



Place Branding & Visco, Inc.



Creating A Place Where People Want To Be

WHAT IS A BRAND AND WHY IS IT DIFFERENT THAN A LOGO?

A **logo** is like a stamp that is designed to represent a place or an organization visually.

A **brand** is all the ideas and values that sum up the essence of what makes a place or an organization distinctive or unique.

A brand is a word or a set of words that ring true when associated with that place or organization. Often logos include the name of a place or organization, maybe a graphic device or image – and a catchphrase that evokes a call to action.



CREATING PLACES PEOPLE WANT TO BE

- Commercial success is based on achieving positive differentiation in a competitive market.
- Branding is managing your image and reputation to create a value-added perception.



CITY BRANDING IS:

- The competition for attention and preference versus other cities and towns.
- Creating an enhanced status, a place people want to live, work and visit.
- The challenge: differentiation, coherence to a theme or design element, clarity of image.
- Attractive and appealing for residents, tourists, and investors.
- Or, you may be re-branding a city or neighborhood identity as a goal: differentiating, to create a better sense of place. Creating a "New Heritage."

HOW CAN VISCO, INC., HELP?

As a streetscape defines a city's uniqueness, the amenities installed contribute to the personality.

Lighting is an integral part of any streetscape. The performance features provide light levels that contribute to safety and well being. The color temperature of the lighting can provide ambiance. Street light poles contribute aesthetics.

Consider the importance global cities such as London, Paris, Barcelona, and New York have placed on their ornamental street lighting. The iconic statements made by the ornamental lighting standards in each of the mentioned cities are part of their branding formula.



At VISCO, we take pride in providing communities with the freedom of choice. The ability to mix and match pole bases with a variety of pole types. Flat flute, sharp flute, smooth tapered, octagon are a sampling of our pole types. Matching a pole with a base that can set you apart from the cookie cutter, "me too" element found in many locales.

A key part of city branding is the ability to differentiate your town from other towns who are competing for the same patron. Adding features such as custom medallions will add that defining touch to your ornamental street light pole and light fitting. Create your ornamental street lighting pole with the design experts at VISCO, Inc.



When seeking the best overall return on investment (ROI), combined with personalized design features that will set you apart from the competition, VISCO products will contribute to your place branding mission.

Creating a place people want to be. Creating jobs, enhancing real estate value, building a cities tax base, better schools, increased civic pride. Authentic vs. replica, long-term ROI or short term perceived value.

WHAT WILL BE YOUR LEGACY?

VISCO IS CELEBRATING OUR 70TH ANNIVERSARY



Founded in 1947 by Bud Herring, VISCO has built a reputation of supplying cities and towns around the globe with quality streetscape amenities that have been tested over time.

Throughout 2017, we will be honoring Bud, the legacy he has built, and the exciting future ahead in streetlighting.

For additional information, please visit www.visco-light.com.

Additional project portfolio and product information can be found at our social media sites.

