

# VenVersalles – Outdoor Shopping Mall

Creating a premium brand for a destination mall in a suburban neighborhood with mixed income



## Background

A new outdoor mall was planned to be built along a high volume thruway between outdated staple retailers, and several old and new residential mixed income housing projects. The outdoor mall was the last property in this area, and aimed to have 32 tenants, 200 parking spots and a foodcourt.



## Services completed

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

## Challenge

The new outdoor mall needed a brand with mass-appeal and an image that attracted interest from the surrounding neighborhoods. The outdoor mall was a new and unknown concept and had no roots in the past, and needed a complete brand profile to easily manage its overall appearance, marketing, and retail standards for all tenants. Other needs were naming, logo, visual identity, signage, tenant manuals, messaging, positioning, social media concepts and more.

*“Every time we think about a new project and what to name it, we look for advice from Culteva. Culteva’s creative process for landing a name and logo is the best. With our commercial project in Versalles, they once again nailed it with a name and logo that fits perfectly with our development. Culteva provided signature designs that helped make VEN a recognizable identity with a modern-classic look. Culteva’s expertise provides us with insight to attain recognition and build value into our projects from the beginning.”*

–Iván A. Vallarino, Co-Founder & Managing Partner, Visionárea

## Solution

Cultéva named the outdoor mall VEN.

The three-letter logotype for VEN was developed as an overtly bold, yet soft and friendly corner stone of the visual identity.

The VEN logo was placed in high-visibility locations to make it visible from afar, on approach and up-close. The VEN name is repeated throughout the outdoor mall, in all sizes to promote the new identity and generate instant recognition.

The positioning for the VEN outdoor mall focused on the close proximity it had to the surrounding areas, and the tagline “Convenience close to you” was integrated throughout all communications. A selection of marketing elements and scalable social media concepts was developed to reach nearby neighborhoods as well as a broader customer base via digital media or through traditional advertising. Outdoor is a concept that is emphasized through a consistent use of a blue sky and tropical green palette.