

# BRANDING EXERCISE

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Winter Park's New Library & Events Center

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# TASK STATEMENT

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Develop a campus name that embraces the people, place, past and future of Winter Park.

# PILLARS

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## FUTURE

Technology ●●  
Re-creation ●●  
Collaborative ●  
Opportunity ●  
Children ●

Inclusive  
Sonder  
Vision  
Bold  
Reflective  
Growth  
Well-spring

## PLACE

World Renowned ●●  
Multi-faceted ●  
Community ●  
Touchstone ●

Open  
Fluid  
Green  
Active  
Inspiring  
Unique  
Transformative  
Destination  
Welcoming

## PEOPLE

Generational ●●  
Creative ●  
Evolving ●

Involved  
Active  
Cultured  
Diverse  
Educated  
Traditional  
Intellectual  
Invested  
Passionate

## HISTORY

Heritage ●  
Destination ●

Canals  
Districts  
Brick Streets  
Canopy  
Lakes  
Art  
Rail  
Architecture  
Like Oaks

# VISION

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To create a **touchstone** for the **community** that enlightens through a **world-renowned** center for **technology**, culture and new experiences.

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Evolving ●

## HISTORY

Heritage ●  
Destination ●

# POSITION

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We celebrate a new kind of space where **creativity** and **technology** harmonize with nature and imagination in a transparent exchange of ideas that **evolve** our thinking and **re-create** perspective for **generations** to come.

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EXCHANGE

L.E.N.S.

DECO

CANOPY

EXCHANGE

CANOPY

# CANOPY

Accentuated by natural surroundings and architectural intent, this campus evokes a sensation of wonder, learning and open opportunity. The transparency of the walls give way to a feeling of inclusion while the curvature of the corners suggest that all are welcome. Only in Winter Park could you experience approachable eminence.

Welcome to The Canopy.



# EXCHANGE

So eloquently spoken are the words that the whole is greater than the sum of its parts. That through collaboration, a synergistic quality springs forth to reveal a greater level of excellence. Creativity, technology, learning and nature flow freely in an open-mind environment. Join us at The Exchange.

WINTER PARK   
**CANOPY**



WINTER PARK **CANOPY**

WINTER PARK **LIBRARY**  
AT THE CANOPY



WINTER PARK **CANOPY**

EVENT **CENTER**  
AT THE CANOPY



WINTER PARK  
**CANOPY**

THE  
**VENUE**  
AT THE CANOPY



WINTER PARK  
**CANOPY**

MLK JR.  
**PARK**  
AT THE CANOPY



WINTER PARK  
**CANOPY**

ROLLINS  
**SOFTBALL**  
AT THE CANOPY