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
Rule #2 - The Crayon Rule

Say No To Design Competitions
LaCrosse, Kansas

THE BARBED WIRE CAPITAL OF THE WORLD
Gas, Kansas

Don’t pass Gas, stop and enjoy it!
Hooker, Oklahoma

It’s a location, not a vocation.
Hooker, Oklahoma

It’s a location, not a vocation.
IT'S A LOCATION, NOT A VOCATION.
Where the Geese Fly and the Bulls Cry...

Severance, Colorado
Where the Geese Fly and the Bulls Cry...

Severance, Colorado
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
Main Street
Tourism
County Government
Economic Development
City Government
Merchants Association
Industrial Recruitment
Chamber of Commerce

ARNE TT MUL DROW
BRANDING TOOLBOX

Color Palette
Uniform Typefaces
Consistent Message
Graphics
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 area 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
While You are Thinking Outside the Box, I’m Outside the Box.

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For more information, go to WashingtonColor.com
Amherst
The Perfect Slice of Virginia
The Perfect Slice of Virginia

Second Saturday in July
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.

www.PerfectSliceofVirginia.com
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Restore Faith.

Amherst
The Perfect Slice of Virginia

www.PerfectSliceofVirginia.com
Where timeless takes off.
Where growth comes naturally
Where growth comes naturally
Melody Booker-Wilkins
ECONOMIC DEVELOPMENT DIRECTOR
2 The Circle  P.O. Box 589  Georgetown, DE 19947
Phone(302) 855-7770 Fax(302) 855-7793
the power of
American Dream.
Delaware Advantage.

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.
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Water
McCormick
COUNTY ECONOMIC DEVELOPMENT

McCormick ED
Railtowns of McCormick

- HISTORIC -

Willington
SOUTH CAROLINA

Plum Branch
SOUTH CAROLINA

Mt. Carmel
SOUTH CAROLINA

Parksville
SOUTH CAROLINA

Clarks Hill
SOUTH CAROLINA

Modoc
SOUTH CAROLINA
Economic Development has come full circle.
100 Years of Progress
Advertising

The Natural Pace of Life.

McCormick County
The Natural Pace of Life

Undiciae periorum hillaut mi. quia dolupidios remporerrum quiae vel exere omn-im utem. Neque pratiundae qui biantib usciet lacent renimo doluptaspis vendiae. Cerunt am reio quide pori corunt pore repe nimossinc dolupta et in ped ma cons-serrum et voluptatus molorro renimol uptiur re resti volorepuadae porrem venien-
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 gourmets 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 gourmets.
Buena Vista’s three old grouchies 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 grouchies.
Cranky about the Outdoors

One of Buena Vista’s crown jewels is Glen Maury Park, a 315-acre wonderland on the banks of the Maury River. Our three old gourches 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 gourches.

Buena Vista
Good Vibes Reveal Great Vision
It Starts With

Travelers Rest

Get in Your Element

Travelers Rest

travelers rest
tradition

It Starts with tr

Get in Your Element

Travelers Rest

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

It Starts with tr

Get in Your Element

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Travelers Rest
Get in Your Element
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trails
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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

Travelers Rest

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A different side of Virginia
The Adventurous side of Virginia

The Musical side of Virginia

The Artistic side of Virginia
Interest Extension
SOUTHWEST VIRGINIA BRAND LAUNCH
Implementation—Telling the Story

Sometimes you just need a play day...
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