BRANDING EXERCISE

Winter Park’s New Library & Events Center
TASK
STATEMENT

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

<table>
<thead>
<tr>
<th>FUTURE</th>
<th>PLACE</th>
<th>PEOPLE</th>
<th>HISTORY</th>
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<tbody>
<tr>
<td>Technology</td>
<td>World Renowned</td>
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Inclusive  
Sonder  
Vision  
Bold  
Reflective  
Growth  
Well-spring

Open  
Fluid  
Green  
Active  
Inspiring  
Unique  
Transformative  
Destination  
Welcoming

Involved  
Active  
Cultured  
Diverse  
Educated  
Traditional  
Intellectual  
Invested  
Passionate

Canals  
Districts  
Brick Streets  
Canopy  
Lakes  
Art  
Rail  
Architecture  
Like Oaks
To create a touchstone for the community that enlightens through a world-renowned center for technology, culture and new experiences.

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

**PLACE**
- World-renowned ●●
- Multi-faceted ●
- Community ●
- Touchstone ●

**PEOPLE**
- Generational ●●
- Creative ●
- Evolving ●

**HISTORY**
- Heritage ●
- Destination ●
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.
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

ROLLINS SOFTBALL AT THE CANOPY