Community Branding

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Urban/Community Branding

The application of large-scale branding to civic environments, corporate entities, sports events and institutions. The best brands are organic: Paris is Romance, Athens is Classical History and Hong Kong was around Trade. It is about turning *a location into a destination*.

- Reinforcement of Identity

- Visually defining Character

- Underscoring Uniqueness

- Linking Collective Memory

- Connecting Communal Familiarity

- Sense of Arrival

- Sense of Place

- Sense of Shared Memory

- Community Identification

- Community Ethos

- Shared Spirit of Place

3 Dimensions of Branding

• Brand Image (Reputation)

• Brand Identity (Core Concept of the Community)

• Brand Behavior (Branding Applied)

Power of a Community Brand

- Celebrates Attributes/Assets

- Underscores Positive Perceptions

- Supports Economic Stimulation

- Strengthens Pride of Place

- Underscores Placemaking

- Creates a Destination

Community Branding Includes

- Cultural Narratives

- Urban Engagement

- Small-scale Interventions

- Communal Experience

- Emotional Connection

- Focused Perception

- Place Promotion

- Stakeholder Ownership

- Strategic Vision

Urban Branding Tools

- Symbol
- Monument
- Icon
- Gateway
- Street Furniture
- Wayfinding
- Signage
- Pageantry
- Public Art
- Landscape
- Visual Theme
- Social Media

Urban Branding Elements

- Sidewalk Café
- Pedestrian Bridge
- Flags/ Banners
- Gateways
- Bridge
- Compass Rose
- Sculpture/Public Art
- Memorials
- Pavers
- Pocket Gardens
- Lighting
- Artwings
- Bollards
- Pedestals with Emblems
- Pond/ Pool
- Drinking Fountains
- Running Water
- Swimming Pools
- Fountains

- Gazebo
- Bike Path
- Bike Rack
- Plaques
- Clock
- Steps
- Ramps
- Grids
- Granite Setts
- Sewer Caps
- Drains
- Emergency Call Boxes
- Decorated Transformer Boxes
- Planters
- Flowering Trees
- Pruning
- Plantings
- Tree Grates
- Tree Guards

- Wayfinding
- Traffic Circle
- Mural
- Sidewalk Mosaic
- Building Façades
- Screens
- Fences
- Walls
- Historic Markers
- Flower Boxes
- Totem Poles
- Benches
- Bus Stop
- Band Stand
- Kiosk
- Sundial
- Symbols
- Signage
- Rooftops

Community Branding vs Marketing

- Community Branding provides a framework for organizing, differentiating and focusing a city or town's distinctive identity.

- Community Branding ensures that its messages and experiences are as recognizable, compelling, and clear as possible.

- Marketing comprises the processes and actions for communication of the Community Brand.

- Marketing involves applying elements of the brand strategy such as positioning, personality, core experiences and even tone of voice.

What is a Community Brand?

Community Branding isn't just about a logo or a tagline.
   * It is about the very essence of a community.
   * It's about a coordinated effort (signage, social media, etc.).
   * Community Brand needs to address visitors, residents & businesses.
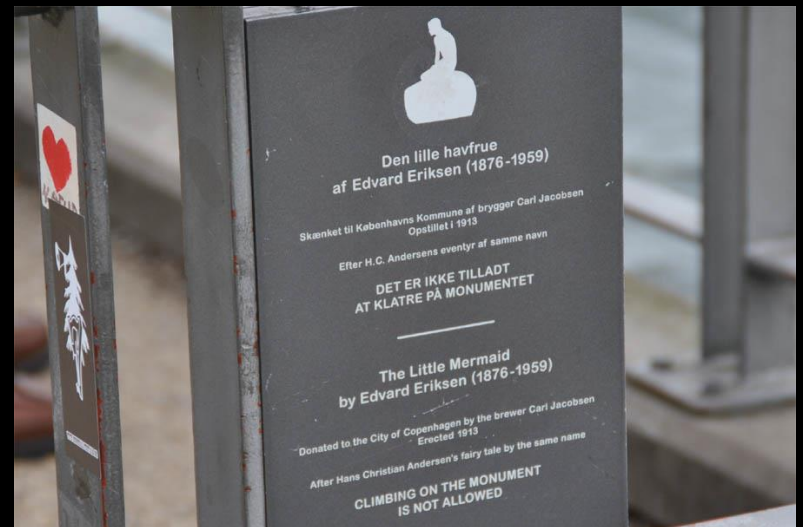   * Uses tools to underscore "the spirit of the place."

Community Branding can be translated into streetscape elements. Streetscape elements are those functional and aesthetic items in pedestrian spaces that provide amenity and utility to pedestrians and other street users.
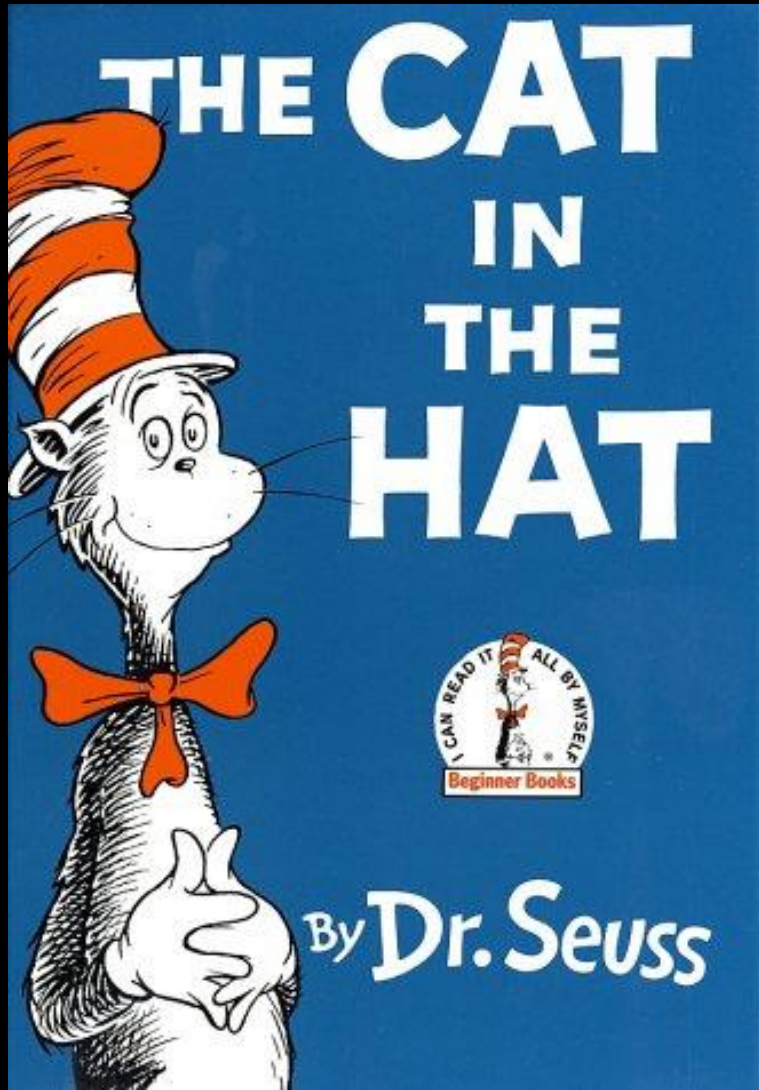
Genius Loci

As no two places on Earth are the same, each has its unique, prevailing atmosphere, its distinctive character, its individuality or *genius loci*. The genius loci of a place engages us intellectually, emotionally, and sensually.

VISIT
COPENHAGEN

WONDERFUL
COPENHAGEN

Den lille havfrue
af Edvard Eriksen (1876-1959)

Skænket til Københavns Kommune af brygger Carl Jacobsen
Opstillet i 1913

Efter H.C. Andersens eventyr af samme navn

DET ER IKKE TILLADT
AT KLATRE PÅ MONUMENTET

The Little Mermaid
by Edvard Eriksen (1876-1959)

Donated to the City of Copenhagen by the brewer Carl Jacobsen
Erected 1913

After Hans Christian Andersen's fairy tale by the same name

CLIMBING ON THE MONUMENT
IS NOT ALLOWED

Heimaey, Iceland

WAYFINDING

* Signs and visual cues are major components of wayfinding.
* Wayfinding is particularly important in complex environments including urban centers, commercial districts, healthcare, transportation systems, sports venues and campuses.
* As architectural environments become more complicated, pedestrians and vehicles need visual cues including strategic maps, directions, and symbols to help guide them to their destinations.
* Effective wayfinding systems contribute to a sense of comfort underscoring well-being, safety, and security while reinforcing the Community Brand.
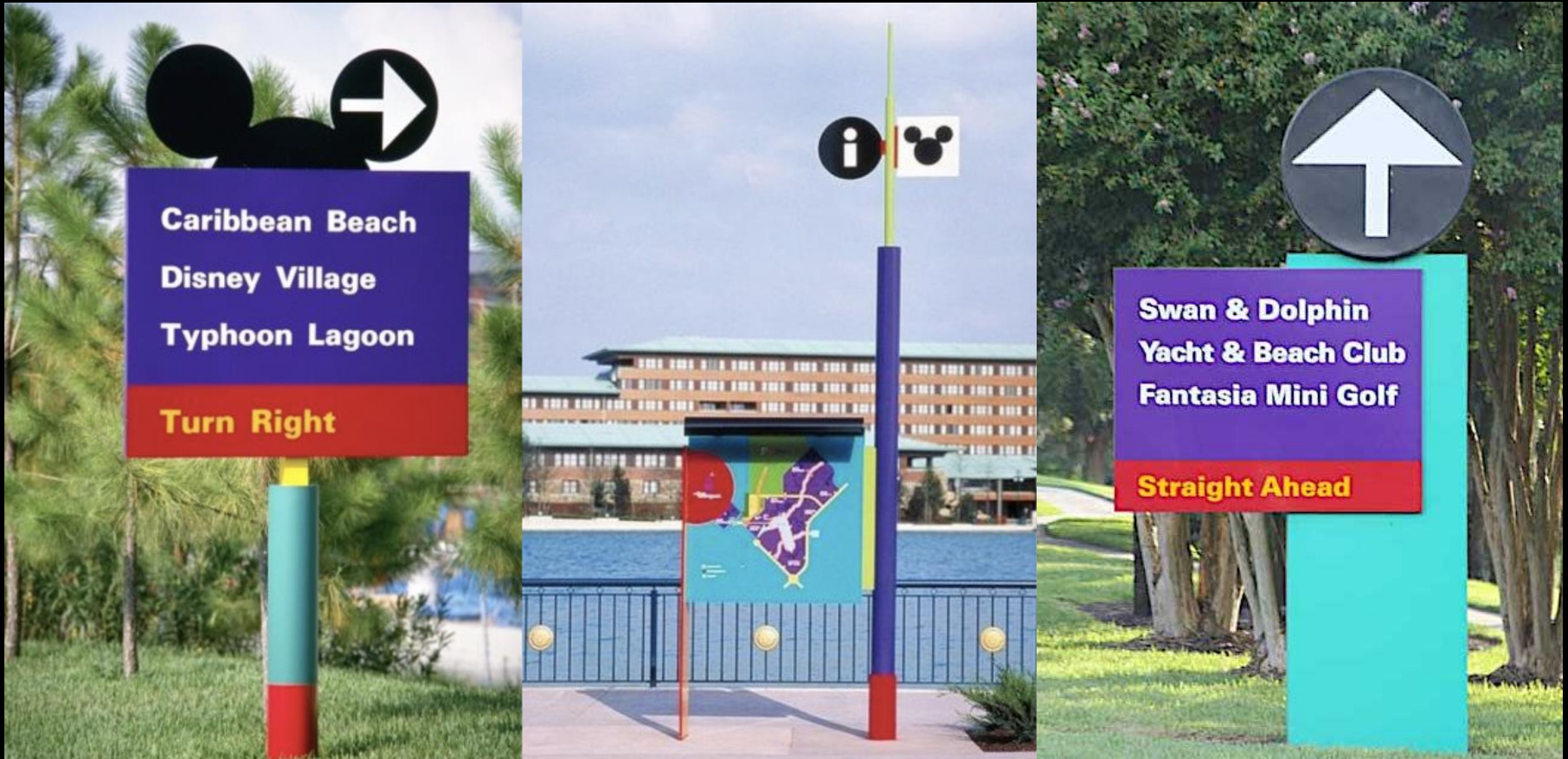
Wayfinding

* Wayfinding is created to develop signage and information systems for both pedestrians and motorists,
* By being used repeatedly, these information systems help orient people to develop "mental maps" of the terrain.
* In some settings, orientation systems rely heavily on non-text cues including colors, shapes and symbols.
* The best wayfinding systems provide directional guidance through a carefully planned sequence of information.
* Increasingly, they integrate mobile applications, digital displays, QR codes, and other wireless technologies.
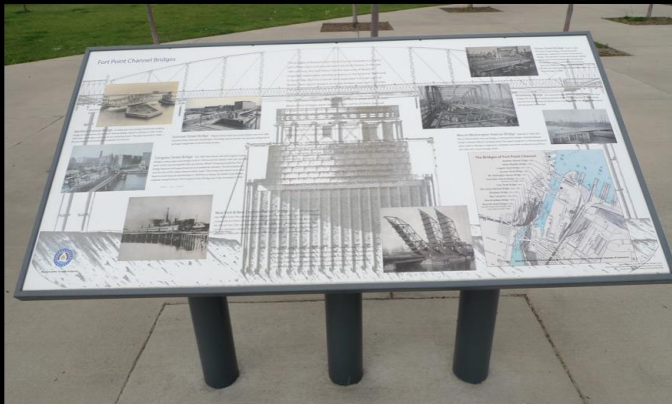
Summary:

Community Branding allows for enhancing the urban fabric.
By adding visual quality and elegant function, it also fixes the holes and tears in the civic tapestry.
The process of Community Branding emphasizes distinctiveness, projecting a positive image, while providing a shared sense of arrival and sense of place. It allows people to be connected to experience.

A brand isn't just a recognizable name and logo that distinguishes a place in a crowded market. A brand is how people perceive a community wherever they interact with it.
Community Branding underscores the unique character and personality of a particular place.
Therefore, recognizing it as a destination.

Wayfinding is an expression of Community Branding adding comfort.

THANK YOU