

# **Fresh New Look Brands Poinciana Villages For The Future**

Poinciana, FL –(April 28, 2014)—The Board of Director’s of the Association of Poinciana Villages (APV) announced the unveiling of their new branding campaign, which will soon be seen all over the community on redesigned street signage, uniforms, business cards, office exteriors, in the Poinciana Pioneer, and more.

This new look is part of an advertising and signage campaign that APV General Manager Mark Maldonado with FirstService Residential said “presents the wonderfully alive, engaging future potential of this great community.”

The new APV brand is personified by a stylized Poinciana tree and leaves. Poinciana was named for the Poinciana tree used in the logo, which reflects the vibrant and culturally diverse population that makes up one of the largest homeowner’s associations in the USA.

“We are fortunate to live in a place where young families, retirees and people from all different states and nations come to live together, creating the best of what a multi-cultural community can be,” said Maldonado. “Some are drawn by affordable housing, good schools and nearby jobs, others by the relaxed pace of life and community they find here. But all are here because they believe this is the place where their goals, aspirations and dreams can be realized.”

The Poinciana tree logo that gives the Poinciana community its name, has inviting, fern-like leaves and brightly colored flowers, personifying the welcoming charm of a warm yet temperate land, while representing the vast, ever changing multi-cultural community that calls Poinciana home. The different colored leaves on the tree represent the community’s diverse cultural and religious backgrounds, all living in harmony within the tree.

The trunk of the tree represents the community’s foundation - a strong commitment to value the land and dreams of the people within the community who call it home. Along the limbs of the tree, red leaves can be found, representing the origins of the community as one united Poinciana. The tree is rooted into the land that invites people to build communities on the foundations of family, work, belief in themselves and a commitment to living the good life. The board of director’s of APV believe this look best reflects the values and dreams of the people who live, work and raise their families within the community villages which make up Poinciana.

Like its tree namesake, APV is growing in the warm, sunny climate of Central Florida. Moving ahead, the successes, further infrastructure and community developments and growth within Poinciana promises to bloom in exciting new ways, attracting future generations of residents in the same way that a Poinciana tree blossoms to attract the eye,

with its lush and colorful foliage.

Residents will begin seeing the new Poinciana logos around the community in two forms. Just the leaves have been used to form the APV Corporate Logo, which will symbolize APV corporate communications activities. This corporate logo will replace existing APV logos and appear on APV administrative materials such as the Poinciana map, stationery, business contracts, Public Works uniforms, business cards and email signatures. The new corporate brand using just the Poinciana leaves will also appear prominently in the digital world, via APV's upcoming redesigned website as well as on social media in the upcoming APV Facebook page.

The full-tree logo version, or APV Community Logo, will serve as the public counterpart to the APV Corporate Logo. Its purpose is to communicate APV's new brand in, around and beyond the Poinciana community, seen and experienced by both residents and non-residents. This colorful new look will appear in key locations around Poinciana, including but not limited to the front entrance of the Administration Office, in the flower bed of the Community Center, and on the sides of Public Works vehicles and machines, and more.

Both logos serve a unified purpose, and both remain in harmony with each other, just as APV and the members and residents strive to be.

"Our new logos, colors and graphic design work together to create a positive, attractive image of our community," said Maldonado. "The APV Board of Directors and FirstService Residential has worked diligently to build a brand identity that will capture attention and send positive messages about our on-going work to enhance Poinciana. I look forward to the future this new look heralds in, for everyone in Poinciana," said Maldonado.