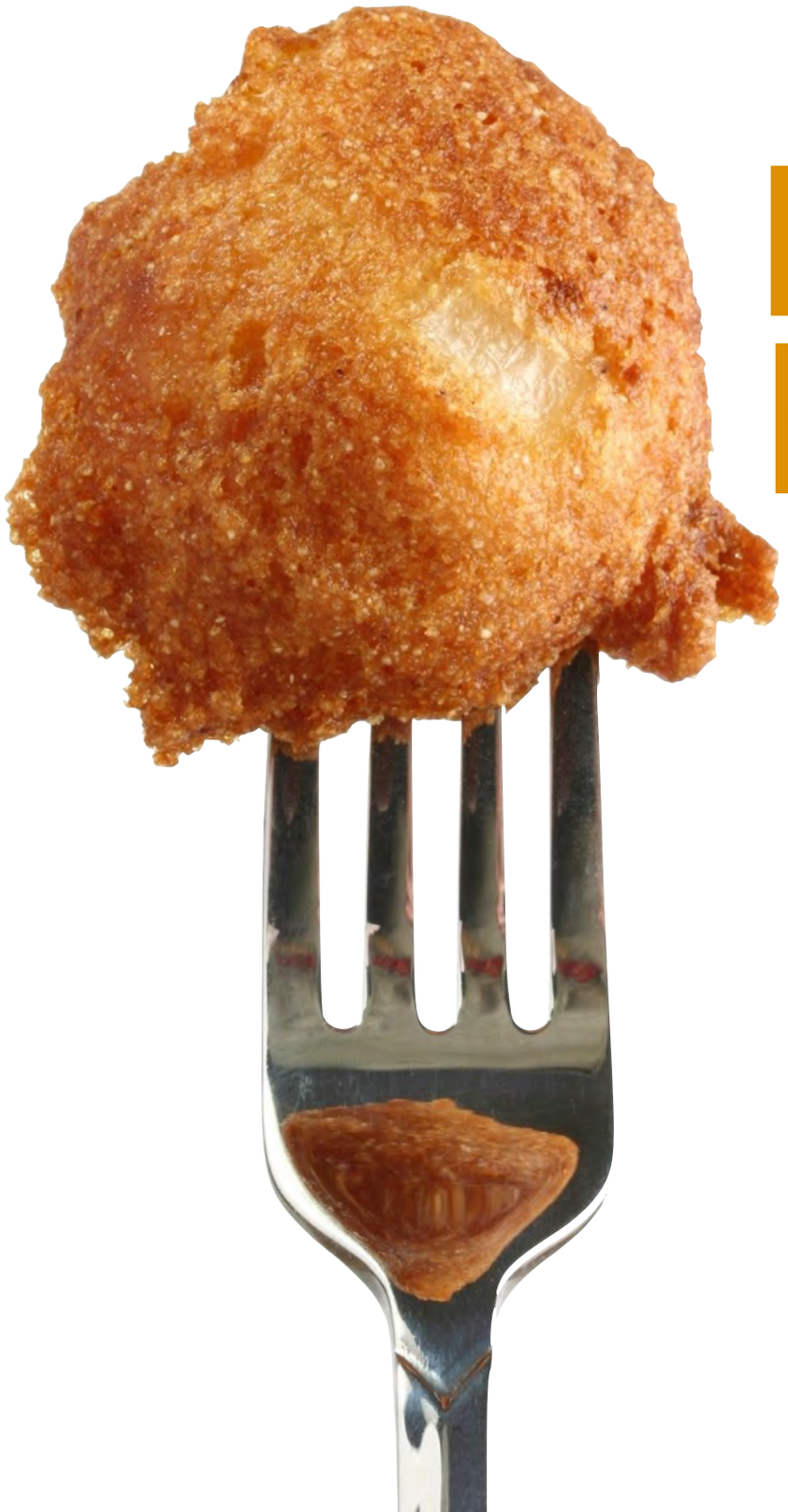
LTE
100%
Leveling the Playing Field
RURAL
MISSISSIPPI
WEST POINT, MS
JUNE 2, 2015



DEEP FRIED BRANDING

Telling Your Tasty Tale

by ben muldrow

Who the heck is this guy?

@benmuldrow

Ben Muldrow

Partner, Arnett Muldrow & Associates

Worked with 400 communities in 35 states

Huge Main Street Supporter

Branded more communities than anyone in the world.

DOWNTOWN BRANDON MISSISSIPPI

Byhalia MISSISSIPPI

CANTON New South. Old Soul.

Carthage Square. Well Rounded.

A DIFFERENT KIND OF DELTA CLEVELAND | BOLIVAR CTY MS

Columbus DOWNTOWN

COLLINS COVINGTON COUNTY

DeKalb MISSISSIPPI

HOT COFFEE MISSISSIPPI

Clinton main street

ELLISVILLE MISSISSIPPI

MT.OLIVE COVINGTON COUNTY

EUPORA MISSISSIPPI

That's so Delta. GREENWOOD MISSISSIPPI

Gulfport Main Street

HANCOCK HOMETOWNS MISSISSIPPI
A MISSISSIPPI MAIN STREET PROGRAM

Heidelberg Dig Deep. Live Well.

HINDS COUNTY -A WORLD of DIFFERENCE-

HOLLY SPRINGS MISSISSIPPI

indianola Delta Harmony

Long Beach MISSISSIPPI

MARION MISSISSIPPI

Moss Point RIVERFRONT -DISTRICT-

Newton MISSISSIPPI

Noxapater GREAT PEOPLE BY NATURE

DOWN TOWN LAUREL MISSISSIPPI IT's HAPPENING!

THE CITY of Pascagoula MISSISSIPPI's FLAGSHIP CITY

Historic DOWNTOWN PHILADELPHIA MISSISSIPPI

-historic- Pass Christian mississippi

Main Street Picayune mississippi

Pontotoc Where Family Comes First & We Love Every Second

SMITHVILLE MISSISSIPPI

THE REAL DEEP DELTA -MISSISSIPPI-

HISTORIC STARKVILLE MISSISSIPPI'S COLLEGE TOWN

WINONA WHERE STORIES ARE FIRST BORN

West Point MISSISSIPPI

HISTORIC Vicksburg MISSISSIPPI SIMPLY. UNIQUELY. SOUTHERN.

DOWNTOWN TUPELO American Rhythm, True Southern Spirit

WOODVILLE Deer & Wildlife FESTIVAL

We need a LOGO

vs

We need a BRAND

WHAT IS A LOGO FOR?

WELCOME TO
MISSISSIPPI
IT'S LIKE COMING HOME

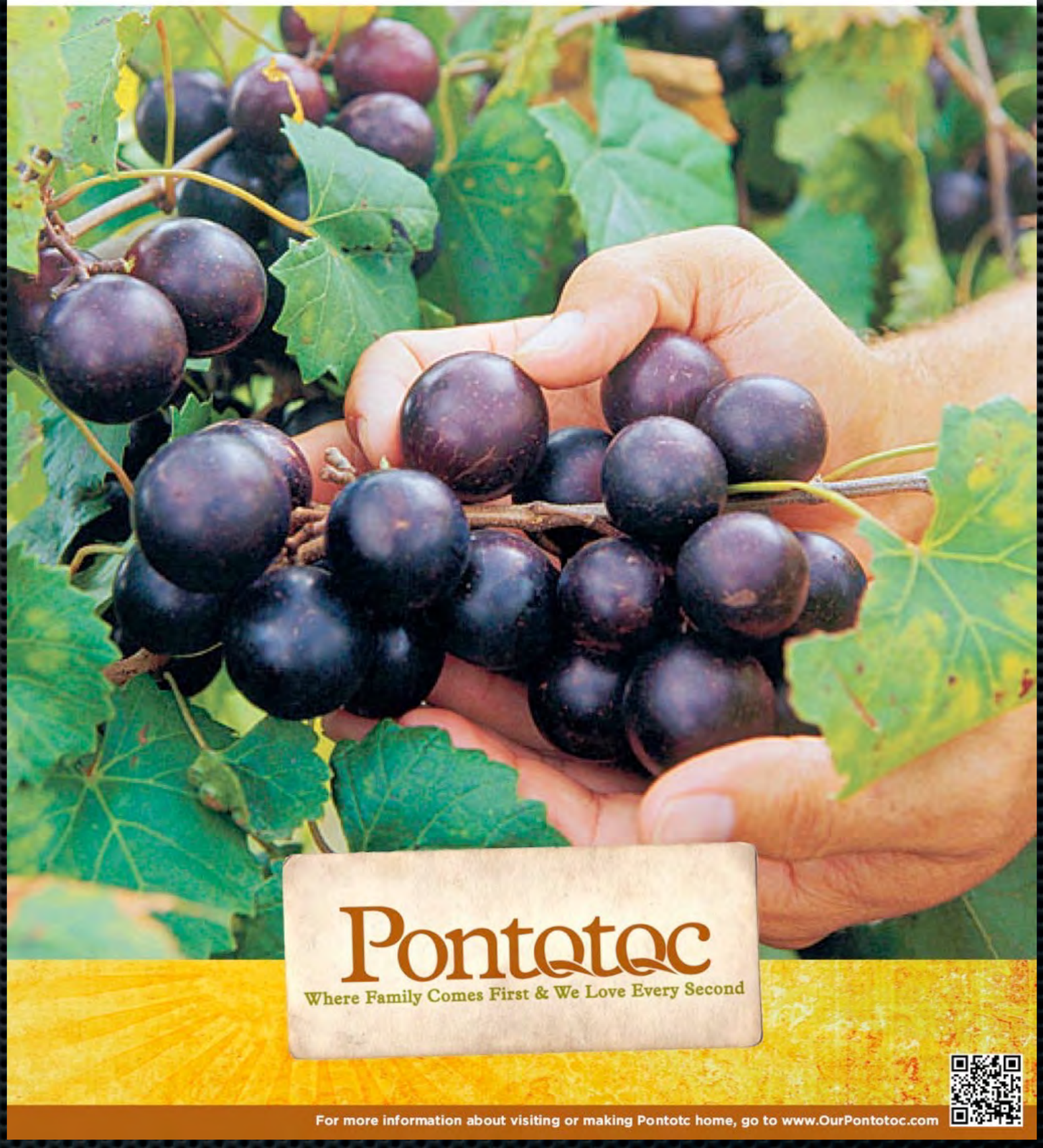
MISSISSIPPI
DISCOUNT
DRUGS
CANTON'S ORIGINAL
FREE VITAMIN STORE

THE LAND OF HANGING GRAPES

PONTOTOC

MISSISSIPPI

-America's -
Non-Alcoholic Wine Valley



What is a Brand?

Branding Toolbox

- Fonts
- Color Palette
- Graphics
- Message

KIA
OPTIMO

What is a

Community Brand?

Sumter

SOUTH CAROLINA

CHAMBER
of COMMERCE
Sumter, South Carolina

TriSumter
South Carolina
Presented by Anytime Fitness

Sumter

OB-GYN

Sumter is...

Scenic...

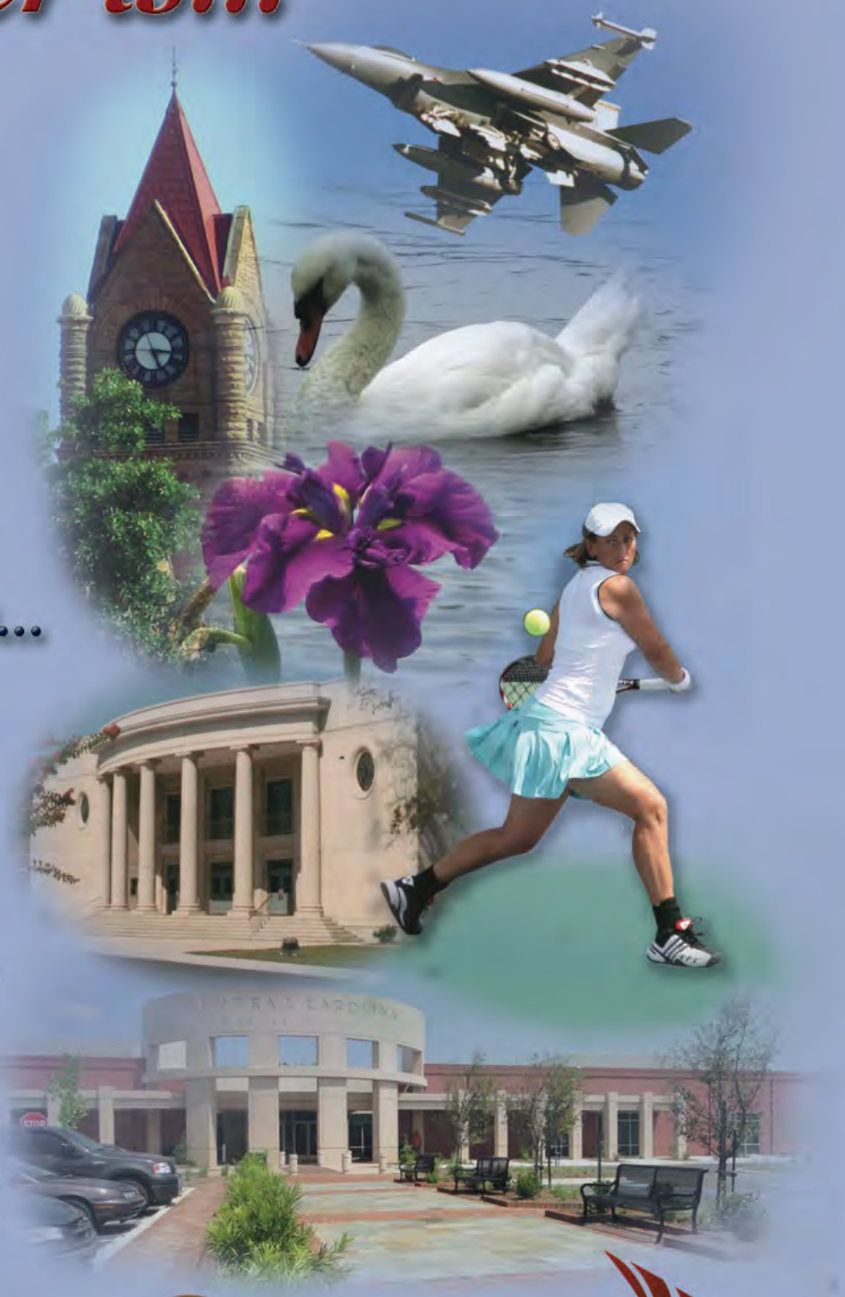
Historic...

Cultural...

Active...

Progressive...

Patriotic...



Nestled in the center of South Carolina, Sumter offers an unmatched quality-of-life experience in a forward-looking community with a heart for Southern hospitality. Ninety minutes from the coast, two hours from the foothills and less than an hour from the state capital of Columbia, Sumter's convenience and cost of living cannot be beat! For relocation, retirement or business, Sumter is right in the middle of everything!

Sumter
SOUTH CAROLINA

1-800-688-4748
www.sumtersc.gov

Uncommon Patriotism.

We were born of backcountry settlements where early patriots fought for our nation's freedom. We were named for Thomas Sumter, the fighting Gamecock of the American Revolution.

Even today the heroes of our community stand at the ready to defend our country. We embrace our friends and neighbors of the Air Force and Army who work every day to make America safe.

We are a community of connections where deep family roots combine with a welcoming spirit. We are the perfect combination of small town warmth and city amenities.

We celebrate the simple beauty of a stunning rural landscape, of a swan gliding across our storied gardens, of a clock tower standing sentinel over our historic and revitalizing downtown.

We have a proud past and play an important role on the world stage. Yet, we look to the future with ambitious goals to provide the best for our children, to constantly improve our community, and to foster ongoing success.

We are Sumter, South Carolina.
Uncommon Patriotism,
Progressive Spirit.

Sumter
UNCOMMON PATRIOTISM

1.800.688.4748 | www.sumtersc.gov

Branding

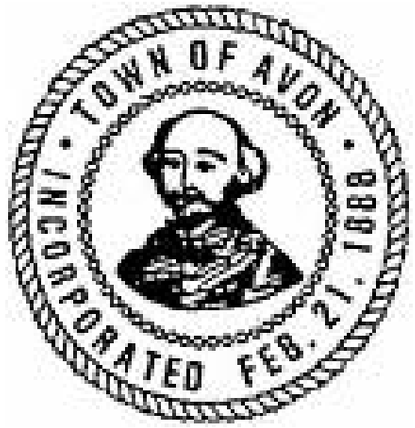
is the definition, creation, and implementation of a system to share your community's

personality

What isn’t a **Community** Brand?

TOWN OF EAST HARTFORD
CONNECTICUT

BRIGHTON


TOWN OF AVON
INCORPORATED FEB. 21, 1808

TOWN OF PARADISE VALLEY
INCORPORATED MAY 1961

TOWN OF STRATFORD
SETTLED 1639
SEAL
CONNECTICUT

TOWN OF DARTMOUTH MASSACHUSETTS
1664

B.F.E.
That Christmas

BLACKSTONE
1845
COUNTRY UNTIL 1957

TOWN OF COLONIE
NEW YORK

SEAL
WETHERSFIELD CONNECTICUT

TOWN OF NARROWS, VIRGINIA
INCORPORATED 1964

TOWN OF MILLBURY, MASSACHUSETTS
INCORPORATED 1813

KENSINGTON, NEW HAMPSHIRE
INCORPORATED 1737

ST. STEPHEN SOUTH CAROLINA

INDUSTRY

TRUST

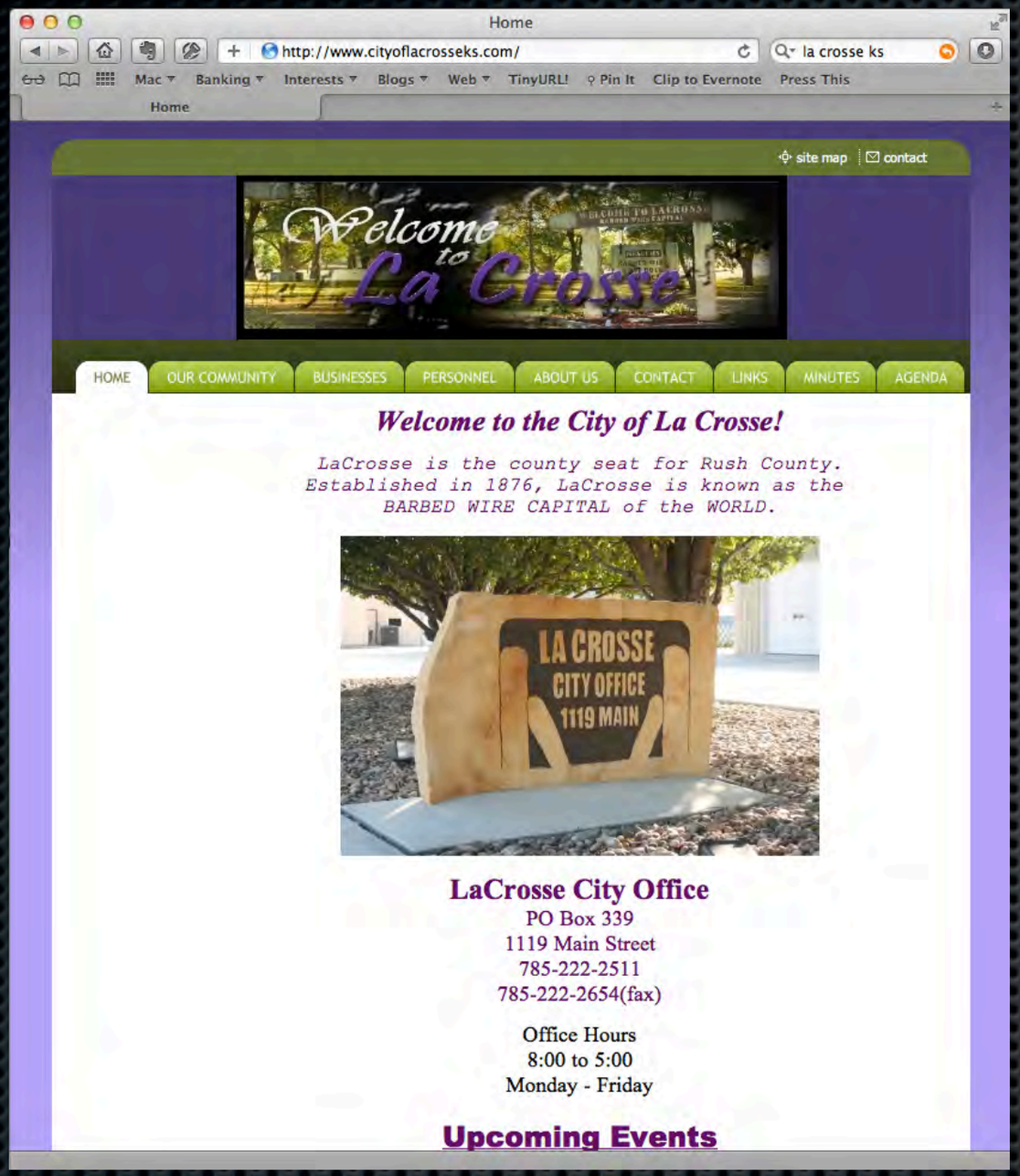
HONOR

AGRICULTURE

JUSTICE

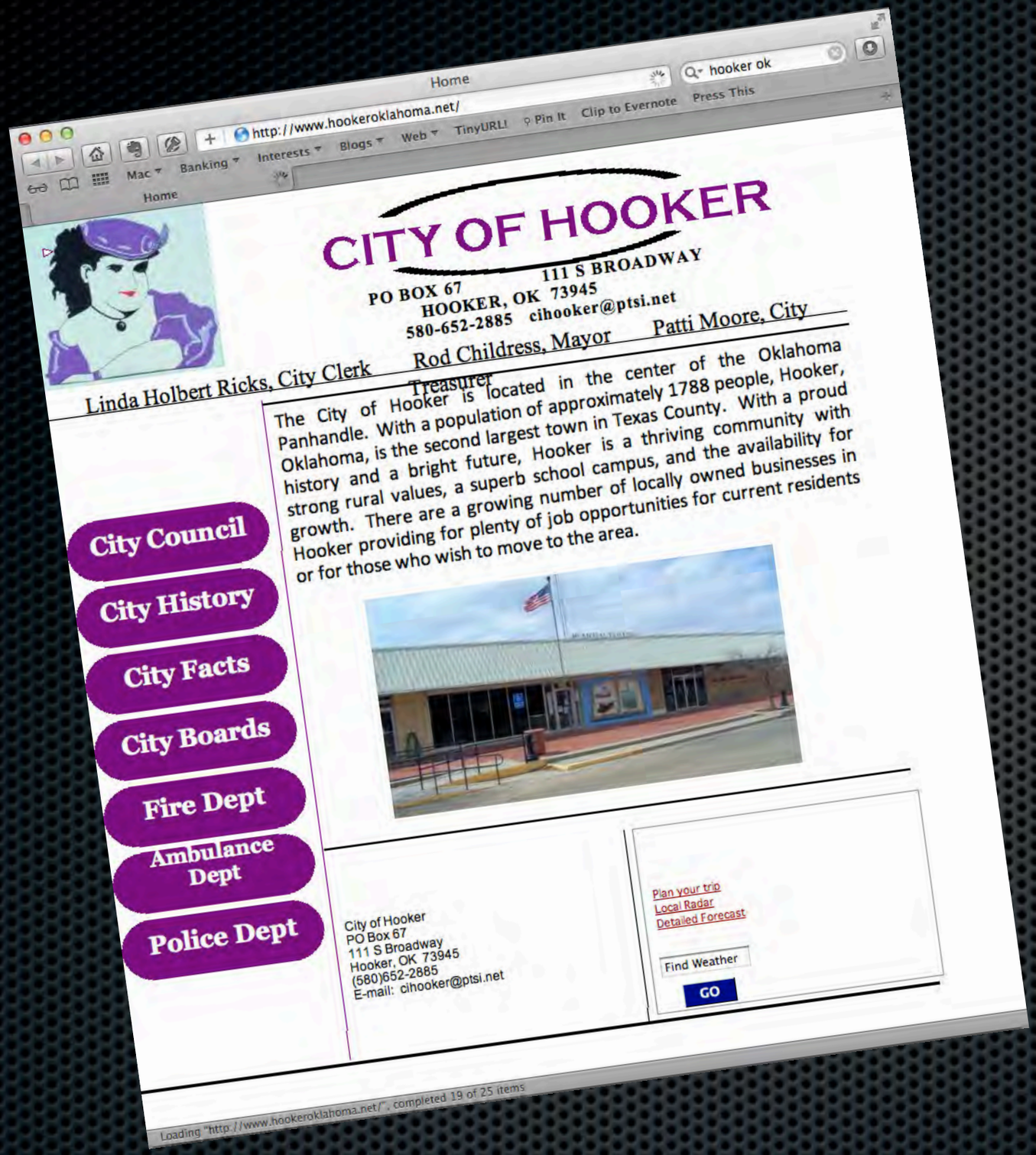
RECREATION

BERKELEY COUNTY



La Crosse, KS:
"Barbed Wire Capital of the World"

Gas, KS:
“Don't pass gas, stop and enjoy It.”
a vocation.”



Hooker, OK:
"It's a location,
not a vocation."

The Town
Of
Severance
Where the Geese Fly and the
Bulls Cry...
POP. 10

HEAT THE OIL

Pure
Wesson
100% NATURAL
Vegetable Oil
✓ 0g Trans Fat per serving
✓ No Preservatives
✓ Cholesterol Free
48 FL OZ (1 QT 1 PT) 1.42L
SERVING SUGGESTION

BRANDING & MARKETING RECOMMENDATIONS

MARION, VIRGINIA

Arnett Muldrow & Associates
Planning | Branding | Economic Development

MARION VA

America's Coolest Hometown

MARION VA
America's Coolest Hometown

MARION
VIRGINIA

MARION
VIRGINIA

MARION
VIRGINIA

MARION
VIRGINIA
America's Coolest Hometown

MARION VA
America's Coolest Hometown

MARION
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VIRGINIA
America's Coolest Hometown

MARION VA
America's Coolest Hometown

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America's Coolest Hometown

MARION VA
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America's Coolest Hometown

MARION VA
America's Coolest Hometown

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MARION
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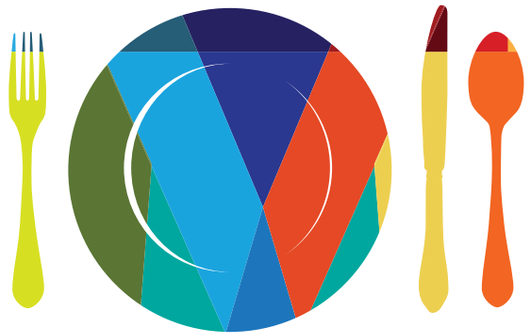
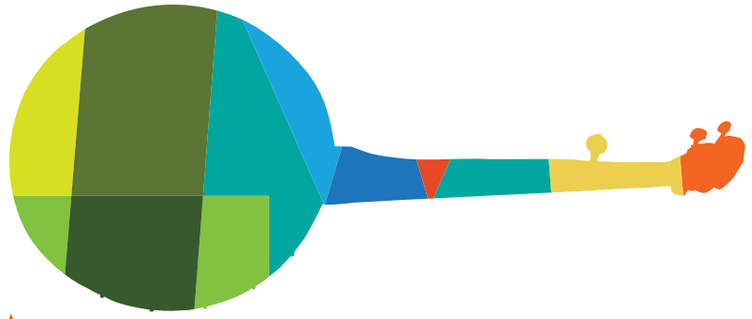
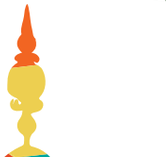
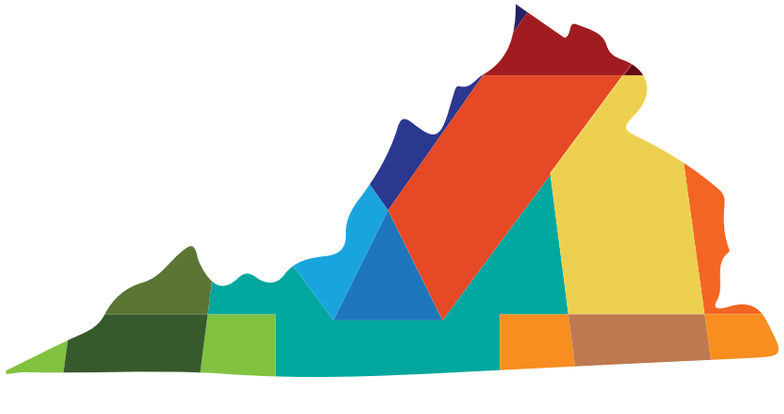
America's Coolest Hometown

ICON EXPANSION

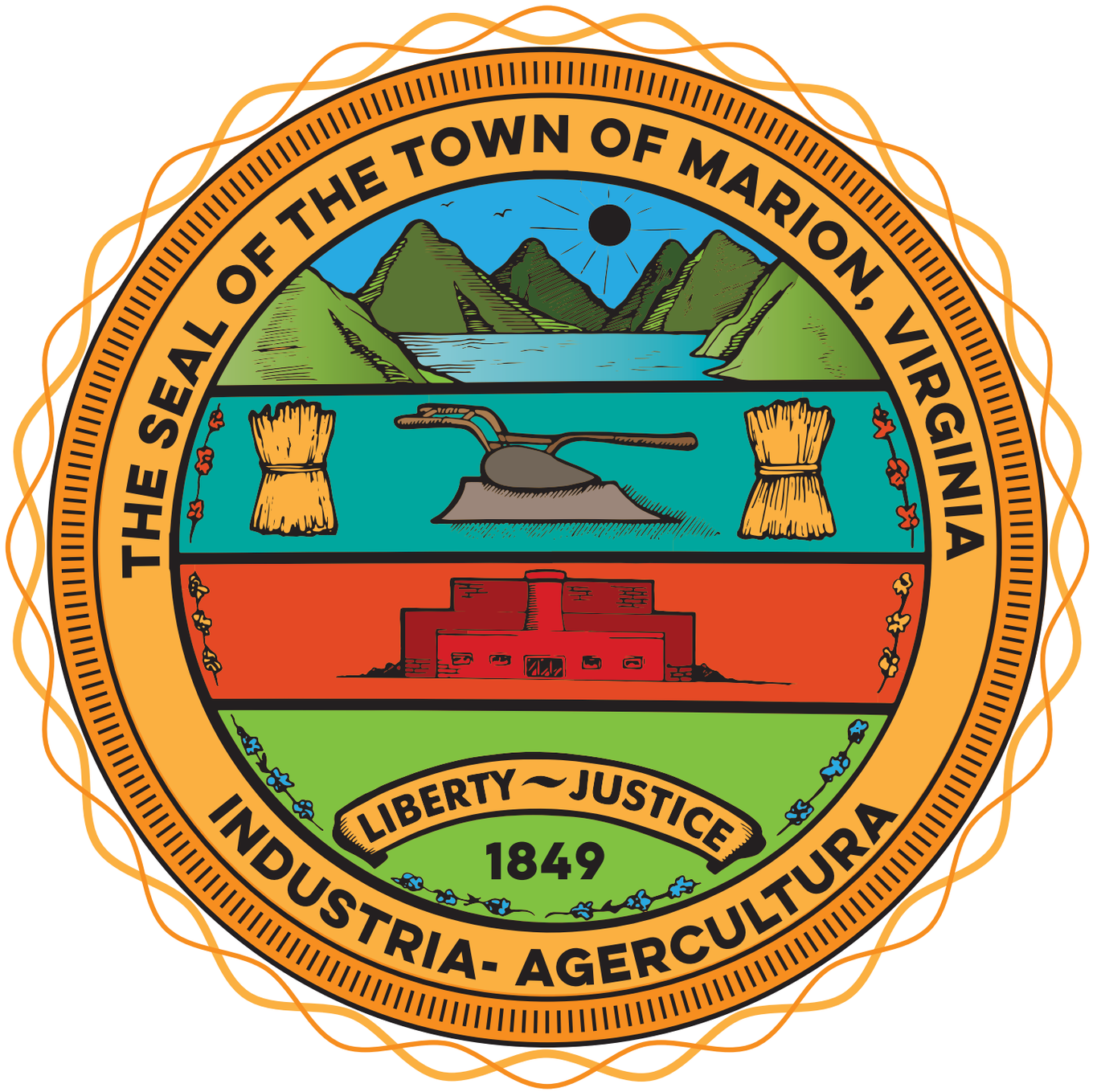








ORGANIZATIONAL EXPANSION


THE SEAL OF THE TOWN OF MARION, VIRGINIA
LIBERTY ~ JUSTICE
1849
INDUSTRIA- AGERCULTURA

THE SEAL OF THE TOWN OF MARION, VIRGINIA
LIBERTY ~ JUSTICE
1849
INDUSTRIA- AGERCULTURA

MARION

Town of
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VIRGINIA

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PARKS
& REC
TOWN OF MARION

Town of
MARION
WATER TREATMENT
DEPARTMENT

MARION
PUBLIC
WORKS

FIRE EMS
TOWN OF MARION

THE HENDERSON SCHOOL

THE WAYNE

MARION
Scarlet
HURRICANES

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DOWNTOWN

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MARION DOWNTOWN

FUNDED BY
MDRA

MAIN STREET
MARION
Cultivating Cool.

MARION ORG

MARION DESIGN

MARION DOWNTOWN EVENTS

MARION GROW BUSINESS

EVENT EXTENSION

SUMMER SOUNDS

MARION DOWNTOWN

Christmas MARKET

MARION DOWNTOWN

TH

of July

SUMMER SOUNDS
MARION DOWNTOWN

4TH of July

MARION DOWN TOWN

Halloween
MADNESS
MARION DOWNTOWN

Christmas
MARKET
MARION DOWNTOWN

MADE IN MARION PROGRAM

COLLATERAL

THE COOLEST PLACE
TO GO GREEN.
M
MARION
VIRGINIA

ADVERTISING

THE COOLEST HOMETOWN
YOU'VE NEVER HEARD OF.

Historic
MARION DOWNTOWN

AMERICASCOOLESTHOMETOWN.COM

COOL MOUNTAIN SPIRITS.

MARION
VIRGINIA

Us qui iunt accust moluptati te re ipiento taquatem quam voloriam qui se doluptaere voluptus nonse cus di coreici magnima gniet, utaquibero eicienis nat ut aut lacerci molorro et arunt, cum il inciaepudit magnia perumet rererum id quunt, incitaque quatiur?

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WWW.AMERICASCOOLESTHOMETOWN.COM

MOONSHINE ON MAIN STREET.

IN A PLACE YOU'VE
NEVER HEARD OF.

Historic
MARION DOWNTOWN

AMERICASCOOLESTHOMETOWN.COM

FRONT ROW COOL, NO MATTER WHAT.

MARION
VIRGINIA

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WWW.AMERICASCOOLESTHOMETOWN.COM

EVER WONDERED WHY
SOMEONE WOULD HIKE ALMOST
2200 MILES ON THE
APPALACHIAN TRAIL?

THE TRAILS RUNS RIGHT BY
MARION, VIRGINIA
Coincidence? I think not.

Historic
MARION DOWNTOWN

A LITTLE COOL AROUND EVERY CORNER.

MARION
VIRGINIA

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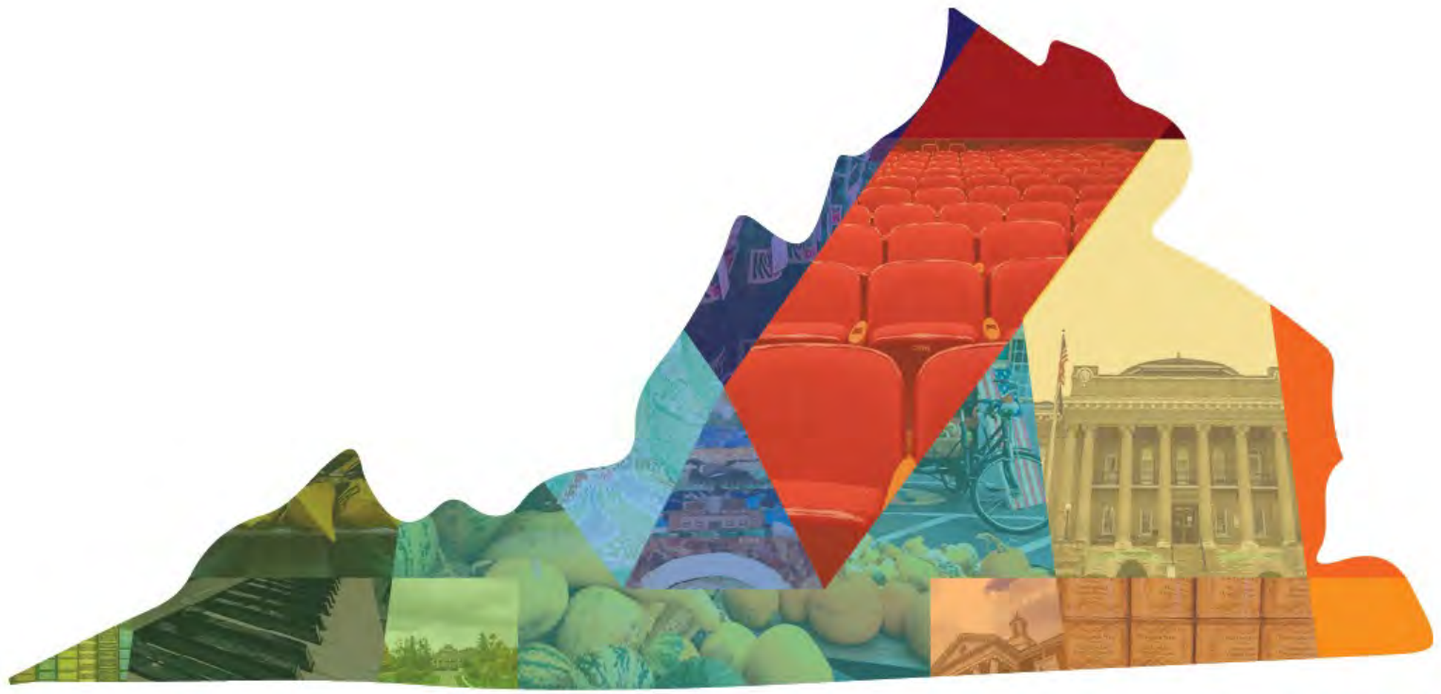
WWW.AMERICASCOOLESTHOMETOWN.COM



WANT TO KNOW HOW TO BE COOL LIKE US?

WE GOT A TOWN MANAGER WHO ACTS LIKE AN ECONOMIC DEVELOPER.
WE GOT AN ECONOMIC DEVELOPER WHO ACTS LIKE A MAIN STREET MANAGER.
WE GOT A MAYOR WHO DOESN'T ACT LIKE A POLITICIAN.

Historic
MARION DOWNTOWN

AMERICASCOOLESTHOMETOWN.COM

IT'S ALL ABOUT THE **BASKET**

ARKANSAS DELTA
Soil & Soul

ARKANSAS DELTA
Soil & Soul

ARKANSAS DELTA
Soil & Soul

ARKANSAS DELTA
Soil & Soul

ARKANSAS DELTA
Soil & Soul

ARKANSAS DELTA

ARKANSAS DELTA

S&Swebsite.tif 863×611 pixels

www.soilandsoul.com

Google

Apple | eBay | Mac ▾ | SparkyWeb ▾ | Interests ▾ | Apple (216) ▾ | News (1132) ▾ | .Mac | Banking ▾

ARKANSAS DELTA
Soil & Soul

HOME | SOIL & SOUL | THE PEOPLE | THE MAP | PHOTO GALLERY | SHOPPING | DINING | ACCOMODATIONS | EVENTS | LINKS

A MINUTE IN THE ARKANSAS DELTA BRINGS BACK A LIFETIME OF MEMORIES.

AND TIME SIMPLY MOVES AT A MORE RELAXED PACE HERE. SO EXPECT A WAVE, A FRIENDLY CHAT THROUGH A ROLLED DOWN WINDOW, OR AN EXTENDED CONVERSATION OVER COFFEE. WE WANT TO HEAR YOUR STORY, AND WE CAN'T WAIT TO TELL YOU OURS. THE ARKANSAS DELTA: WHERE STORIES OF OUR LAND FROM OUR SOUL COME ALIVE.

SEND AN E-POSTCARD

SEARCH

REQUEST A MAP

Soil & Soul

CELEBRATE THE DIFFERENCE BETWEEN "U" AND "I"

The rich soil that
makes up the Arkansas
Delta was deposited
from all over by the power
of the mighty Mississippi
River. People from all over
are flocking to the Arkansas
Delta to see the places, people
and history that make up this
rich land. The question is, when
you visit, what will you leave
behind? Come experience the
Arkansas Delta, it's soil and it's soul!

ARKANSAS DELTA
Soil & Soul

FOR MORE INFORMATION ON THE ARKANSAS DELTA, PLEASE VISIT WWW.SOILANDSOUL.COM

GET ROLLING

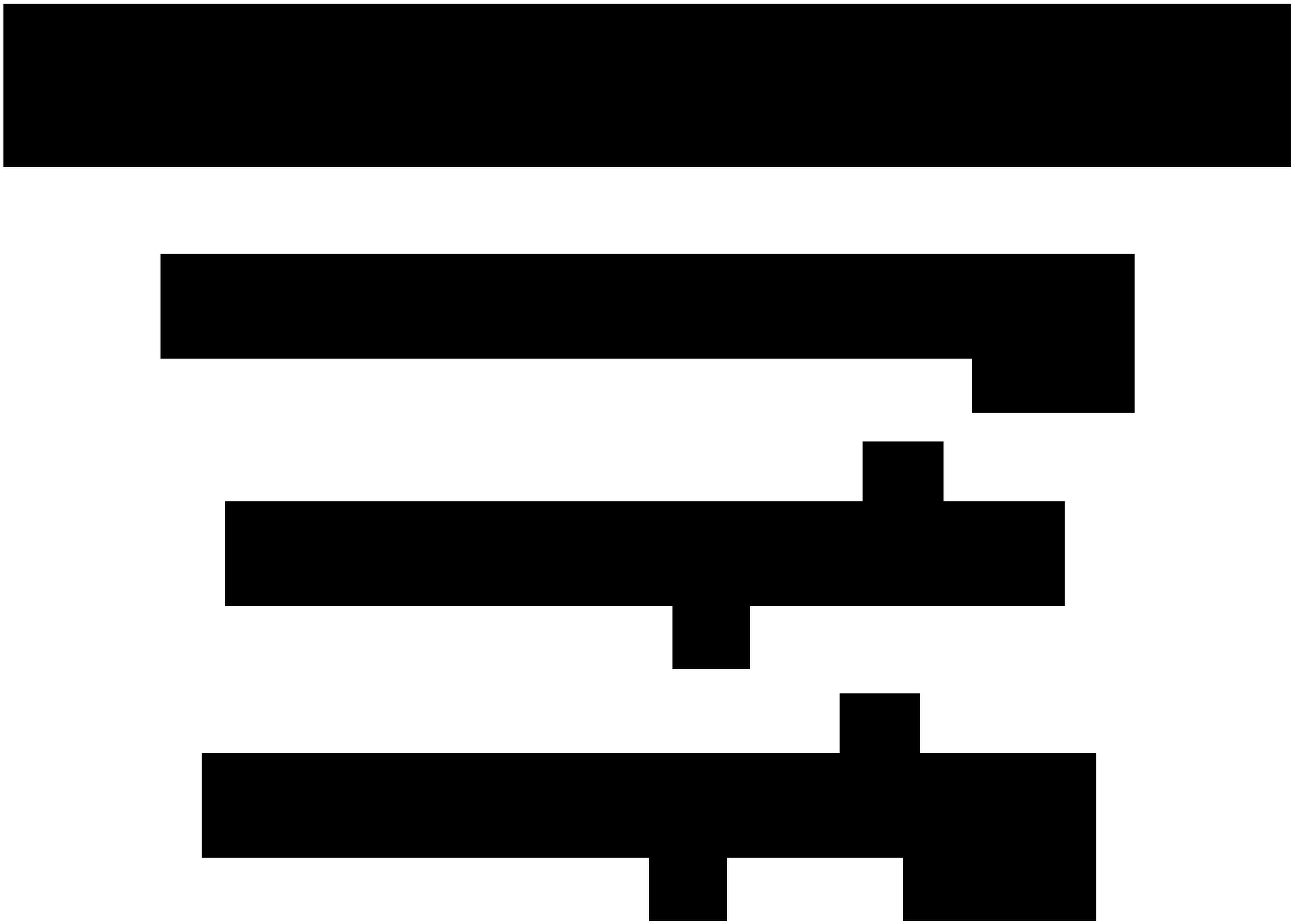
Opelousas, Louisiana
Brand Development

Opelousas

opelousas

Opelousas

OPELOUSAS



Find Fonts >

Best Sellers

These are the top 50 selling fonts from all of MyFonts in the last month. Updated daily!

Sample text: Opelousas A A Fit to width ff

#1: Helvetica Neue®
family of 51 fonts from Adobe
Opelousas
$29–$1,270

#2: Brandon Grotesque
family of 12 fonts from HVD Fonts
Opelousas
$40–$249

#3: PF Champion Script Pro®
family of 2 fonts from Parachute
Opelousas
$125–$225

#4: Narziss
family of 15 fonts from Hubert Jocham Type
Opelousas
$39–$585

#5: Museo Sans™
family of 10 fonts from exljbris
Opelousas
$0–$89

Related tags
sans-serif
legible
magazine
modern
wishlist
grotesk
clean
elegant
geometric
contemporary
More...

View options
List Gallery
↑ Return to top

Operosas

PERFECTLY SEASONED.

PERFECTLY SEASONED.

SEASONED SOUNDS.

SEASONED FLAVORS.

SEASONED CULTURE.

Opelousas

PERFECTLY SEASONED.

It is Great to be Opelousas

Opelousas

LOUISIANA

PERFECTLY SEASONED.

COME
VISIT

HISTORIC

Opelousas

LOUISIANA

Exit 19 b

Spicy Rub

We have a flavored history. We are one of Louisiana's oldest communities. Established in 1720 as La Poste Des Opelousas, our community grew as a center of trade and a crossroads of commerce. Our history lives on in our historic homes, our town square, and in the museums that celebrate our storied past.

Our music is our spice. We are the world's capital of Zydeco. The legends of this unique musical style play here each week filling the air with the sounds of the rubboard and the accordian. Cajun and Swamp Pop round out our musical heritage creating a mix of

Opelousas
PERFECTLY SEASONED.

Music is Our Spice

We have a flavored history. We are one of Louisiana's oldest communities. Established in 1720 as La Poste Des Opelousas, our community grew as a center of trade and a crossroads of commerce. Our history lives on in our historic homes, our town square, and in the museums that celebrate our storied past.

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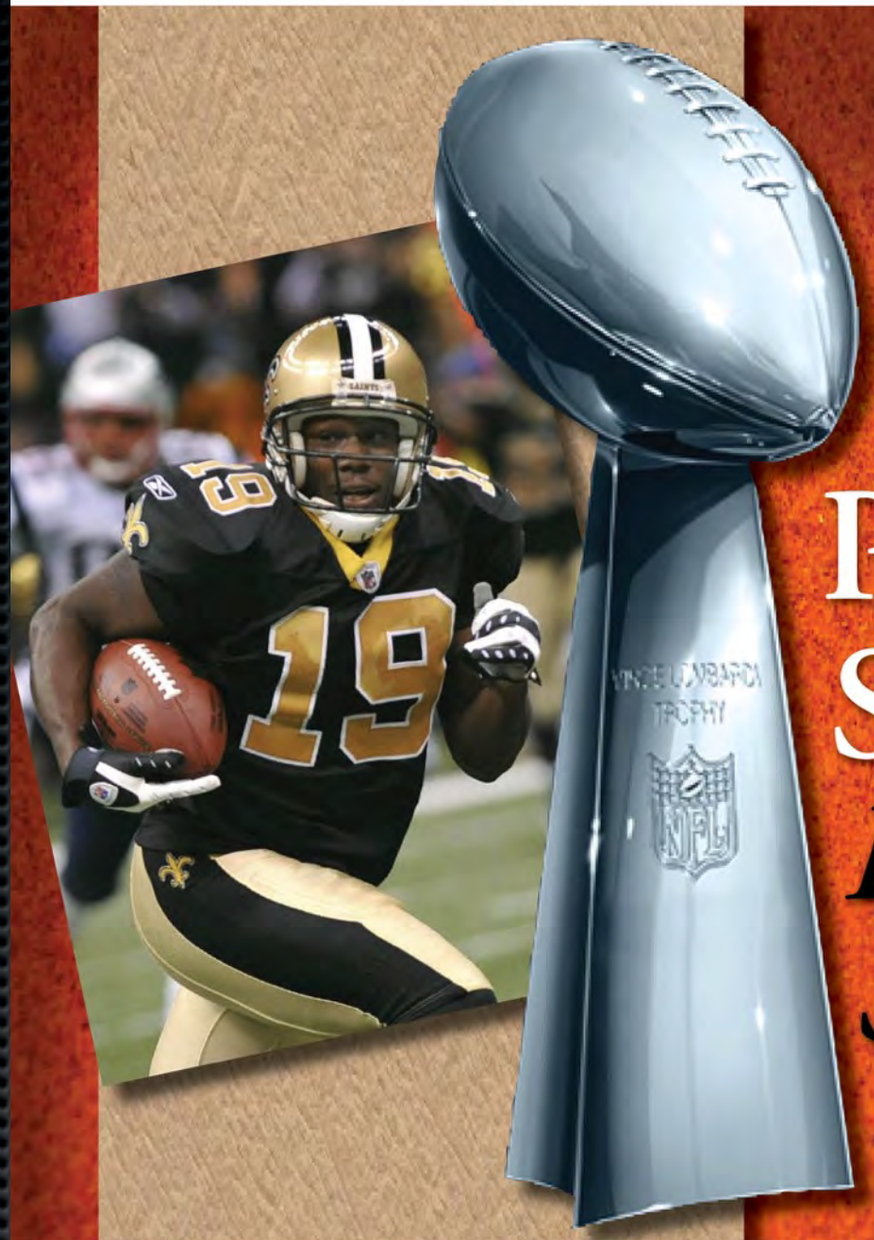
Opelousas
PERFECTLY SEASONED.



Perfect Season. *Perfectly Seasoned.*

We have a flavored history. We are one of Louisiana's oldest communities. Established in 1720 as La Poste Des Opelousas, our community grew as a center of trade and a crossroads of commerce. Our history lives on in our historic homes, our town square, and in the museums that celebrate our storied past.

Our music is our spice. We are the world's capital of Zydeco. The legends of this unique musical style play here each week filling the air with the sounds of the rubboard and the accordian. Cajun and Swamp Pop round out our musical heritage creating a mix of sounds unlike any in the world.

Opelousas
PERFECTLY SEASONED.

PREPARE

TO FLY

THE REAL

DEEP DELTA

-MISSISSIPPI-

THE REAL
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DELTA
-MISSISSIPPI-

GROW
WHERE
YOU
ARE
PLANTED

61

FARM TOURS

THE REAL
DEEP DELTA
-MISSISSIPPI-

GROW WHERE YOU ARE PLANTED

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61
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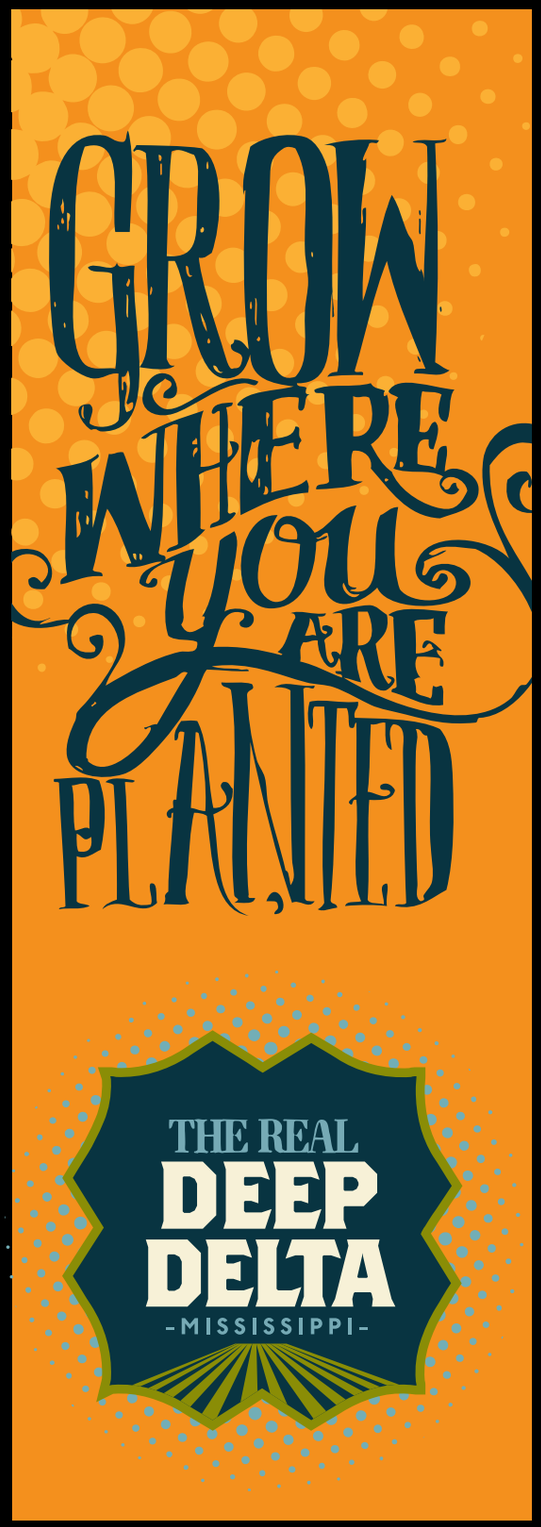

GROW
WHERE
YOU
ARE
PLANTED
THE REAL
DEEP
DELTA
-MISSISSIPPI-

THE REAL DEEP DELTA -MISSISSIPPI-

WELCOME TO
ROLLING FORK
mississippi

61

THE REAL DEEP DELTA -MISSISSIPPI-

ROLLING FORK
mississippi

- ▲ Historic Downtown
- ▲ Delta National Forest
- ▲ Mont Helena
- ▲ Visitors Information

ROLLING FORK
mississippi

EXPLORE
DOWNTOWN!

THE REAL DEEP DELTA -MISSISSIPPI-

P

THE REAL DEEP DELTA -MISSISSIPPI-

ROLLING FORK
mississippi

- ▲ Museum
- ▲ Blues Shack
- ▲ Rust College

THE REAL DEEP DELTA -MISSISSIPPI-

ROLLING FORK
mississippi

THE REAL DEEP DELTA -MISSISSIPPI-

ONWARD
mississippi

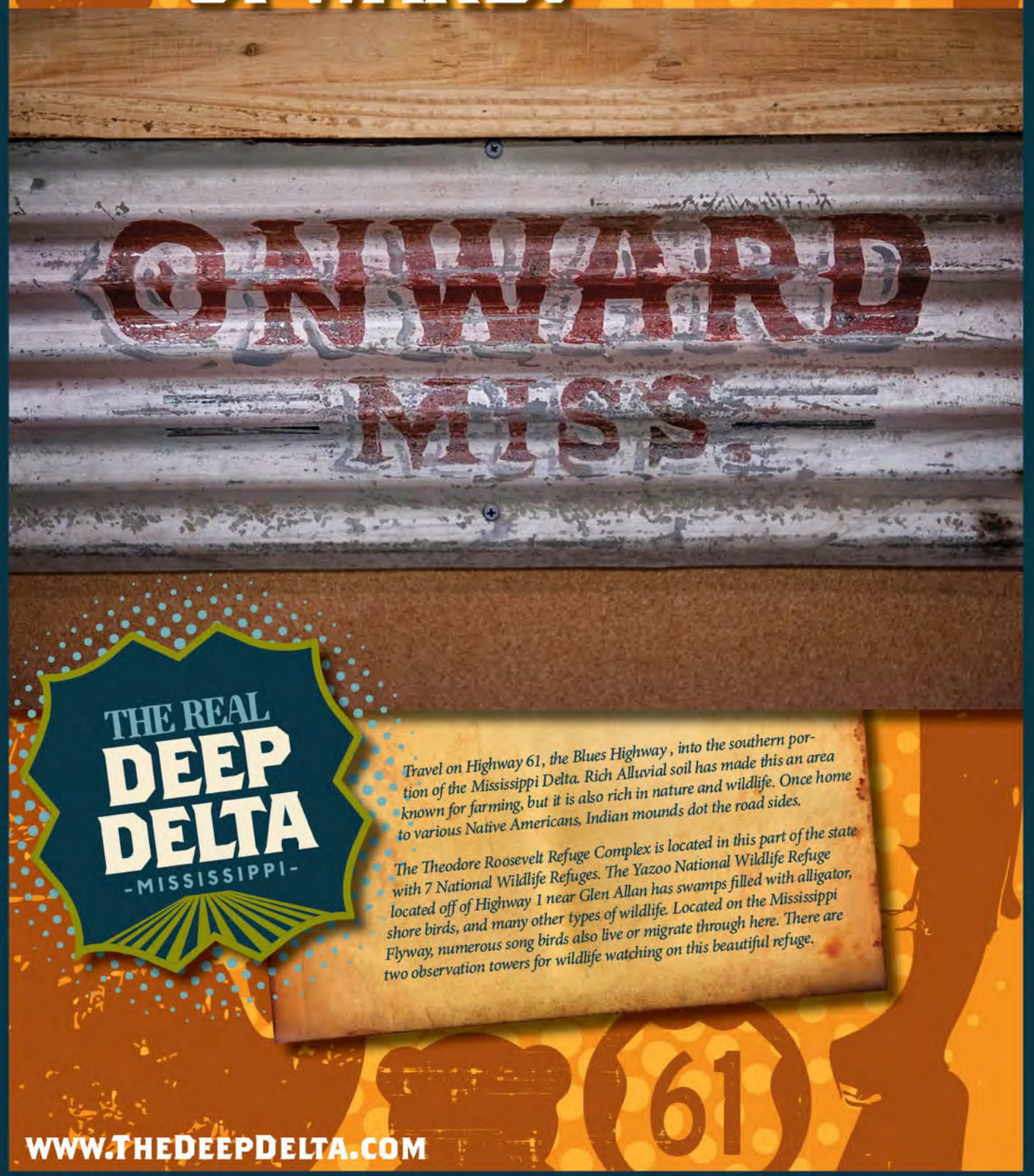
- ▲ Museum
- ▲ Blues Shack
- ▲ Rust College

THE REAL DEEP DELTA -MISSISSIPPI-

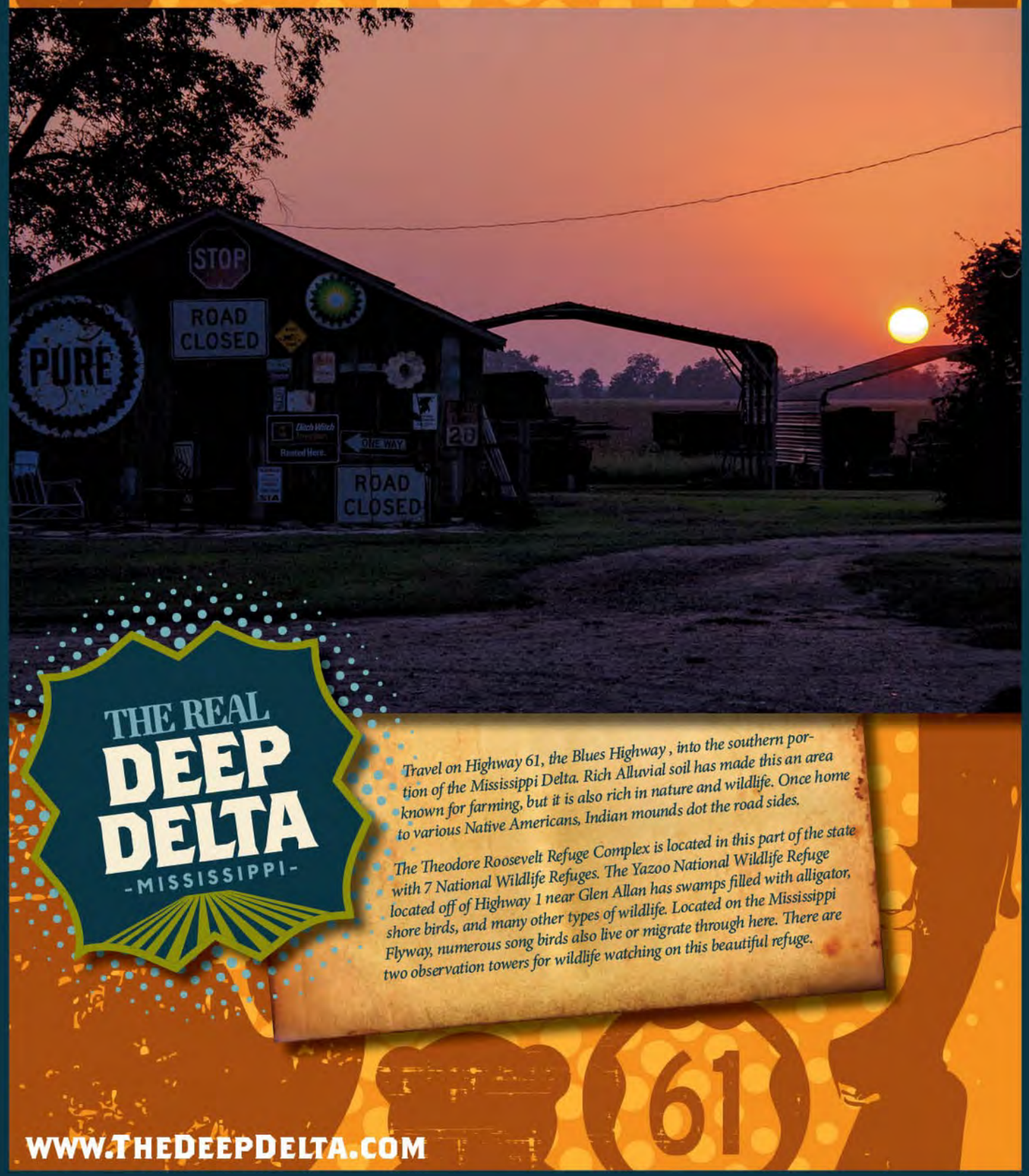
MAYERSVILLE
mississippi

- ▲ Museum
- ▲ Blues Shack
- ▲ Rust College

ONWARD AND UPWARD.



COLORFUL NIGHTLIFE.



THE REAL
DEEP DELTA
-MISSISSIPPI-

Travel on Highway 61, the Blues Highway , into the southern portion of the Mississippi Delta. Rich Alluvial soil has made this an area known for farming, but it is also rich in nature and wildlife. Once home to various Native Americans, Indian mounds dot the road sides.

The Theodore Roosevelt Refuge Complex is located in this part of the state with 7 National Wildlife Refuges. The Yazoo National Wildlife Refuge located off of Highway 1 near Glen Allan has swamps filled with alligator, shore birds, and many other types of wildlife. Located on the Mississippi Flyway, numerous song birds also live or migrate through here. There are two observation towers for wildlife watching on this beautiful refuge.

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SOUND OF THE DELTA

THE REAL
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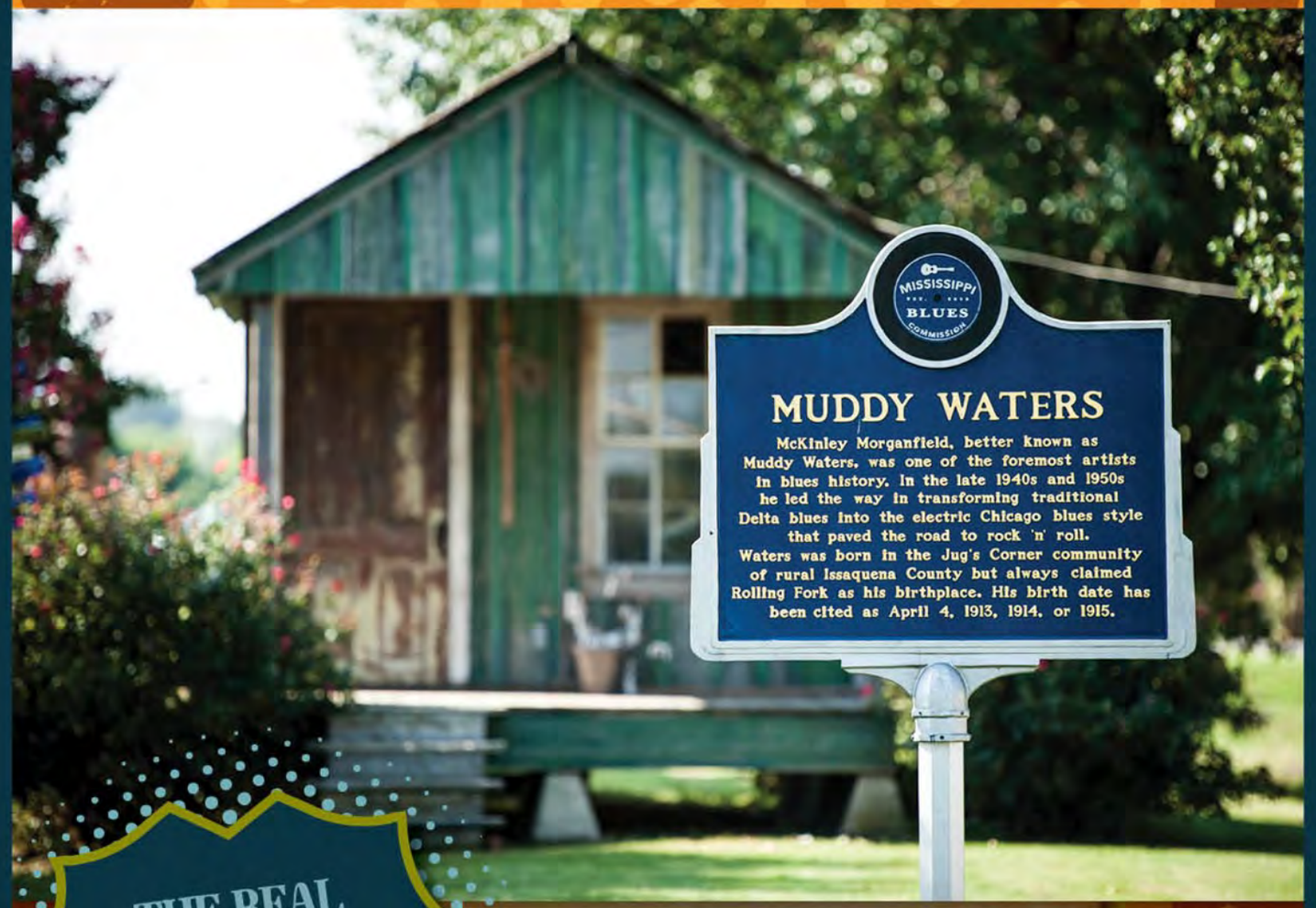
MUDDY THE WATERS.



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Bountiful Harvest

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What Will You Come Across?

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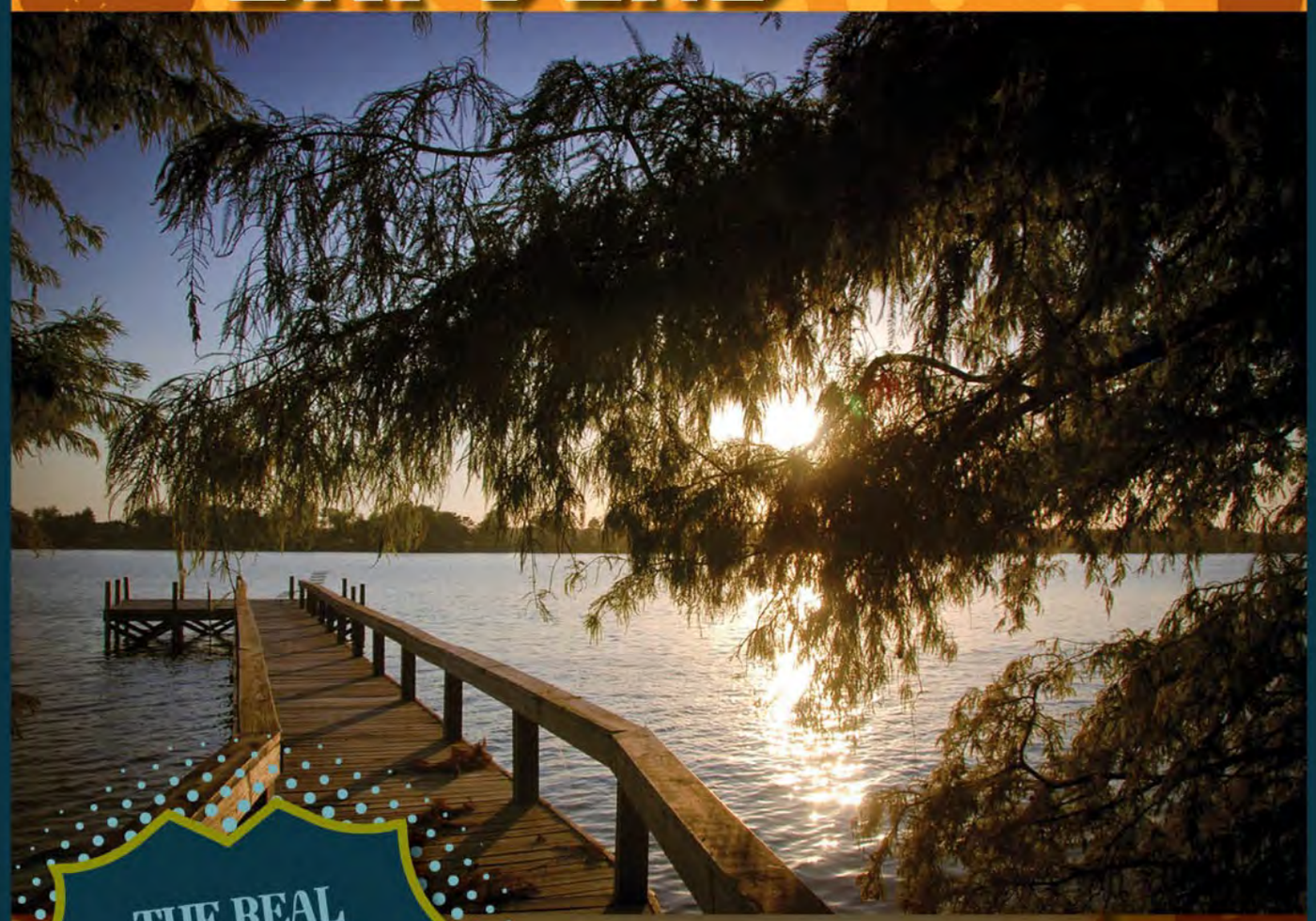
Reflect at the Day's End



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High on a Hill.

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THE REAL
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DELTA
-MISSISSIPPI-

DIG IN TO THE DEEP DELTA.

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Pick the Delta.

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DELTA RAIN.

THE REAL
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DELTA
-MISSISSIPPI-

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DELTA SKYLINE.

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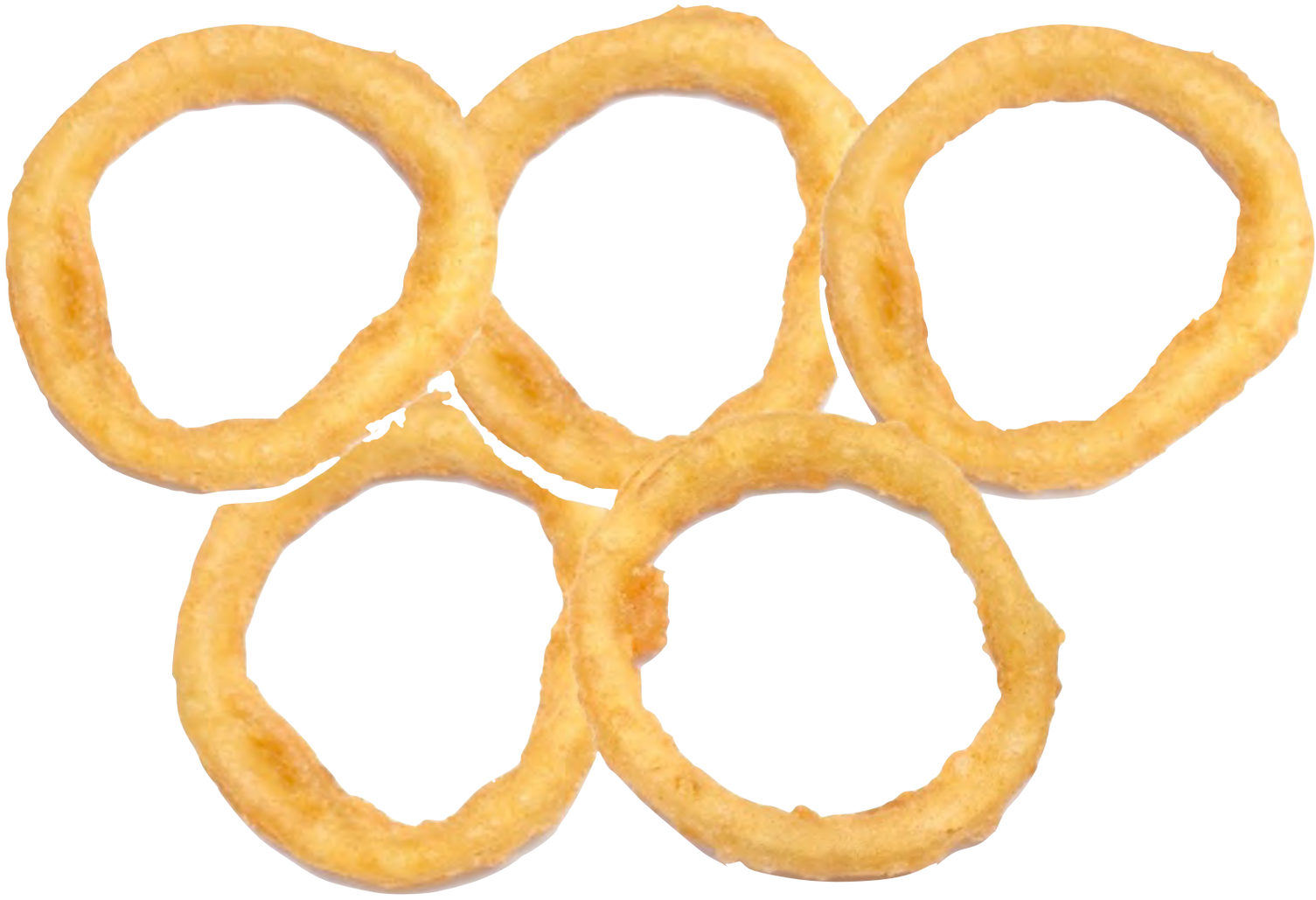
CHAMPION YOUR STORY



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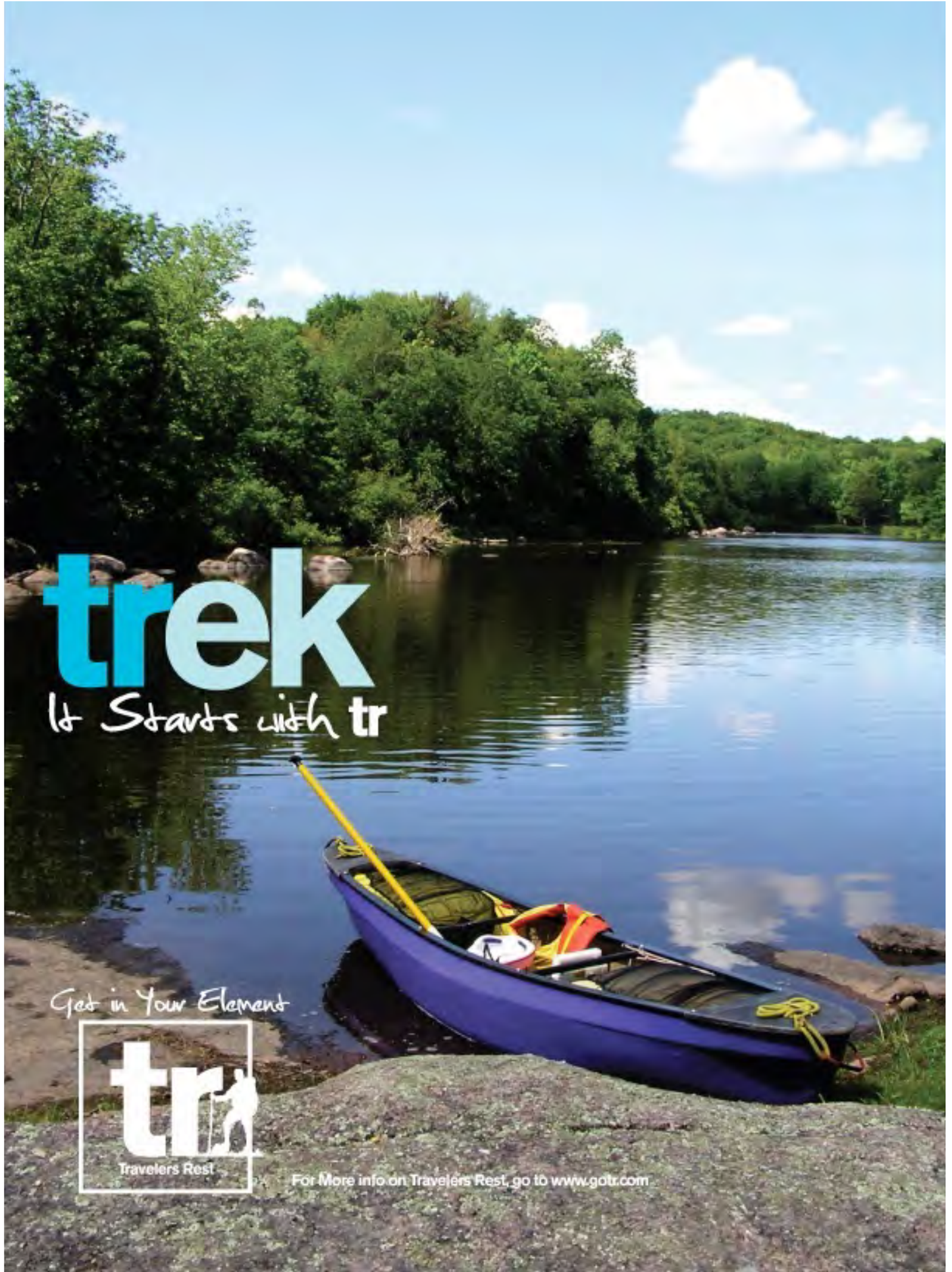
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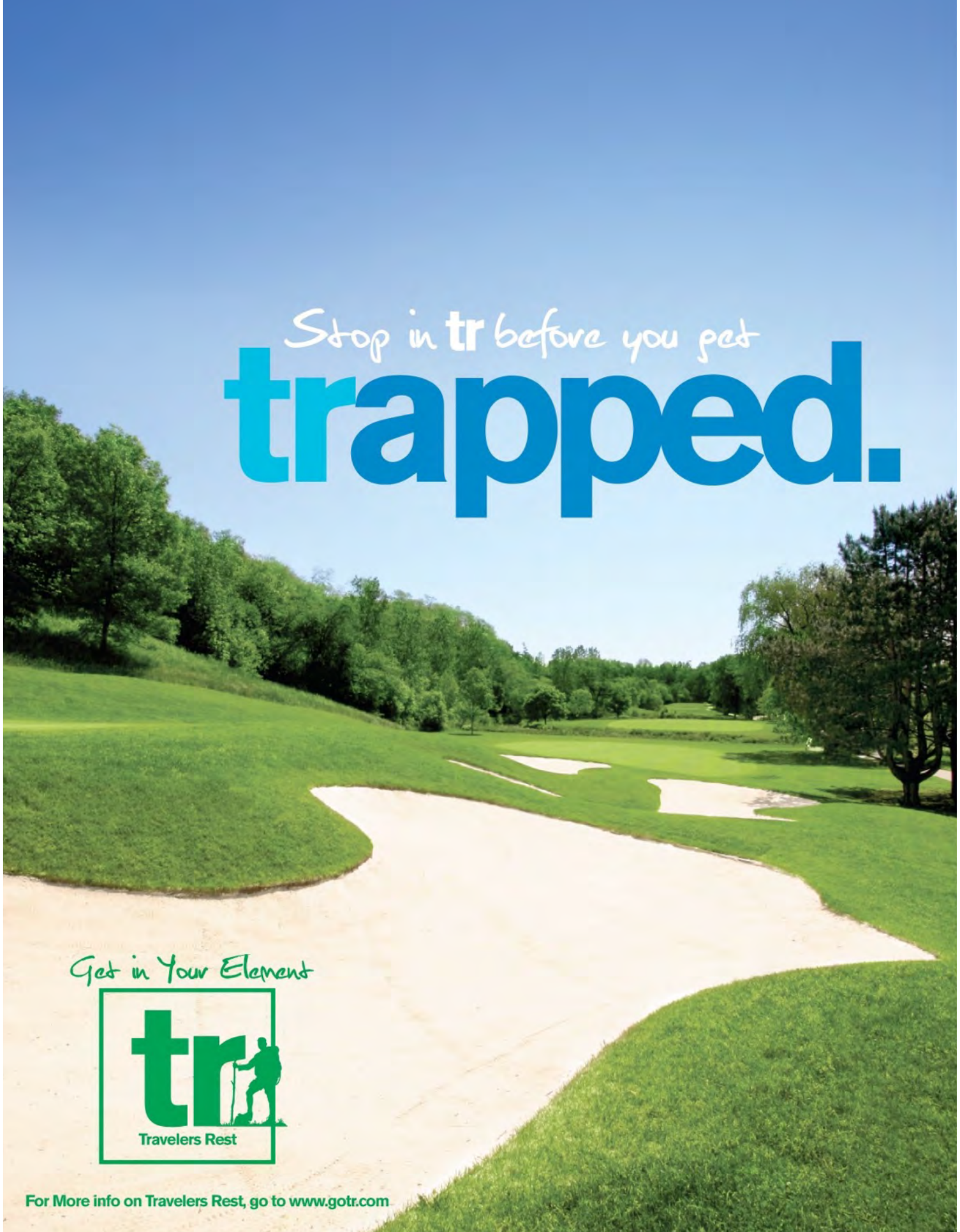
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SERVE

UP HUMOR

PERSPECTIVE MAP OF

Burnt District, Pa.

Buena Vista

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.

Buena Vista
VIRGINIA

Cantankerous about Food

Buena Vista
VIRGINIA

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.

BuenaVista
Good Views Reveal Great Vision

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.

BuenaVista
Good Views Reveal Great Vision

Misery Loves Company.
So Come Visit.

Our three old grouches don't know what all the fuss is about but whenever visitors come to Buena Vista they are awestruck by the mountain views. Whether they are enjoying the activities at Glen Maury Park, heading up for a hike on the Appalachian Trail, or simply exploring the shops and restaurants of downtown, there are great views in Buena Vista.

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

BuenaVista
Good Views Reveal Great Vision

Thank You!

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