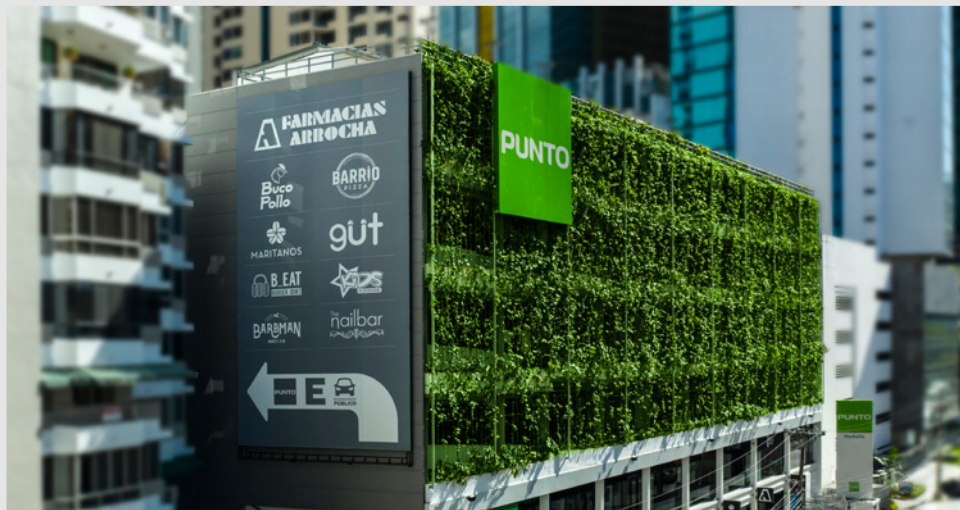
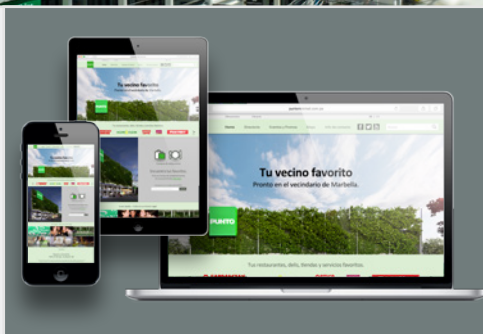


# Punto – Strip Mall & Parking Garage

A new neighborhood corner-store favorite - the first benchmark building in a series of many



Tu vecino favorito™  
www.punto-punto.com



## Background

A new strip mall was planned with restaurants and stores over two floors, and an additional five floors of commercial parking where the rooftop level doubles as an event space. The first building was planned to be built downtown in the midst of an area for residential and office highrises as the first in the series of many.



## Services completed

- 1 Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product & Packaging Design
- ✓ Retail Space & Online Appearance Design

## Challenge

A new strip mall needed a brand with mass-appeal and an image that could grow relevant to the surrounding neighborhoods and any other parts of the city. This strip mall was new and an unknown concept without roots in the past. A complete management solution was needed for the first location to effectively manage its brand identity and marketing as well as the appearance of the tenant mix. Additional needs were naming, logo, signage, tenant manuals, messaging, positioning, social media concepts and more.

*“Culteva packaged a new image standard for our Punto strip malls that can be rolled out for years to come in any other neighborhood. The set of branding and marketing solutions allow us to plan and implement future locations efficiently. Cultéva’s knowledge and experience have made Punto a recognizable brand. It is an example of how Manuals and Tenant Guidelines are an essential tool and can make projects stand out. We believe our properties are worth more because of these small details which for us make a huge difference.”*

–Carlos Vallarino, Co-Founder and Managing Partner, Visionárea

## Solution

The strip mall concept was named Punto. The positioning for Punto was defined as “Your favorite spot on the corner” and was integrated throughout all communication.

The green quadrant for Punto was developed as the corner stone in the visual identity. To maximize the visibility and make Punto a destination location, Cultéva designed additional key elements such as signature signage, strategic placement of signage, special lit entryways, and attention to navigational signage to channel oncoming street traffic in the heart of a bustling downtown as well as to drive pedestrian flow throughout the stripmall. The combination of unique design on and around the building as well as a new website, social media presence and strategic marketing throughout the project - everything were planned to create an appealing image for the initial location to attract return customers with an overall impression of a safe and clean experience.

Punto opened as a recognized destination with an exciting tenant mix and fully rented parking lot.