

SHAPE IT!

**NORTH
PARK
VILLAGE**

NPNA.CA

Find **your** place in the world

Brands that really work have soul. They come alive thanks to the authentic values and people behind them. The best places actively build their brands from the 'inside out'—showcasing local talents and features to create a sense of belonging, strengthen community prosperity and fashion a bright future. Done well, place branding can make a big difference to both the internal pride and the external performance of a place. [» MORE](#)

EXPORTING BRAND IRELAND



A new wave of Irish émigrés is on the move and we explore what this means to the future of the struggling country.

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GAELIC ATHLETIC ASSOCIATION



The GAA is an iconic and distinctly Irish cultural brand — some might even call it the original "social network".

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WHY PLACEBRANDS FAIL



Carol Taiji talks about the importance of meaningful public participation in building a place brand that takes hold.

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Placebrand.ca© is a **Taiji Brand Group** project that explores the role and importance of place branding. We invite your **comments** and **contributions** at any time.

Brand or
be branded





What makes a place?

The 5 Cs of great neighbourhoods

1. **Complete.** A wide mix of uses, people from all walks of life.
2. **Compact.** Five minute walk from centre to edge.
3. **Connected.** Easy to get around and hang out in.
4. **Complex.** A wide mix of public and private spaces.
5. **Cheerful.** Friendly, lively, safe places where people gather.



You told us **we're great!**

Input from hundreds of people echo the 5Cs

1. Preliminary branding workshop (June 2014)
2. Online survey (June 2014 to Aug 2015)
3. Cook Street redesign workshops (June & Sept 2015)
4. St Andrew's public hearing (Aug & Sept 2015)
5. United Way community tables & map (2012-14)

Through our eyes

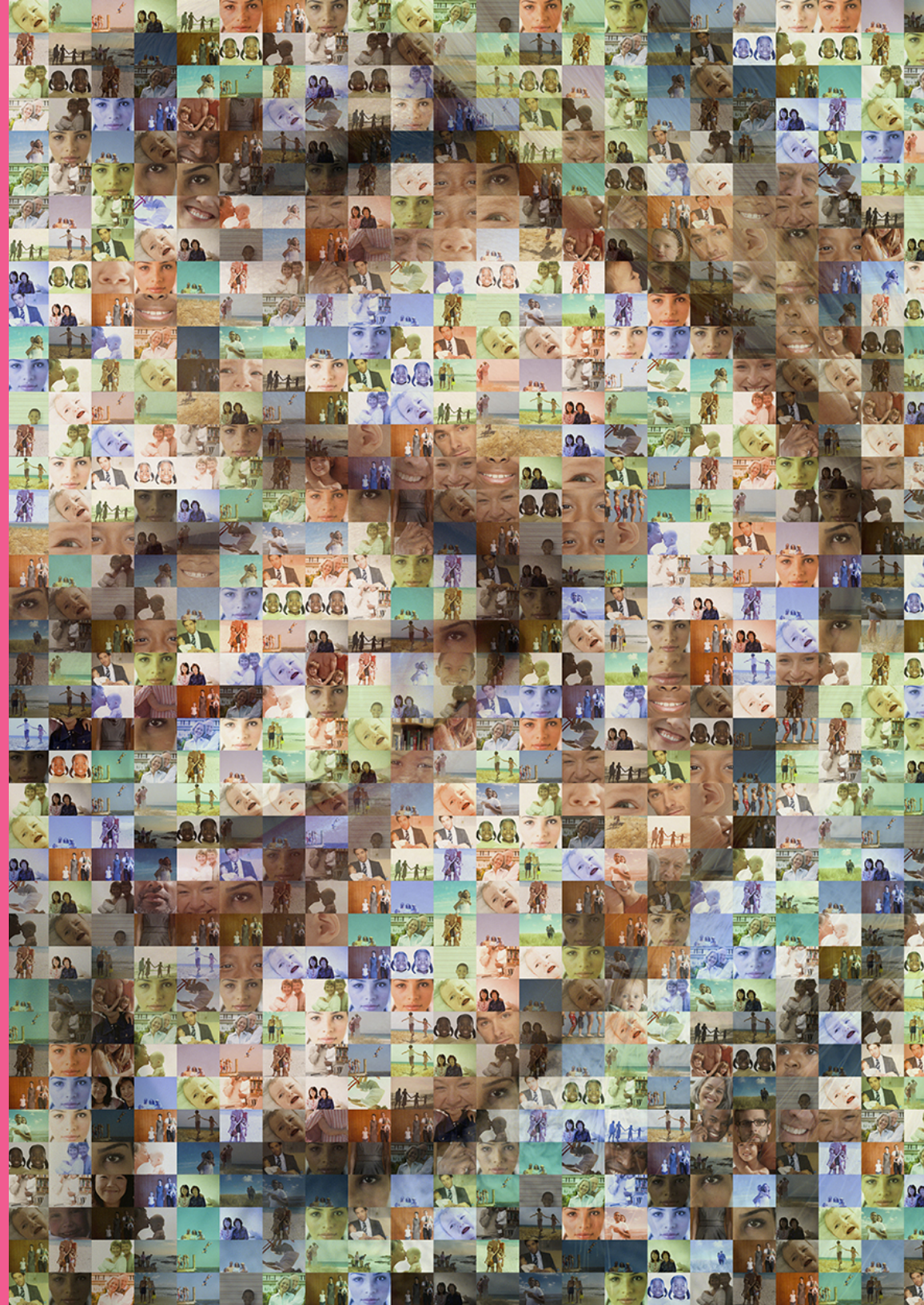


Through their eyes



A strong placebrand

1. Expresses the pride, passion and intention of a place and its people
2. Provides an easy way to tell the story of a place to new businesses, residents, visitors, etc.
2. Shifts perceptions and guides action





Vibe and vision

- Diverse, active, open-minded residents
- Affordable, accessible living spaces
- Human-scale, interesting architecture and landscaping
- Eclectic, vital small businesses and services
- Colourful, abundant art and culture



POW



North Park's **manifesto**

North Park is Victoria's 'yeah we can' neighbourhood. We make space for everyone here, whether you're odd or cool or both. We look after each other by creating and nurturing affordable, colourful, eclectic, creative and active places. Want to be yourself and hang out with great people? Keep it real in North Park.



Placebranding is more than a logo

It is a neighbourhood-wide strategy to identify and strengthen the unique experiences and characteristics of a place.



And it is **more** **than placemaking**

A brand guides action. Placemaking will be guided by our brand to create public spaces that promote our neighbourhood vision.



Placebrand elements

Tools

- Manifesto and logo sharing
- Web promotion of NP brand and people
- Pridewear (window decals, tshirts, ballcaps, etc.)
- Live the brand: join the NPNA!



Vote

npna.ca/survey