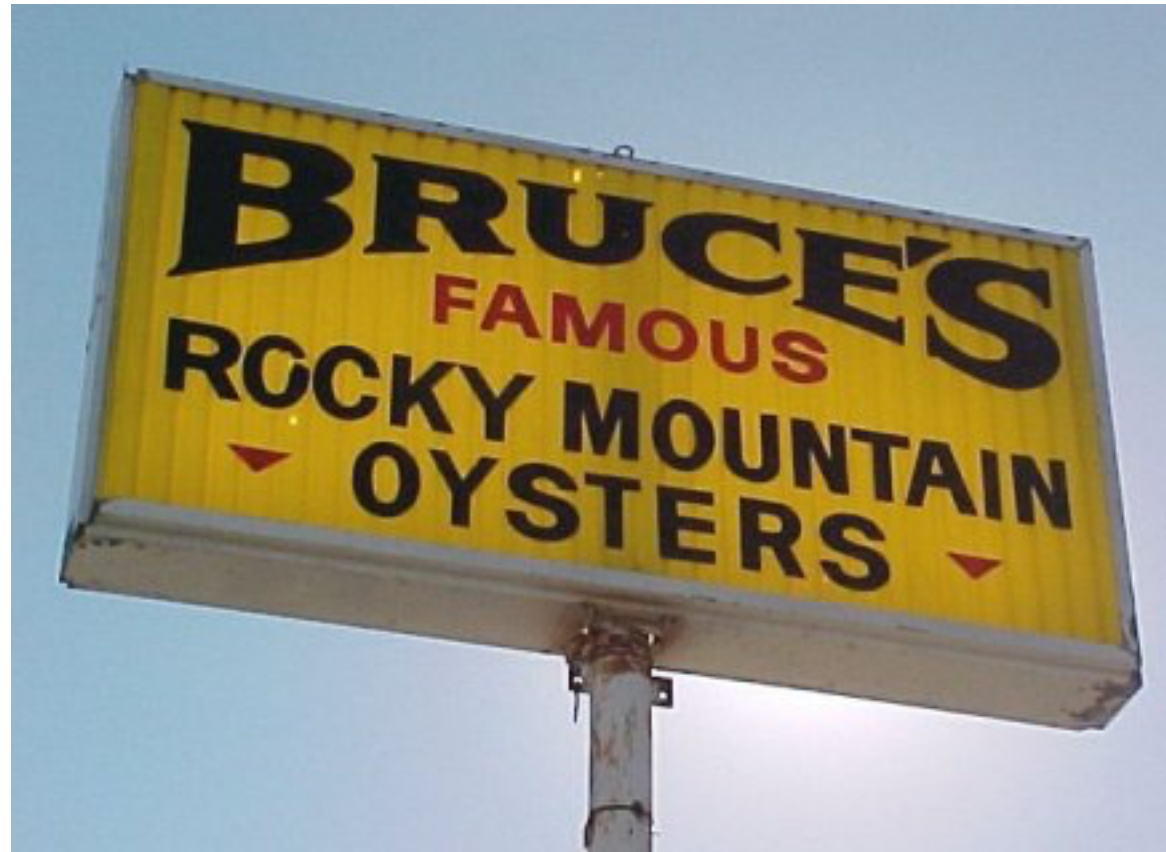
Hooker, Oklahoma

IT'S A LOCATION,
NOT A VOCATION.



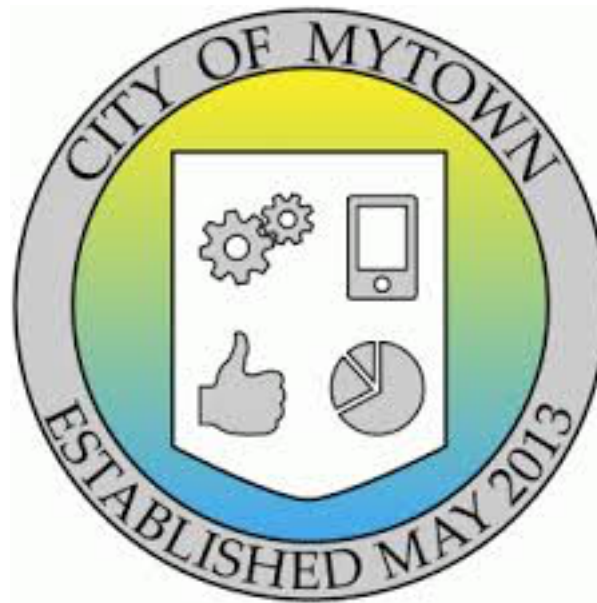
Severance, Colorado

Where the Geese Fly
and the Bulls Cry...



Severance, Colorado

Where the Geese Fly
and the Bulls Cry...



Rule #3- The Seal Rule

SAY NO TO SEALS AS
MARKETING TOOLS

Here is what I want in the logo

Tomatoes

Pumpkin

Hay stack

Cucumber

Apples

Strawberries

Beans

Sailboat

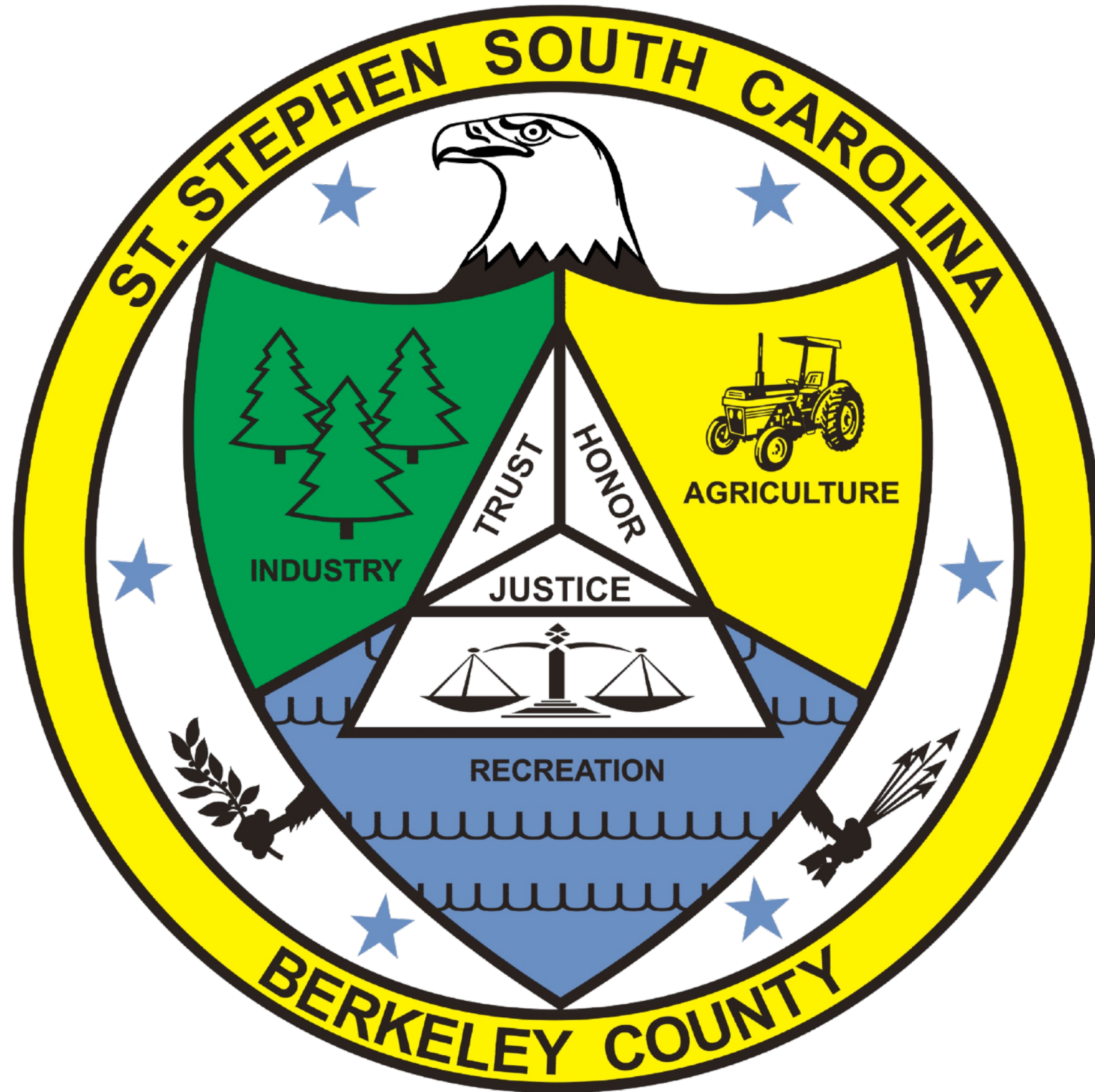
Pine Tree

College Building

Tree Lined Road

Building Lined Street







Rule #4- The Screwdriver Rule

YOU MUST HAVE THE
RIGHT TOOL FOR THE
JOB

YOU MUST HAVE THE RIGHT TOOLS



MICHIGAN STATE
UNIVERSITY

Academic
Brand



Athletic
Brand

YOU MUST HAVE THE RIGHT TOOLS



Destination
Brand



Organization
Brand



Rule #5- The Me in Team Rule

LEARN TO WORK
TOGETHER

Merchants Association

Main Street

City Government

Tourism

County Government

Industrial
Recruitment

Chamber of Commerce

Economic Development



BRANDING TOOLBOX

Color Palette
Uniform Typefaces
Consistent Message
Graphics





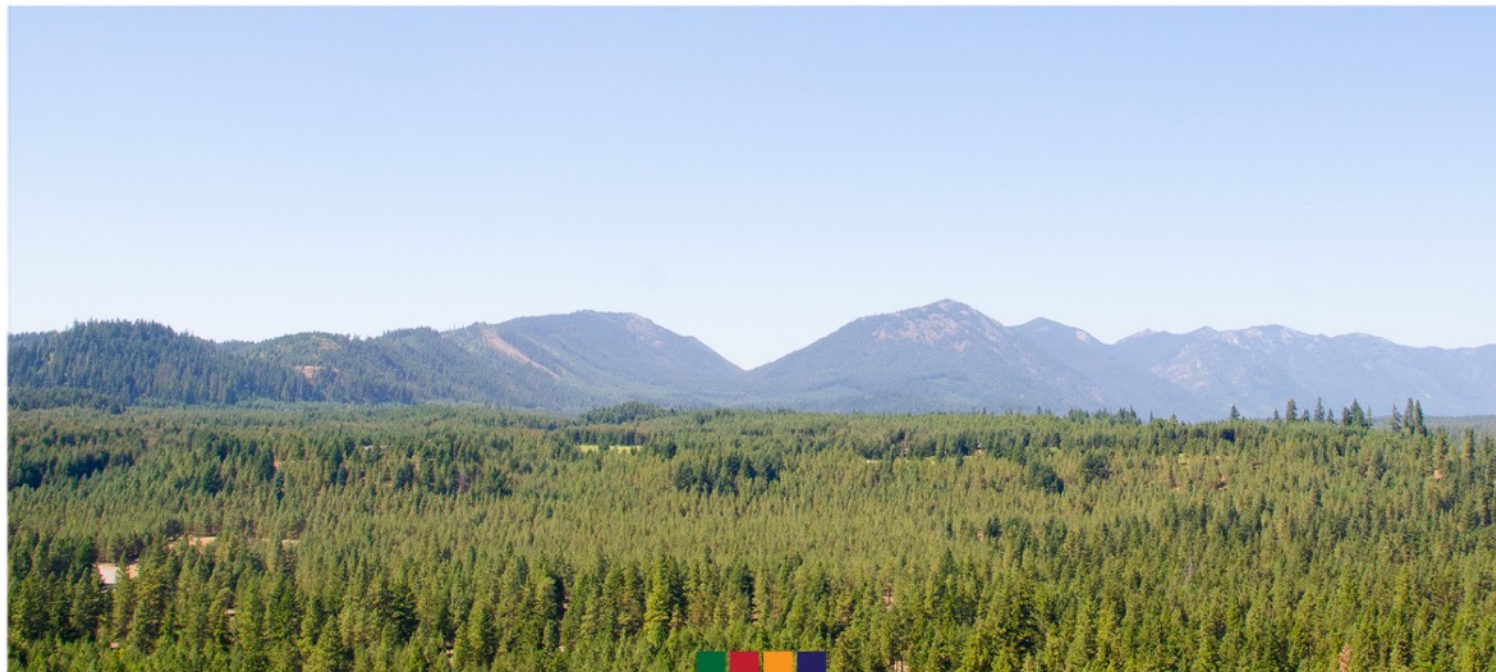


KITTITAS COUNTY
LIVE LIFE IN COLOR

SNOQUALMIE PASS | CLE ELUM | ROSLYN | SUNCADIA | SOUTH CLE ELUM | THORP | RONALD | ELLENSBURG | KITTITAS | VANTAGE



You'll Never Look at Windows the Same Way.



These are just a few of the colors of Kittitas County. We are a collection of communities knit together by a spectrum of activity. We are rugged outdoor adventures, relaxing scenic views, creative artists, and vibrant places. This array is yours to discover because the pass is not just a place to cross over, it is the entry point to a place of wonder. Break through the monotony of the every day. Take the short trip to a place where the hues of life are more radiant. Make your life more colorful.

For more information, go to WashingtonColor.com

SNOQUALMIE PASS | CLE ELUM | ROSLYN | SUNCADIA | SOUTH CLE ELUM | THORP | RONALD | ELLENSBURG | KITTITAS | VANTAGE



COMMUTE COMMUNE



KITTITAS COUNTY
LIVE LIFE IN COLOR

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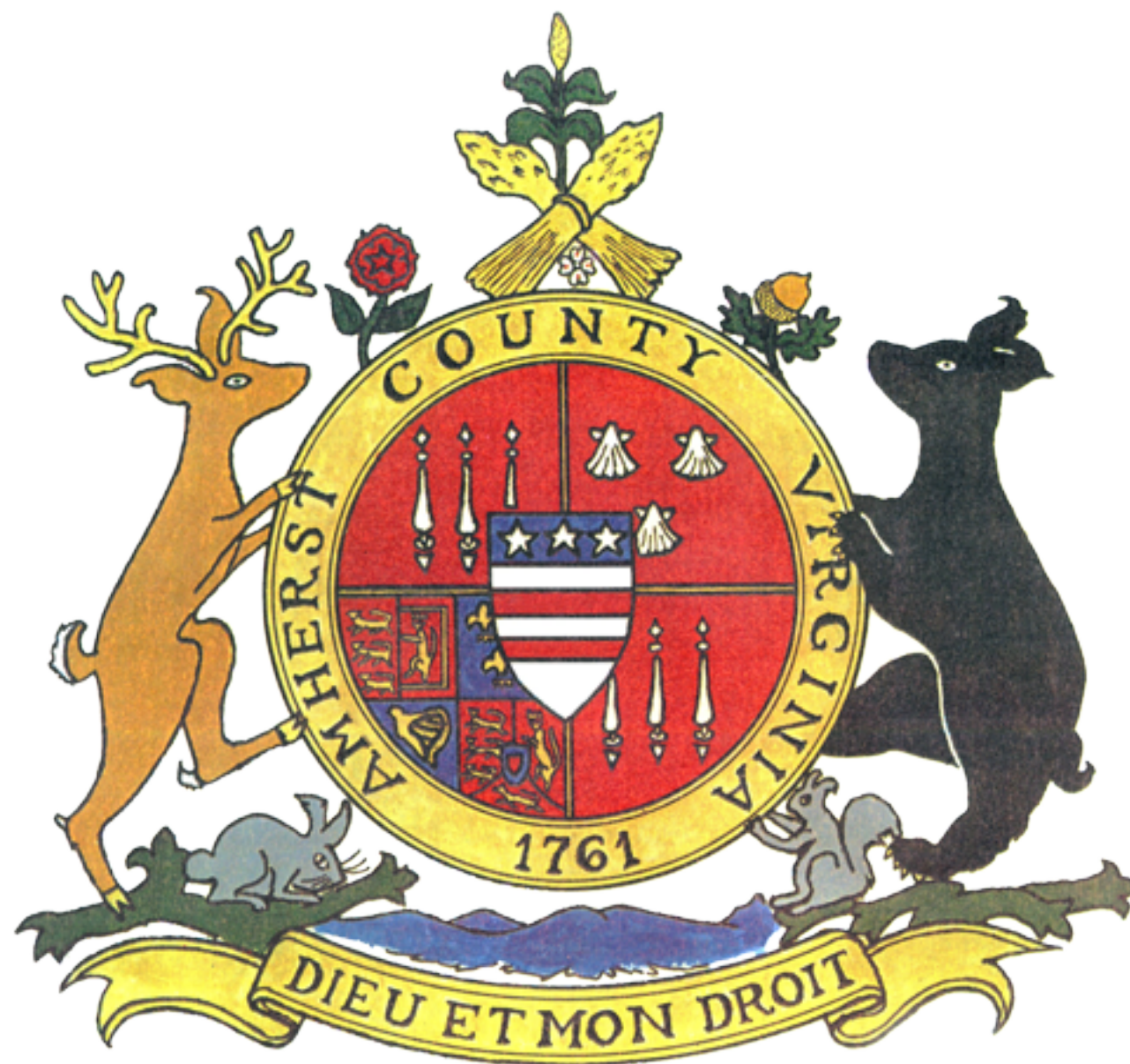


While You are Thinking Outside the Box, I'm Outside the Box.



These are just a few of the colors of Kittitas County. We are a collection of communities knit together by a spectrum of activity. We are rugged outdoor adventures, relaxing scenic views, creative artists, and vibrant places. This array is yours to discover because the pass is not just a place to cross over, it is the entry point to a place of wonder. Break through the monotony of the every day. Take the short trip to a place where the hues of life are more radiant. Make your life more colorful.

For more information, go to WashingtonColor.com





AMHERST

The Perfect Slice of Virginia

















*Over the River.
Through the
Woods.*



Our greatest asset is our people - neighbors who greet you with a wave and a smile, and that welcoming spirit that assures you'll never meet a stranger. Our natural resources shape our natural traditions, and together they offer a place where you can breathe, where the weight of the world lifts away.

Amherst County is both active and passive, wild and cultured, secluded yet connected, and we have all of the things our great state has to offer, right in the place we call home.



AMHERST
The Perfect Slice of Virginia



BRANDTOUCH

www.PerfectSliceofVirginia.com

*Restore
Faith.*



Our greatest asset is our people - neighbors who greet you with a wave and a smile, and that welcoming spirit that assures you'll never meet a stranger. Our natural resources shape our natural traditions, and together they offer a place where you can breathe, where the weight of the world lifts away.

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AMHERST
The Perfect Slice of Virginia

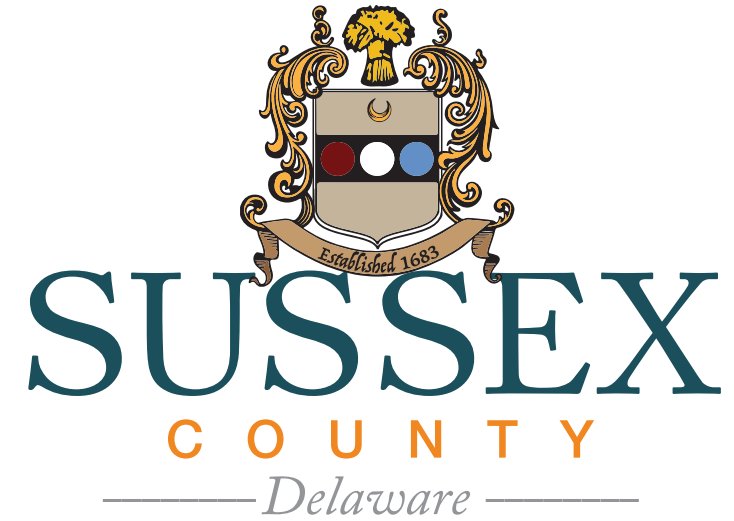


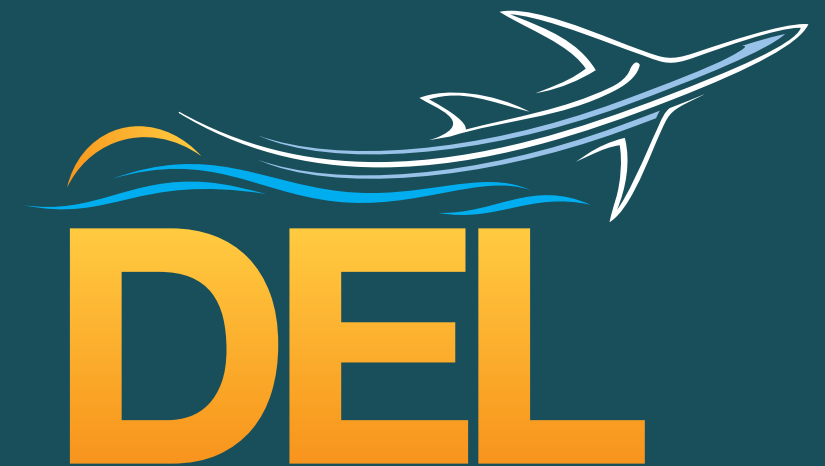
BRANDTOUCH

www.PerfectSliceofVirginia.com















Where timeless takes off.

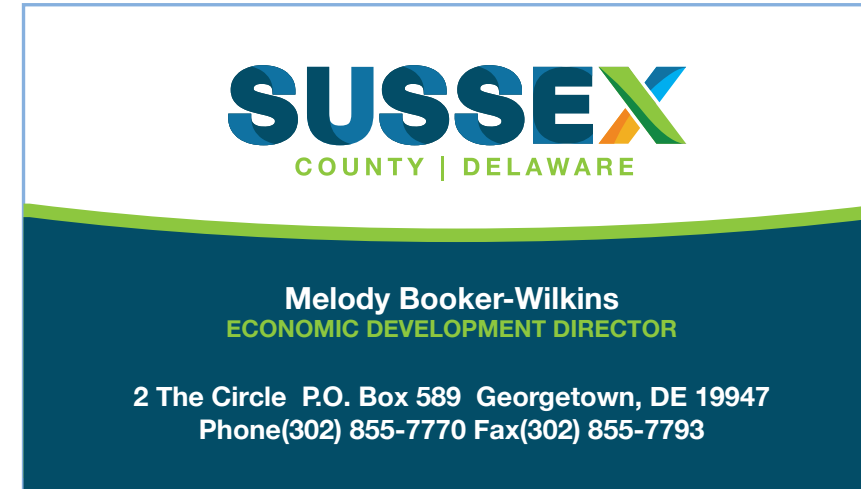


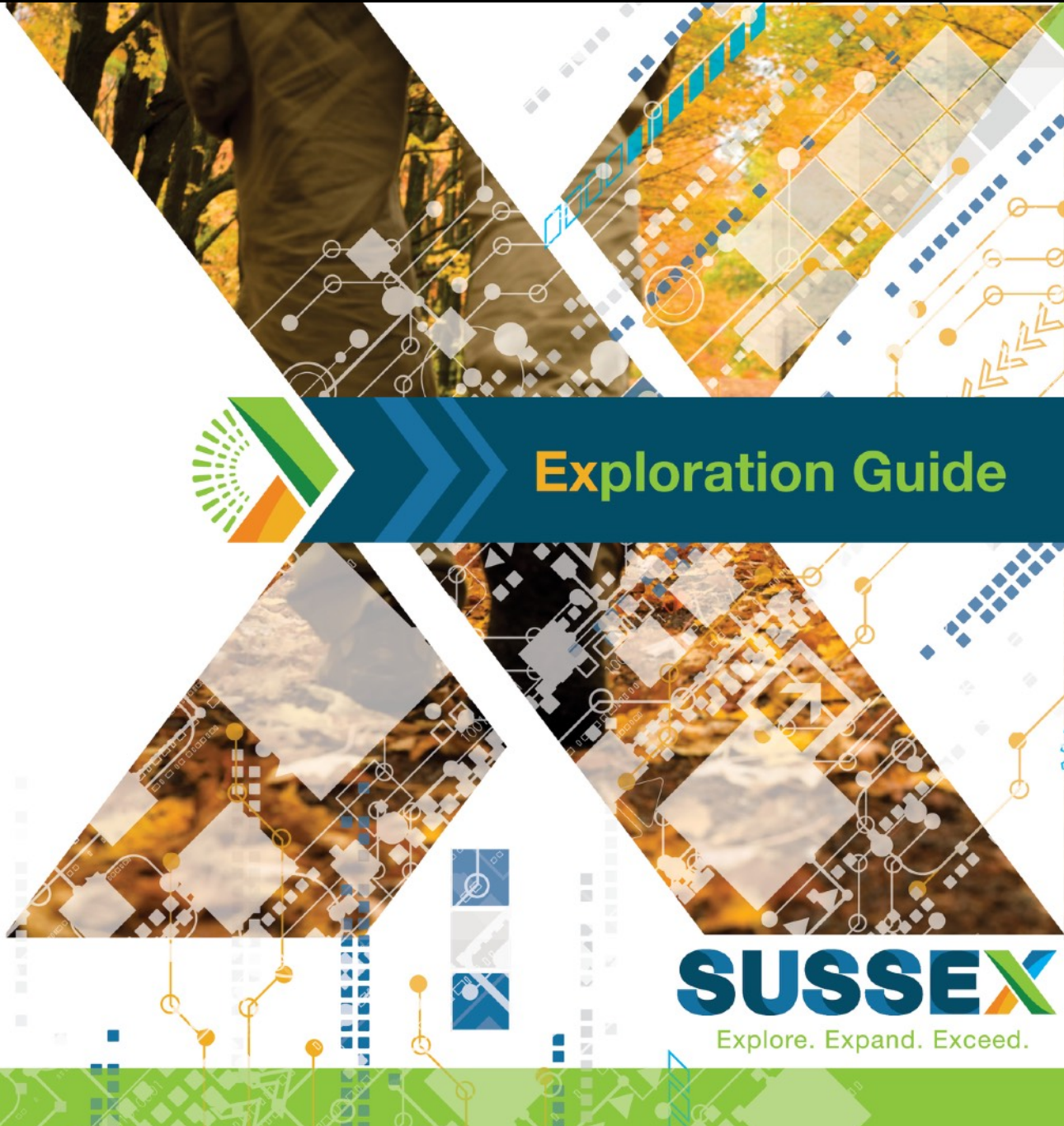






Explore. Expand. Exceed.





EXPLORE

EXPAND

EXCEED

EXPERTISE

EXEC

the power of





American Dream. Delaware Advantage.



SUSSEX

Explore. Expand. Exceed.

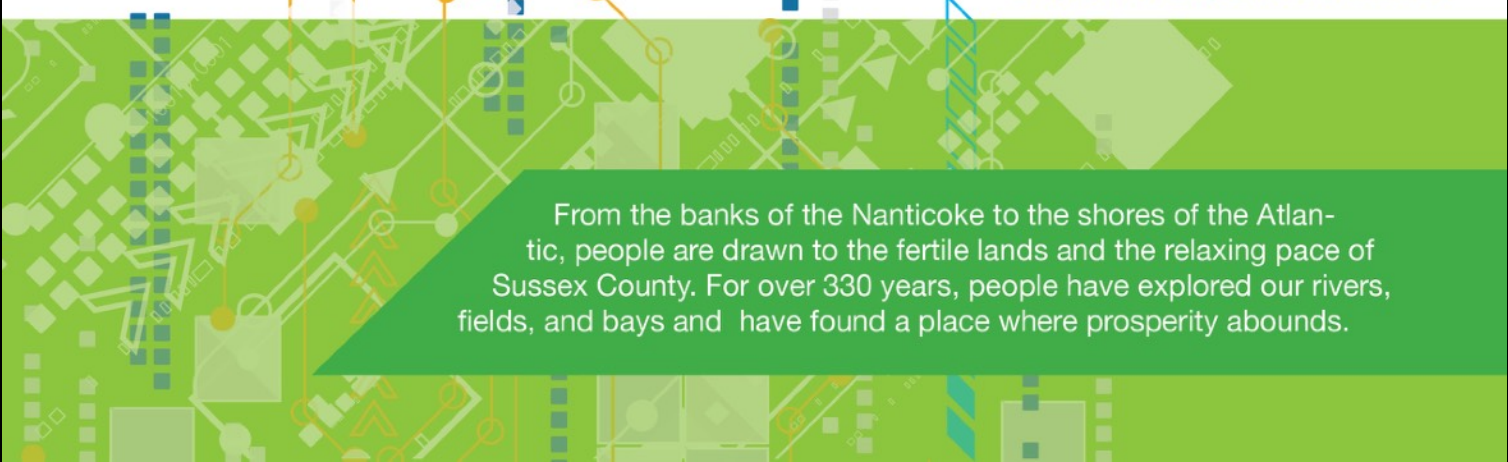
From the banks of the Nanticoke to the shores of the Atlantic, people are drawn to the fertile lands and the relaxing pace of Sussex County. For over 330 years, people have explored our rivers, fields, and bays and have found a place where prosperity abounds.



Culture.
Agriculture.



SUSSEX
Explore. Expand. Exceed.



From the banks of the Nanticoke to the shores of the Atlantic, people are drawn to the fertile lands and the relaxing pace of Sussex County. For over 330 years, people have explored our rivers, fields, and bays and have found a place where prosperity abounds.



**Success.
Sussex.**



SUSSEX
Explore. Expand. Exceed.

From the banks of the Nanticoke to the shores of the Atlantic, people are drawn to the fertile lands and the relaxing pace of Sussex County. For over 330 years, people have explored our rivers, fields, and bays and have found a place where prosperity abounds.



McCormick
County

The Natural Pace of Life



McCormick

COUNTY | SOUTH CAROLINA



Pine Cone



Leaf



Water



The Lake



Horizon





McCormick
COUNTY ECONOMIC DEVELOPMENT



McCormickED



McCormick
TOURISM COUNCIL



McCormick
COUNTY AIRPORT

Railtowns of McCormick

Railtowns
of
McCormick

-HISTORIC-
McCormick
SOUTH CAROLINA

-HISTORIC-
Wilmington
SOUTH CAROLINA

-HISTORIC-
Plum
Branch
SOUTH CAROLINA

-HISTORIC-
Mt. Carmel
SOUTH CAROLINA

-HISTORIC-
Parksville
SOUTH CAROLINA

-HISTORIC-
Clarks
Hill
SOUTH CAROLINA

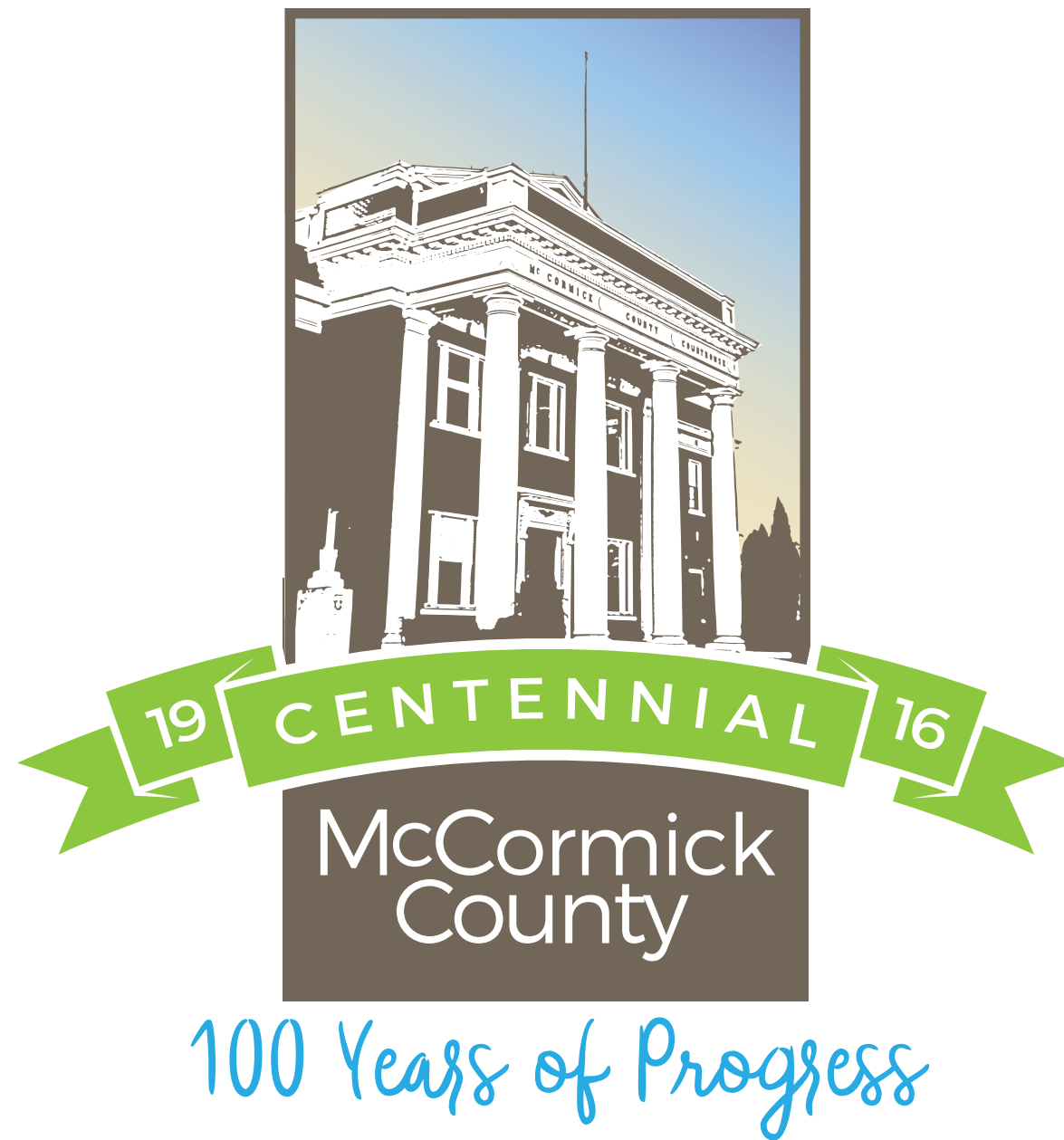
-HISTORIC-
Modoc
SOUTH CAROLINA



Economic Development
has come full circle.



McCormick
ECO-INDUSTRIAL PARK







1916-2016



CENTENNIAL

McCormick
County

100 Years
of Progress

McCormick
County

The Natural
Pace of Life



MACK

McCormick Arts Council
at the Keturah

-HISTORIC-
McCormick
SOUTH CAROLINA

Advertising

The Perfect Place. The Perfect Pace.



Undiciae periorum hillaut mi, quia dolupidios remporerrum quiae vel exere omnim utem. Neque pratiundae qui blantib usciet lacest renimo doluptaspis vendiae. Cerunt am rerio quide pori corunt pore repe nimossinci dolupta et in ped ma conserrum et voluptatus molorro renimol uptiur re resti volorepudae pore venien-



McCormick
County

The Natural Pace of Life



BRANDTOUCH

Advertising

The Natural Pace of Life.



Undiciae periorum hillaut mi, quia dolupidios remporerrum quiae vel exere omnim utem. Neque pratiundae qui blantib usciet lacest renimo doluptaspis vendiae. Cerunt am rerio quide pori corunt pore repe nimossinci dolupta et in ped ma conserrum et voluptatus molorro renimol uptiur re resti volorepudae pore venien-



McCormick
County

The Natural Pace of Life



BRANDTOUCH



SCHOOL BUILDING



PERSPECTIVE MAP OF



CHURCH BUILDING

Buena Vista, Ariz.

A. B. ...
 B. ...
 C. ...
 D. ...
 E. ...
 F. ...
 G. ...
 H. ...
 I. ...
 J. ...
 K. ...
 L. ...
 M. ...
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 Q. ...
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 U. ...
 V. ...
 W. ...
 X. ...
 Y. ...
 Z. ...





Amazing the Difference Two Blocks Make.

Buena Vista was born out of the vision of one man to be an industrious town in a breathtaking setting. Nestled between the Maury River and the majestic Blue Ridge, Buena Vista grew to become a center of business with a diversity that has weathered economic downturns and natural disasters. Today, our unspoiled setting is as spectacular as ever. We are a city that works, with businesses large and small. We are a city that values education, from our youngest children to the young adults at our colleges. We are a city committed to a bright future in a spectacular location.

Visit www.buenavistabusiness.com for more information about how you can be a part of our future.





Cantankerous about Food



Buena Vista's three old grouches are notoriously picky eaters. They like variety, good service, and quality. With over a dozen restaurants offering a wide selection of great food, we can keep even the most irritable diner satisfied. Visit www.buenavistabusiness.com and download our restaurant guide for more information.

Experience Buena Vista, Virginia: home to over 6000 happy citizens and 3 old grouches.

Persnickety About Golf



Buena Vista's three old grouches have complained about every golf course from Myrtle Beach to Pebble Beach but there's something they like about Vista Links. Maybe it's the view from the fairway or is it the great location right here in the city? They aren't saying and we aren't asking. We just let them loose to play. Come see why even the most exacting golfers like Vista Links. Visit www.thevistalinks.com for more information.

Experience Buena Vista, Virginia: home to over 6000 happy citizens and 3 old grouches.





Cranky about the Outdoors

One of Buena Vista's crown jewels is Glen Maury Park a 315 wonderland on the banks of the Maury River. Our three old grouches see to it that the park is packed full of activities each year from Bluegrass to Beach Music and they make certain that it offers some of the best camping, picnicking, and sports facilities in the region. Visit www.glenmaurypark.com for more information.

Experience Buena Vista, Virginia: home to over 6000 happy citizens and 3 old grouches.



It Starts With



Get in Your Element

**Travelers
Rest**
south carolina

**Travelers
Rest**
south carolina



Get in Your Element

Travelers Rest
south carolina

Travelers Rest
south carolina



Get in Your Element

travelers rest
south carolina

travelers rest
south carolina



tradition

It Starts with tr

Get in Your Element



For More info on Travelers Rest, go to www.gotr.com

For More info on Travelers Rest, go to www.gotr.com

Travelers Rest

tranquil

It Starts with tr



Get in Your Element



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Get in Your Element



Travelers Rest

For More info on Travelers Rest,
go to www.gotr.com

travel

It Starts with tr



trails

It Starts with tr



Get in Your Element



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For More info on Travelers Rest, go to www.gotr.com



trip

It Starts with **tr**

Get in Your Element



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For More info on Travelers Rest, go to www.gotr.com





trek

It Starts with tr

Get in Your Element



For More info on Travelers Rest, go to www.gotr.com

transported

It Starts with tr

Get in Your Element



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For More info on Travelers Rest, go to www.gotr.com

Travelers Rest



A different side of Virginia





*The Adventurous side
of Virginia*



*The Musical side
of Virginia*



*The Artistic side
of Virginia*



BRANDTOUCH

Interest Extension

SOUTHWEST VIRGINIA BRAND LAUNCH







My
SWVA
CYCLING









WISE
COUNTY



GRAYSON
COUNTY



LEE
COUNTY



BLAND
COUNTY



FRANKLIN
COUNTY



SCOTT
COUNTY



WYTHE
COUNTY



PATRICK
COUNTY



RUSSELL
COUNTY



CARROLL
COUNTY



FLOYD
COUNTY



TAZEWELL
COUNTY



DICKENSON
COUNTY



GILES
COUNTY



WASHINGTON
COUNTY



BUCHANAN
COUNTY



PULASKI
COUNTY



SMYTH
COUNTY



CITY OF
NORTON



MONTGOMERY
COUNTY



CITY OF
BRISTOL



CITY OF
GALAX



CITY OF
RADFORD

Giles

VIRGINIA'S
MOUNTAIN
PLAYGROUND™

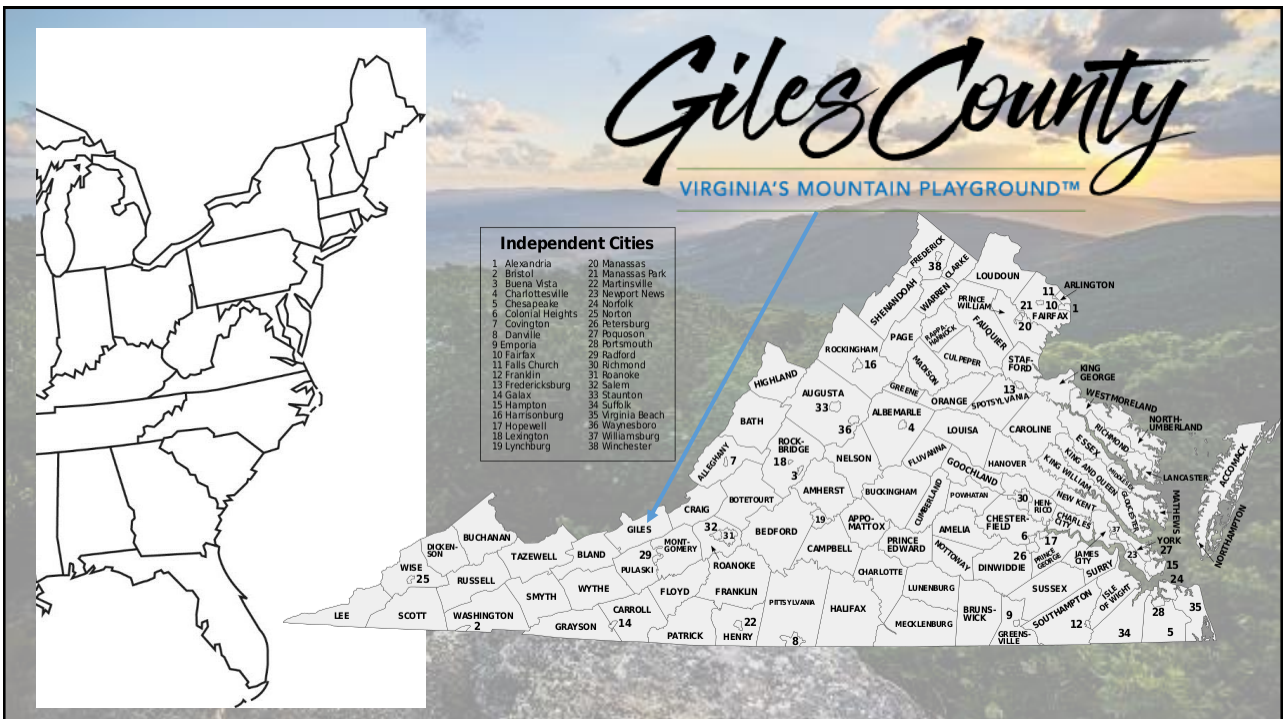
NEW RIVER
WATER TRAIL™

www.gilescounty.org www.newriverwatertrail.com

Cora Gneegy

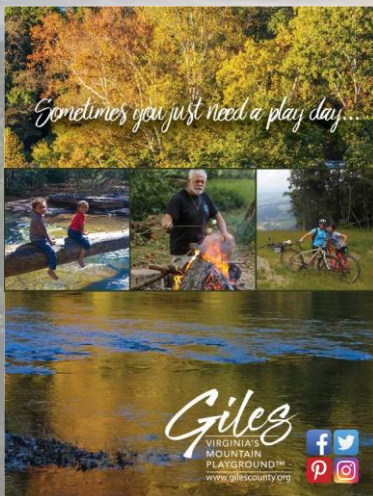
Tourism Marketing Director

February 7th, 2018





Implementation- Telling the Story



Implementation- Telling the Story



← 1A

1B →



← 2A

2B →



← 3A

3B →



Sincerely,
Cora Gnegy
Tourism Marketing Director
Giles County Administration
203 North Main Street
Pearisburg, VA 24134
540-921-2079
GilesCounty.org
NewRiverWaterTrail.com



Find us online: [Facebook](#) [Twitter](#) [Instagram](#) [Pinterest](#)
[NRWT Facebook](#) [NRWT Instagram](#)

Telling the Story



Telling the Story

Giles County
VIRGINIA'S MOUNTAIN PLAYGROUND™

SHARE YOUR
LOVE WITH US
THIS FEBRUARY
ON FACEBOOK, TWITTER
& INSTAGRAM USING
#LoveGilesCoVa



Examples



Bringing it all together

- The 'Giles' story is part of the messaging for Economic, Community, & Tourism Development- as well as Community Pride & Building Sense of Place
- Community Rallying + Destination
- Fostering deep roots enhances the confidence in brand & place
- Adaptability to support economic, community, tourism needs
- Openness to see how the brand can support conversations > positive influence

Please Reach Out

- GilesCounty.org
- NewRiverWaterTrail.com

Cora Gnegy

- Cgnegy@GilesCounty.org
- Giles on LinkedIn, Click [HERE](#)