



Imagine!

Visualize a special identity for the place you call home!



See What Our County Can Be!

Architecture, artwork, landscaping, signage, and graphics can help our “H” stand out from Hamilton, Harrison, Hendricks, Henry, Howard, and Huntington, and other Hoosier counties. This Pop Shop will show how successful communities create distinctive visual identities. It will lay a foundation for us to bring attractive new features into our county. Hone your creative talents as you help us imagine the future!

This Pop Shop will teach concepts, share captivating examples, and spark new visual elements for our towns and county. We will have two sessions, each for two hours, that will combine to cover these topics:

1 INTRODUCTION TO VISUAL IDENTITY

Learn how a visual identity can affect the image of a town. What is it and how does it relate to the personality of a town or county? Why is it important? Whom can it benefit? What process can lead to a compelling visual identity?

2 WORLD TOUR OF REMARKABLE RESIDENTS

See ways that residents have reinforced, reinvented, and revitalized their hometowns. Travel from a snowy outpost in China to a farmland in Kansas, from a rustic village in Germany to a crossroads community in Georgia. What are locals doing to celebrate their heritages and energize their towns? What insights could we apply?

3 “HELLO, OUR NAME IS...”

Participate in creative visual and narrative activities to generate ideas about future environments, signs, slogans, and more. Get to know fellow residents and make friends in the process. Imagine the possibilities for towns across Hancock County.

