

GWINNETT COUNTY
BOARD OF COMMISSIONERS
LAWRENCEVILLE, GEORGIA

RESOLUTION ENTITLED: A Resolution Adopting Gwinnett County Branding Consisting of a New Seal, Logo and Slogan

ADOPTION DATE: OCTOBER 17, 2017

At the regular meeting of the Gwinnett County Board of Commissioners held in the Gwinnett Justice and Administration Center, Auditorium, 75 Langley Drive, Lawrenceville, Georgia.

Name	Present	Vote
Charlotte J. Nash, Chairman	Yes or Absent	Aye or Nay
Jace W. Brooks, District 1		
Lynette Howard, District 2		
Tommy Hunter, District 3		
John Heard, District 4		

On motion of Commissioner **Last Name**, which carried a **0-0** vote, the Resolution entitled, **insert Resolution name**, as set forth below, is hereby adopted:

A RESOLUTION ADOPTING
GWINNETT COUNTY BRANDING CONSISTING OF A NEW
SEAL, LOGO AND SLOGAN

WHEREAS, on June 7, 1988, the Gwinnett Board of Commissioners adopted an Official Seal of Gwinnett County that departed from a long-used design based on the Great Seal of the State of Georgia; and

WHEREAS, that 1988 seal served Gwinnett County well – it was reflective of a county government that served one-third our current population, with a mix of suburban and rural communities that consisted of a generally homogeneous community that has, in less than three decades since, developed into the remarkable community we witness today; and

WHEREAS, on July 5, 2016, in a follow-up to their May 26-27, 2016, planning session, the Board of Commissioners directed the County Administrator to undertake a rebranding initiative to include the design of a new County seal, logo and slogan; and

WHEREAS, the purpose of rebranding is to create a new visual brand and slogan that more accurately reflects the County's streamlined, efficient government that provides superior, award-winning services to and is reflective of Gwinnett's much larger, more diverse residential population and business community in a more urban-suburban environment; and

WHEREAS, the new brand is intended to better represent the County as its economic development leaders market Gwinnett to our nation and to the world as an ideal home to global businesses that bring economically supportive jobs and brick-and-mortar investment to the County; and

WHEREAS, the new brand will serve to bring together a proud community that is preparing to celebrate the bicentennial of its founding while at the same time is planning for its next 200 years of excellence; and

WHEREAS, after engaging a nationally acclaimed design and branding firm that has, at the County's direction, undertaken a six-month study of the County that included qualitative symposiums to gather suggestions and input from key stakeholders and a quantitative survey of thousands of residents, business people and employees; and

WHEREAS, after engaging in this intensive study, the firm returned to many of those same stakeholders with a written summary of the collective knowledge, perceptions and aspirations for the community, as well as a set of brand designs and slogans that creatively encapsulate the image that our County has aspired to project; and

WHEREAS, the primary themes that arose from stakeholder feedback and were affirmed by the public survey – quality of life, interconnected community, progress, excellence, and diversity – lent themselves to a more symbolic approach to design; and

WHEREAS, the brand designs continued to evolve and be refined with input from stakeholders until one design clearly rose above the others; and

WHEREAS, this final, colorful brand symbolically reflects the desired image of our County – a manifestation of the American dream in a business-friendly environment catering to our unique blend of an international community of various ages, education levels, professional skills and life perspectives, who belong to numerous religious organizations, who preserve divergent cultural practices, who attend harmonious community events and who pursue distinct professional, intellectual and educational endeavors – all contributing to an environment inviting to financial investment in and development of brighter futures for our current residents, our business community, and the generations to follow, all of whom will be vibrantly connected to and through each other; and

WHEREAS, the logo embodies the connections between schools, businesses, nonprofit organizations, civic institutions, cities and the County where both

interdependence and a cooperative spirit are essential components of our advancement as a community; and

WHEREAS, the logo projects through the kaleidoscopic imagery a County that vibrantly connects its residents to the unique people, place and promise of Gwinnett – the three overlapping crescents represent the three major river basins that provide the life-giving waters to our people and to the open fields, woodland canopies and fauna of our abundant greenspace; and

WHEREAS, the crescents' overlapping layers create the colorful strata and many shapes that represent the growing community's connections to each other, to our state, to our nation and to the world, as well as the myriad of other vibrant connections that make Gwinnett great; and

WHEREAS, at the heart of the kaleidoscope resides a unifying crest, a symbol of our integrity and a token of our unwavering mission to make life better for the people of Gwinnett; and

WHEREAS, the symbolism and geometry of this new design forms a unique identity that will be easily recognizable and will ensure that Gwinnett County stands apart from its peers visually in the same manner that the County stands apart in the delivery of services. This logo that appears corporate in nature suits a government that operates in a business-like manner that has become part of the Gwinnett standard; and

WHEREAS, the new logo will become the center of the new county seal; and

WHEREAS, the slogan, “vibrantly connected” is a fitting statement to be paired with the new, colorful logo that so richly symbolizes our vibrant and connected community; and

WHEREAS, the Gwinnett Board of Commissioners intends for this new logo, seal and slogan to be the heart of the branding to be used for marketing, identification and promotional purposes; and

WHEREAS, the Administration will begin using the logo as appropriate on items including, but not limited to, County stationery, letterhead, business forms, professional business cards, vehicles, signage, website and other items; and

WHEREAS, the Gwinnett Board of Commissioners further believes that the official County seal and County logo should only be used by County personnel for official County business and for other purposes authorized by law, unless specifically authorized by County Administrator policy;

NOW, THEREFORE BE IT RESOLVED, that the slogan “vibrantly connected” and the logo and seal treatments depicted below are hereby adopted as the

official slogan, logo and seal of Gwinnett County and may be used for marketing, identification and branding purposes.

(Official logo)



(Official Black and White seal – color, grayscale, and line art versions available in Gwinnett County Branding Style Guide)



BE IT FURTHER RESOLVED that the official County seal, logo and slogan adopted by the Board of Commissioners shall only be used for approved purposes. No person or organization shall exhibit, display or use the County seal or the County logo in a manner likely to deceive, or cause confusion or a mistake. No person or organization shall exhibit, display or use the County seal or the County logo for the purpose of conveying, or in a manner reasonably calculated to convey, a false impression

of sponsorship or approval by Gwinnett County or by any department, agency or instrumentality thereof.

This Resolution shall be effective immediately upon adoption.

This Resolution is hereby adopted this 17th day of October, 2017.

GWINNETT COUNTY BOARD OF COMMISSIONERS

BY Charlotte J. Nash
CHARLOTTE J. NASH, CHAIRMAN

ATTEST

BY Diane Kemp
DIANE KEMP, COUNTY CLERK



APPROVED AS TO FORM

BY William J. Lambert
COUNTY ATTORNEY