

**Board of Commissioners**

75 Langley Drive • Lawrenceville, GA 30046-6935  
770.822.7000 • www.gwinnettcounty.com

Charlotte J. Nash, Chairman  
Jace W. Brooks, District 1  
Lynette Howard, District 2  
Tommy Hunter, District 3  
John Heard, District 4



**Official**  
**Informal Briefing Minutes**  
**Tuesday, April 18, 2017 - 10:30 AM**

**Present:** Charlotte J. Nash, Jace Brooks, Lynette Howard, Tommy Hunter, John Heard

- I. County Administration**  
County Rebranding Initiative Update  
Keith Curtis, Regional Discipline Leader with Perkins + Will Branded Environments, presented an update on the County's rebranding initiative and discussed stakeholder input for the new brand. No Official Action Taken.

IDEAS + BUILDINGS /  
That honor the broader goals of society

PERKINS+WILL

# BRANDED ENVIRONMENTS.

## OUR PRACTICE

Atlanta Branded Environments

We are a [Living Brand Lab](#). We design new ways to help our clients tell their stories and find their way.

PERKINS+WILL



## OUR PRACTICE

### Capabilities

We build **emotional human connections** through:

STRATEGIES.  
IDENTITIES.  
ENVIRONMENTS.

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**EXPERIENCES.**



## OUR PRACTICE

Team Collaboration

We are a **team of specialists** in brand strategy and positioning, graphic design, marketing communications, industrial design, planning and architecture.

PERKINS+WILL



## BRANDED ENVIRONMENTS

### Our Team



Keith Curtis  
Principal  
SW Region Discipline Leader



Katie Janson  
Associate  
BE Sr. Project Designer



Korinna Hirsch  
BE Sr. Project Designer



Yancy Wilkinson  
BE Project Designer



Meredith Kinney  
BE Designer III



Marie Achterhof  
BE Designer III



Kacie Farrar  
BE Designer II

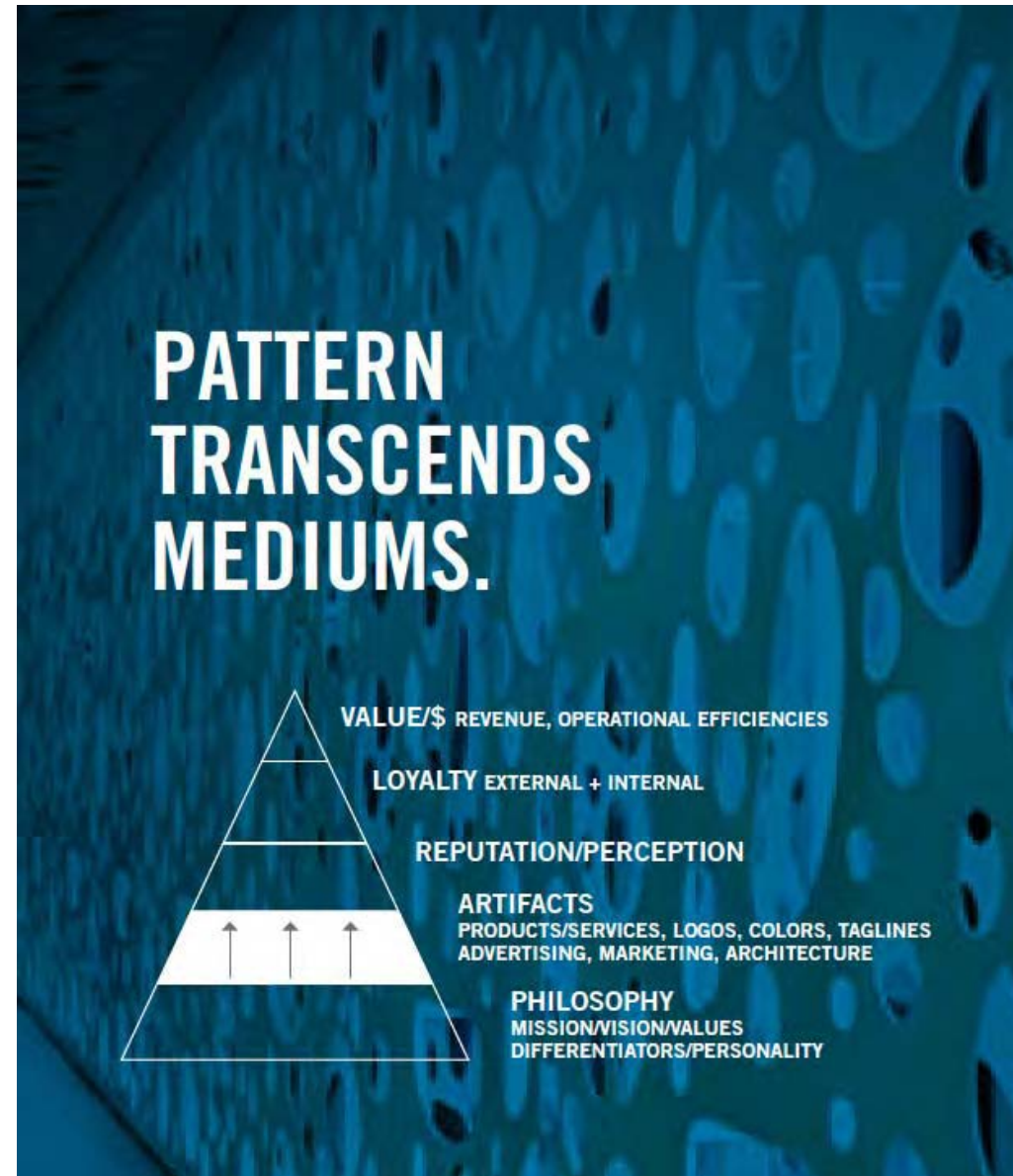


Christine King  
BE Production Designer

## OUR PRACTICE

Discovery and Immersion

Our practice is a **research-based strategy and creative discipline** recognized for leveraging design as an asset for our clients.



## OUR PRACTICE

Strategy and Storytelling

We identify **a client's unique DNA** and integrate it into rich experiences that communicate their mission, culture, community, and ideals.





## OUR PROCESS

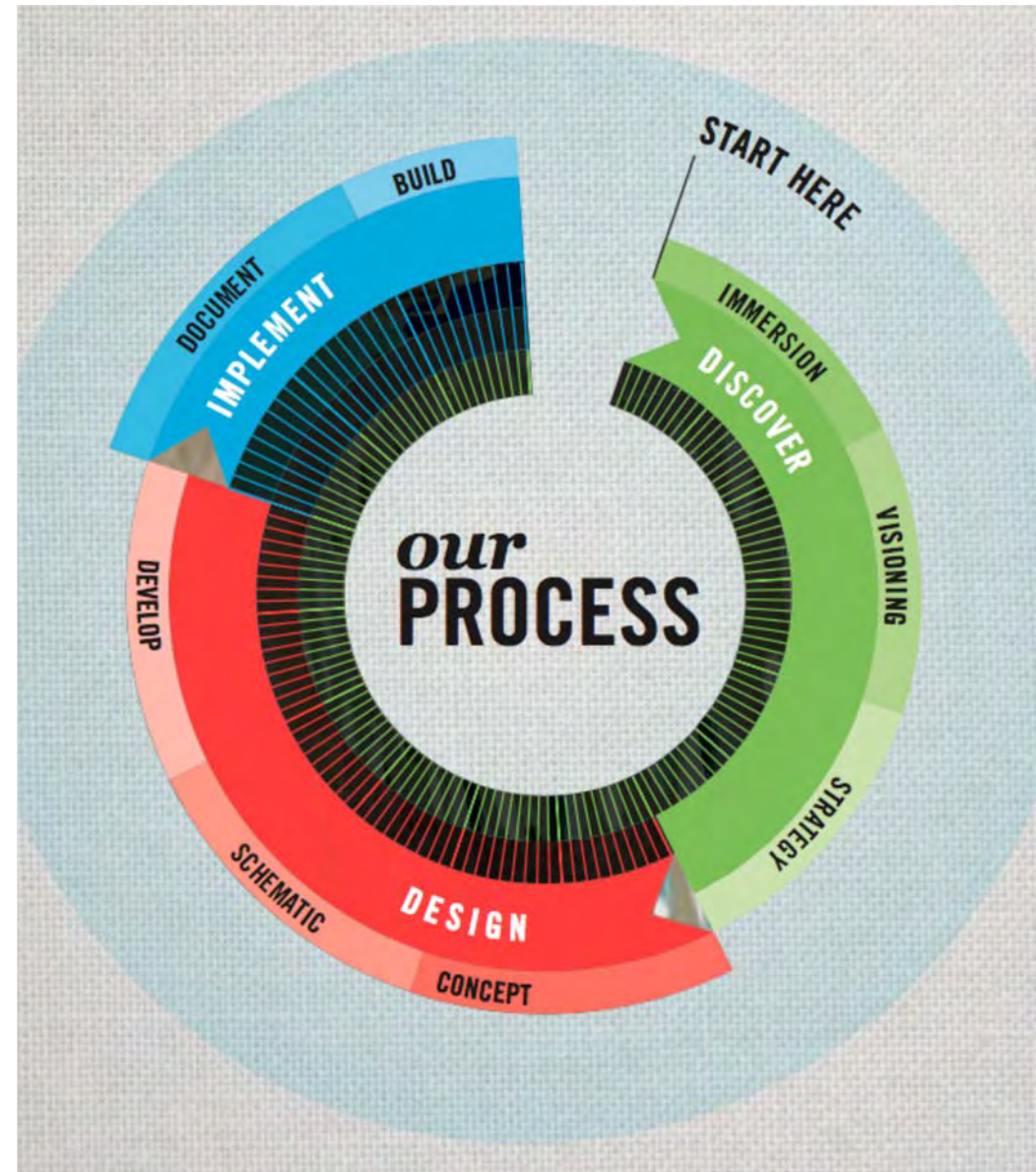
### Interdisciplinary Design

**WE PLAN:** We work together to create a brand experience master plan. Our process begins with information gathering and platform development.

**WE DESIGN:** We begin with schematic concepts and design and end with brand standards and production documents.

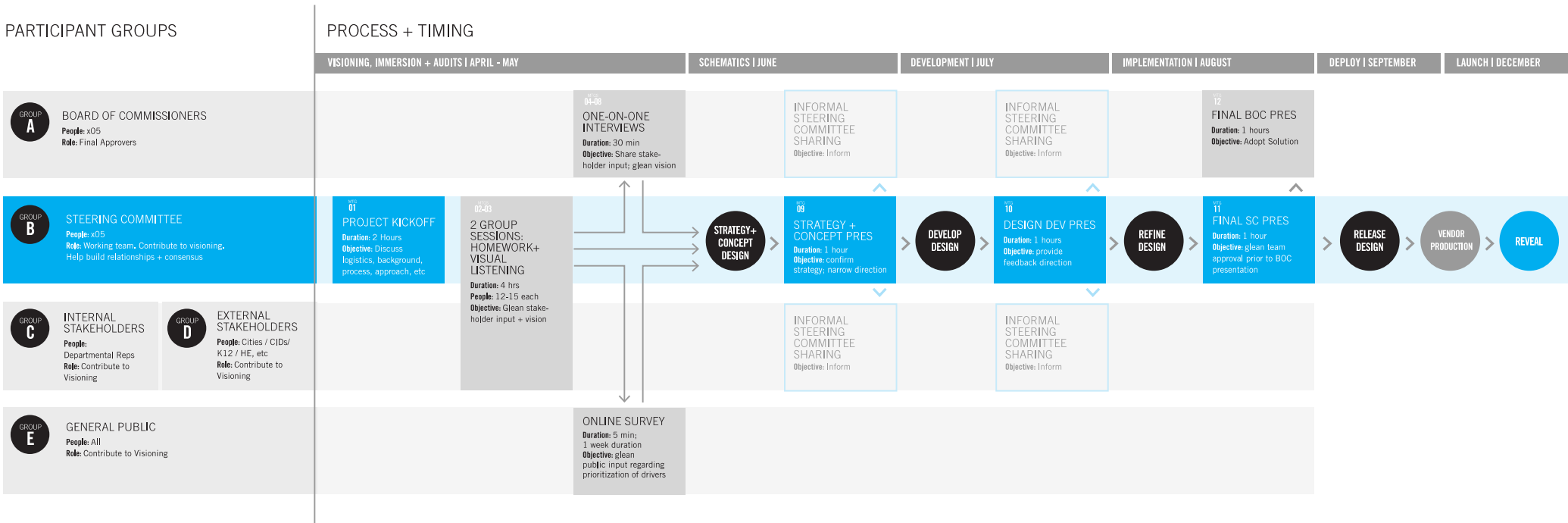
**WE IMPLEMENT:** We integrate design into a variety of interfaces and assist our clients in building brand awareness at every user touchpoint.

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# OUR PROCESS

## Stakeholder Engagement



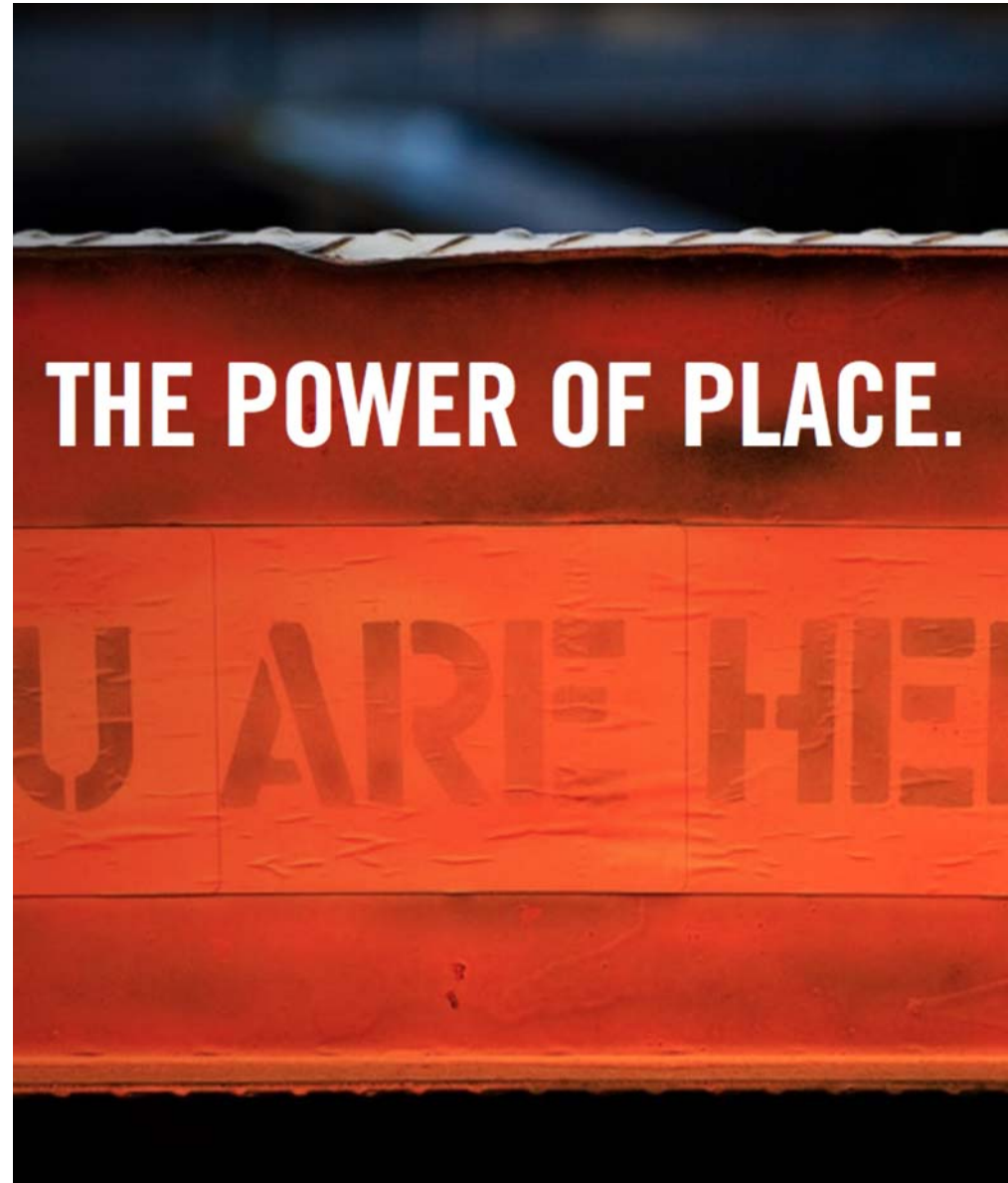
## OUR PROCESS

### A Winning Formula

Our process is proven in developing successful brands and brand extensions for **communications, spaces, buildings, experiences, and communities.**

Our team will **respectfully advance the brand potential of Gwinnett as a global icon** reflecting its growing and diverse community, while enhancing its economic development and public outreach efforts.

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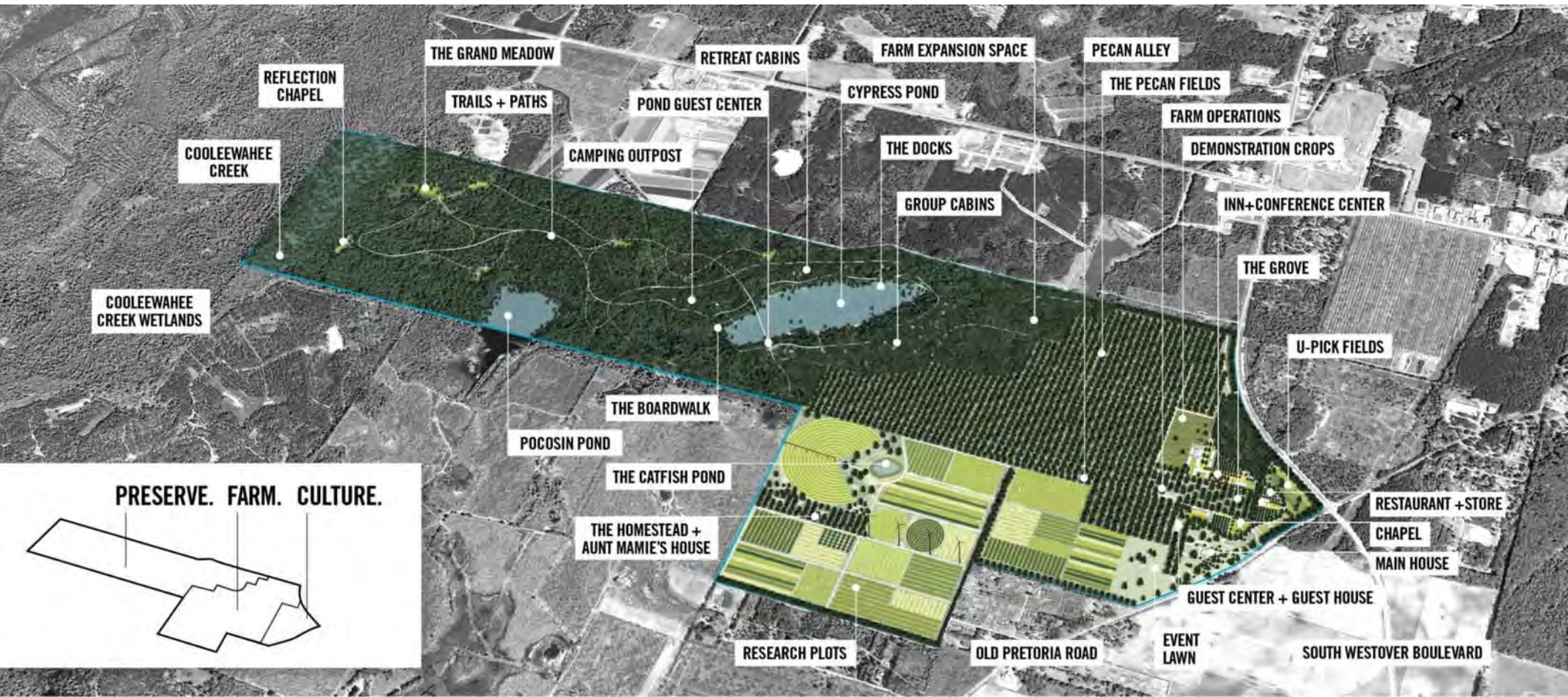
IDEAS + BUILDINGS /  
That honor the broader goals of society

# CASE STUDIES.

IDEAS + BUILDINGS /  
That honor the broader goals of society

# RESORA.





REFLECTION CHAPEL

THE GRAND MEADOW

RETREAT CABINS

FARM EXPANSION SPACE

PECAN ALLEY

COOLEEWAHEE CREEK

TRAILS + PATHS

POND GUEST CENTER

CYPRESS POND

THE PECAN FIELDS

COOLEEWAHEE CREEK WETLANDS

CAMPING OUTPOST

THE DOCKS

FARM OPERATIONS

DEMONSTRATION CROPS

INN+CONFERENCE CENTER

THE BOARDWALK

GROUP CABINS

THE GROVE

U-PICK FIELDS

POCOSIN POND

THE CATFISH POND

THE HOMESTEAD + AUNT MAMIE'S HOUSE

RESTAURANT + STORE

CHAPEL

MAIN HOUSE

GUEST CENTER + GUEST HOUSE

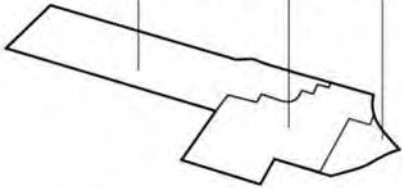
RESEARCH PLOTS

OLD PRETORIA ROAD

EVENT LAWN

SOUTH WESTOVER BOULEVARD

PRESERVE. FARM. CULTURE.

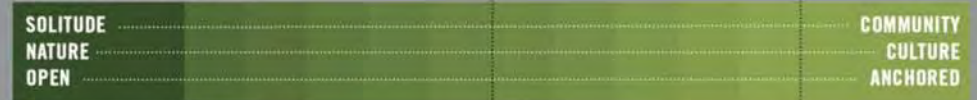


# WE DESIGNED A MASTER PLAN – LINKING SPATIAL CHARACTER WITH ACTIVITIES TO REINFORCE THE EXISTING EXPERIENTIAL QUALITY OF THE SITE.

## SITE CHARACTER ZONES



## SPATIAL CHARACTER



## ACTIVITY CHARACTERISTICS



## ACTIVITY NODES



## ACTIVITY CONNECTIONS





## THE STORY

Be part of The Story...

## THE VOICE

CYPRESS POND IS A CATALYST FOR GROWTH IN INDIVIDUALS, HEALING IN THE COMMUNITY, AND TRANSFORMATION ACROSS THE GLOBE.

CYPRESS POND IS THE BLUEPRINT FOR TOMORROW'S EMPOWERED COMMUNITIES.

PURPOSEFUL  
IMPACTFUL  
PROCESS  
GROWTH  
MODERN  
RESEARCH  
SYSTEMATIC  
INNOVATIVE  
CLEAN ENERGY

SELF-SUSTAINABLE  
STRESS FREE  
ORGANIZED  
SWEET  
COOL  
HAPPY  
JOYOUS  
SERENE  
RESILIENT

## COLOR



## NAMING

CYPRESS  
CYPRESSENE

CYPRESS

CYPRESS AVIAR  
CYPRESS CANAL  
CYPRESS PROVISION  
CYPRESS WOODS  
CYPRESS AVIANNA

CYPRESS

PROVANA TOWN CENTRE  
PALM  
TOW

CYPRESS GROVE

RESEA • CYPRESSE CENTER  
ELEGANCE

CYPRESS TREE:

A GROUND FOR NEW COMMUNITIES  
THE LOCAL MARKET

CYPRESS POINT  
NEW HARVEST

RESORA  
RESILIA

RESILIENCE

CYBERLINK WILDLIFE

## ALTERNATIVES



CYPRESS GROVE	RESORA	RESILIENCE	CYPRESS TREE:	CYPRESS GROVE
CYPRESS GROVE	RESORA	RESILIENCE	CYPRESS TREE:	CYPRESS GROVE
CYPRESS GROVE	RESORA	RESILIENCE	CYPRESS TREE:	CYPRESS GROVE
CYPRESS GROVE	RESORA	RESILIENCE	CYPRESS TREE:	CYPRESS GROVE
CYPRESS GROVE	RESORA	RESILIENCE	CYPRESS TREE:	CYPRESS GROVE
CYPRESS GROVE	RESORA	RESILIENCE	CYPRESS TREE:	CYPRESS GROVE

## GRAPHIC STYLE



## SENSE OF PLACE



## PHOTOGRAPHY STYLE



## STORIES

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1

Change  
The Perception.

Affect the way people

# THINK.

- + Mission and Vision
- + Our True Intentions
- + From Exclusive to Community
- + Successful Agribusiness

2

Share  
The Spirit of Hope.

Affect the way people

# ACT.

- + The Homecoming
- + The Resilient Cypress Tree
- + A New Movement
- + Tools For Today's Farmers
- + Continuing Tradition

3

Move  
Beyond Boundaries.

Affect the way people

# FEEL.

- + Outside The Color Lines
- + Seeding Opportunity
- + A New Chapter in SW Georgia History
- + Freedom In Nature  
(Forest Bathing)

How do we translate **brand** into design?

Brand is expressed in various ways within the built environment. Analyzing visitor and staff journeys and how they interact in the space reveals zones of touchpoint types.

### BRAND IDENTITY

Overarching brand identity or messaging, such as the Cypress Pond logo.



### EMBEDDED BRAND

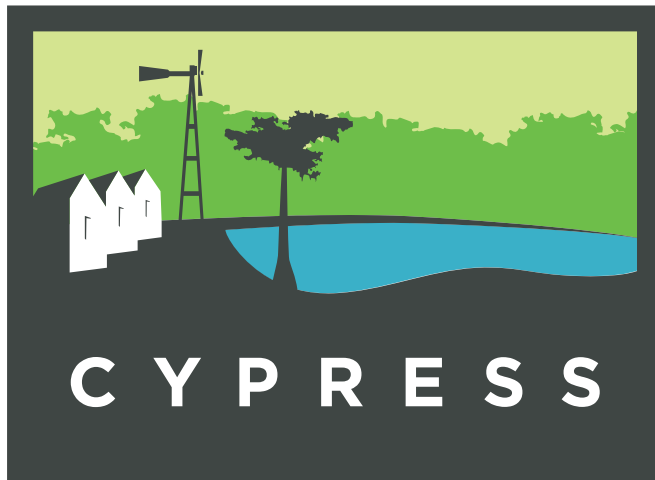
Brand expressed through form, material, pattern and texture - truly integrated in the design of the space.



### BRAND COMMUNICATIONS

Messaging or experiences that communicate the Cypress Pond brand and its point of view. This can be directed to both internal and external user groups in appropriate locations.





Cypress follows the concept of a special place, its' beautiful land, and the growth of a new village within.

The brand becomes a literal interpretation of this very real place that connects community, industry, and recreation. Cypress takes cues from and is built upon the three components of the master plan: Village. Farm. and Preserve. Each component is addressed as an equal and individual part of a whole. Their stories are uniquely crafted around the importance of social community, innovations in farming and agribusiness, and the preservation of land. Their combined story translates into a powerful and seamless experience of integration and connectivity. Cypress is a place where we become passionate to share, learn, and fundamentally unite to belong to something bigger than ourselves, an environment for forging, carving, and transforming relationships that result in community empowerment and leadership.

The new identity of Cypress breathes life into an old name. It stakes a claim and redefines the power ensued by this land. Gotham is used as the primary typeface to create a strong and purposeful structure for the brand. The visual identity borrows from the natural beauty of the land's serene color palette, organization, and natural balance of elements. The logo is built on a foundation of passion and honesty. Its literal interpretation of recognizable features of the site becomes stylized to represent simplicity and strength. The wholesome woodcut and high contrast graphic vocabulary convey a destination for the farming community, the local residents, and guests from around the world seeking deep and meaningful experiences that can be applied to their every day activities, livelihoods, and lifestyles.



PRIMARY MARK



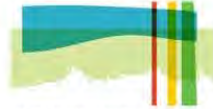
SUPPORTING MARKS



BLACK AND WHITE



WORD MARK



COLOR & GRAPHIC ELEMENTS

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

GOATHAM BOOK  
AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

GOATHAM BOLD



POSSIBLE TYPE TREATMENT

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- PURPOSEFUL PROCESS
- VISION LAYERED
- IMPACTFUL SYSTEMATIC
- COOL CLEAN
- ORGANIZED GRAPHIC



IMAGERY STYLE - PHOTOGRAPHS TAKEN AT THE SITE BLACK AND WHITE WITH POPS OF COLOR



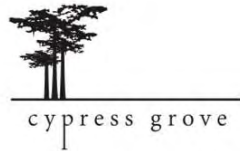
IN CONTEXT



Naturally resilient, uniquely strong, and beautifully iconic, Cypress Grove embodies the character of its organic growth as both a place and a brand.

AS MISSIONS AND PARTNERSHIPS GROW TOGETHER AS ONE EFFORT, A GROVE OF THRIVING CONNECTIVITY FLOURISHES. CYPRESS GROVE IS A PLACE WHERE COMMUNITY EMBRACES THE INDIVIDUAL, BUT INSPIRES A MOVEMENT OF PEOPLE TOGETHER. IT FOSTERS A GROVE THAT EXPANDS BEYOND THE CONFINES OF THE SITE AND BECOMES A BASE FOR SOMETHING LARGER, WHERE FOOD CAN BE DISTRIBUTED AND TRADE BECOMES ESSENTIAL IN TOUCHING THE WORLD. THE SPIRIT OF CYPRESS GROVE BEGINS WITH THE LAND AND IS CARRIED IN THE HEARTS OF ALL WHO EXPERIENCE IT.

THE CYPRESS GROVE BRAND AESTHETIC IS GENUINELY ASPIRATIONAL; A HARMONY OF EXPERIENCES AND PEOPLE WITH A GOD-GIVEN PURPOSE. DERIVED FROM THAT NOTION, THE CYPRESS GROVE LOGO IS ELEGANTLY AND HONESTLY ILLUSTRATED AS A COMPOSITION UNITING 3 DIFFERENT CYPRESS TREES REPRESENTING FARM, PRESERVE, AND VILLAGE. STRONGER TOGETHER, BUT STILL ENDURING VALUES WHEN SEPARATED. NATURAL ELEMENTS INTRINSICALLY ENHANCE THE HUMANITY IN THE PHOTOGRAPHY STYLE, TANGIBLY EXPRESSING WHAT IT MEANS TO BE HUMAN, AND SPARKING A RELEVANT DIALOGUE REGARDING SOCIAL AWARENESS. EVIDENT IN ITS COLOR PALETTE AND TYPEFACES, CYPRESS GROVE IS A BRAND STRONGER FOR ITS PAST, YET RENEWED FOR ITS FUTURE.



NATURAL  
AUTHENTIC  
HUMANISTIC  
SIMPLE  
ELEGANT  
FRESH  
PLEASANT  
RESILIENT  
SERENE  
RESTORATIVE  
HARMONIOUS

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CYPRESS

GROVE

STRONG FOUNDATION  
UNIQUE TO PLACE  
A RESILIENT TREE  
ISOWORD MARK

A COLLECTION  
ORGANIC GROWTH  
UNITY AMONG SEPARATE REALITIES  
IDENTIFIES A PLACE

PRIMARY TYPEFACE

Abby Cadaba  
abcdefghijklmnopqrstuvwxyz 12345678910  
ABCDEFGHIJKLMNPOQRSTUVWXYZ

SECONDARY TYPEFACES

GOTHAM BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
LUTIMES TIGHT  
ABCDEFGHIJKLMNPOQRSTUVWXYZ

PHOTOGRAPHIC STYLE



PHOLETSOR

RIKAKIETO

SAUTING

Y BETH

PREMAY

CYPRISTYER WIKEL

COLOR PALETTE



PATTERN INSPIRATION





## RESORA LEADS WITH LOVE AND EMBODIES THE ESSENCE OF THE HUMAN SPIRIT.

It is a poetic place where meditation and reflection are the heart of the restorative escape from everyday life. Resora is the destination where the land becomes the retreat, where the mind can relax, where the body can refresh, and where the heart becomes restored. Resora is also the preferred destination for research and incubation, innovation and education, and collaboration and social engagement.

The name Resora is rooted in a concept of resilience, restoration, resource, and resonance. The brand will become the global model for tomorrow's innovative farmers, progressive thinkers, and empowered communities. Characterized by an ethereal aesthetic, it expresses a spiritual richness and simplicity that is indicative of hope, the future, and the pursuit for peace.

The Resora identity literally moves beyond boundaries. The logo reflects the soft gestures inherent in the base of the Cypress tree itself. By way of interpretation and transformation, the logo can divide and unite to reveal individual growth and healing, community hope and strength, and global awareness.



COLOR PALETTE



TYPOGRAPHIC STYLE

NOBEL BOOK  
 ABCDEFGHIJKLMN OPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 !@#%&(L+)

“ RESORA leads with love and embodies the essence of the human spirit.”

It is a poetic place where meditation and reflection are the heart of the restorative escape from everyday life. Resora is the destination where the land becomes the retreat, where the mind can relax, where the body can refresh, and where the heart becomes restored. Resora is also the preferred destination for research and incubation, innovation and education, and collaboration and social engagement.

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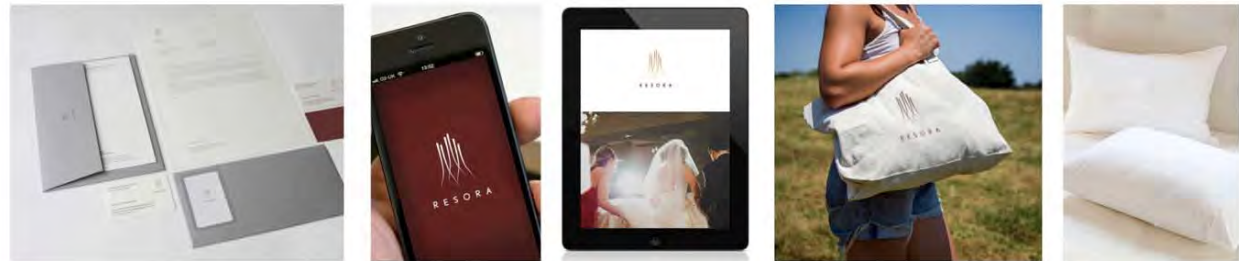
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PHOTOGRAPHIC STYLE



NEW / PURPOSEFUL / MODERN / SELF-SUSTAINABLE / SWEET / HONEST / JOYOUS / SPIRITUAL / SERENE / RESILIENT

BRAND EXTENSION



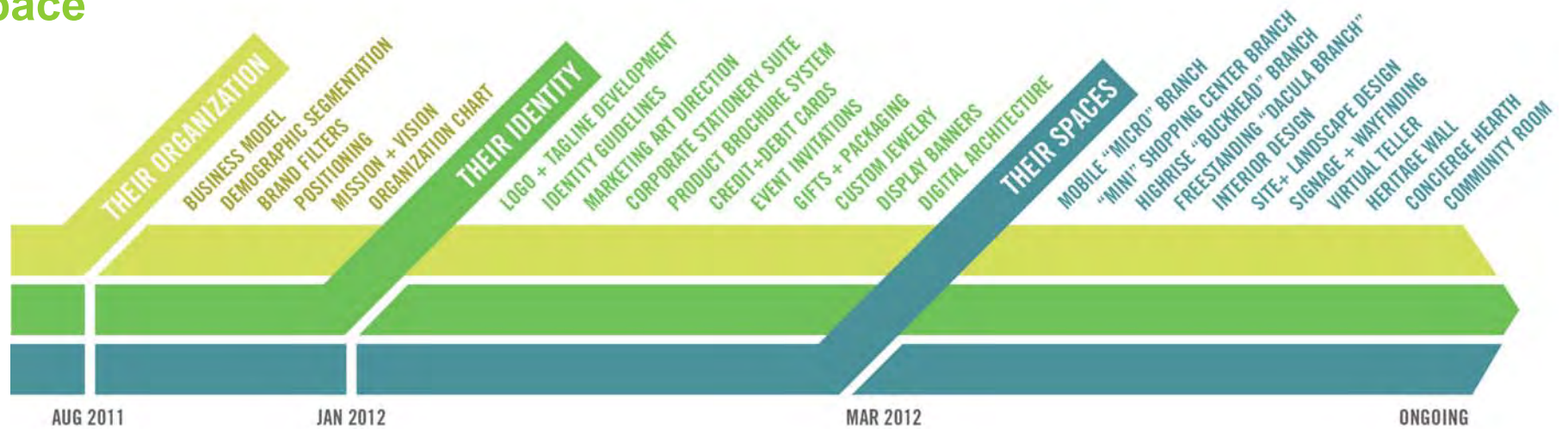


IDEAS + BUILDINGS /  
That honor the broader goals of society

# BRANDBANK.

BRAND BANK

WE DESIGNED A NEW  
**Organization**  
**Identity**  
**Space**



## BRAND BANK

### WE DESIGNED NEW IDENTITY GUIDELINES

- The identity style guide outlines BrandBank's art direction, color palettes, typography, graphic elements, imagery, voice and messaging.
- It communicates the organization's newly defined personality (warm, fresh, approachable, professional, progressive, iconic).



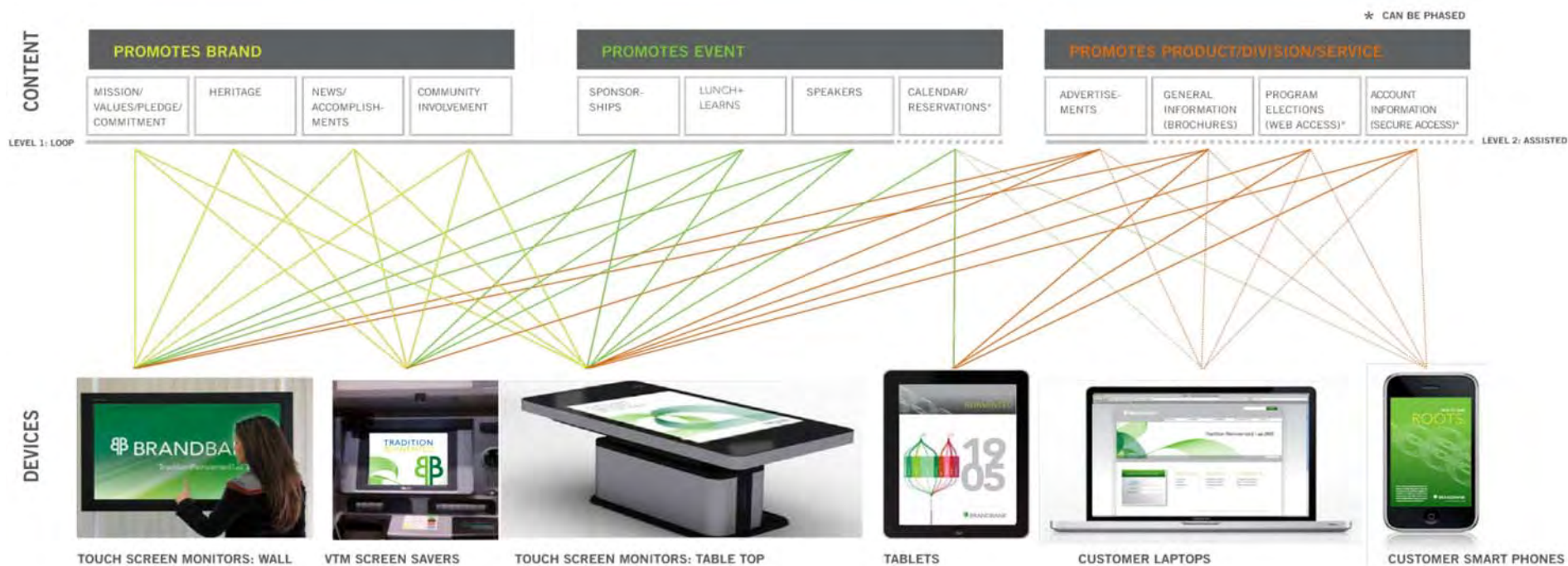
BRAND BANK

WE DESIGNED A NEW  
**CORPORATE**  
**ART DIRECTION**



# BRAND BANK

## WE DESIGNED DIGITAL ARCHITECTURE



BRAND BANK

## WE DESIGNED A NEW ARCHITECTURAL TYPOLOGY SYSTEM

- Four new architectural prototypes support the new BrandBank family: Micro (mobile), Mini (store front), Midi (urban annex) and Macro (full service).
- Each scale and placement reflects the brand definition with a similar architectural approach
- The architectural projects range from renovations of existing branches to new leased tenant spaces, and stand alone new construction.

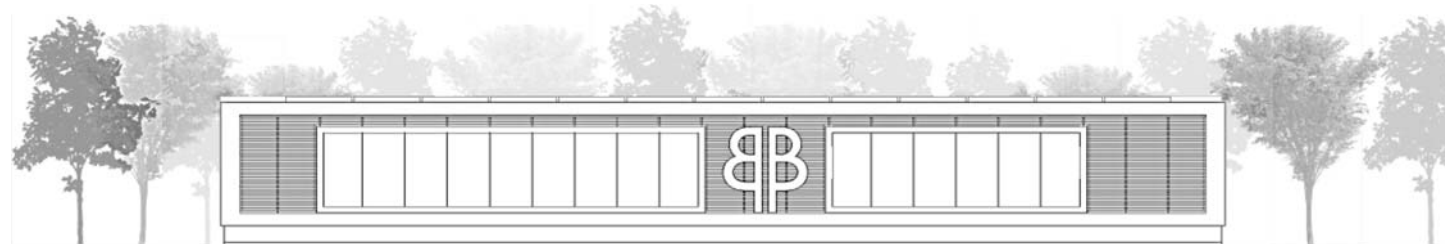
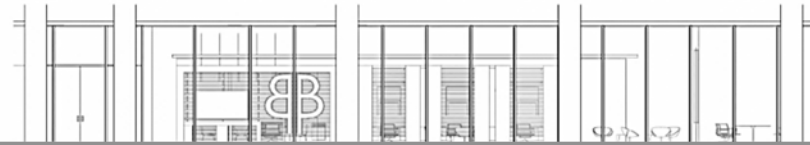
MICRO



MINI



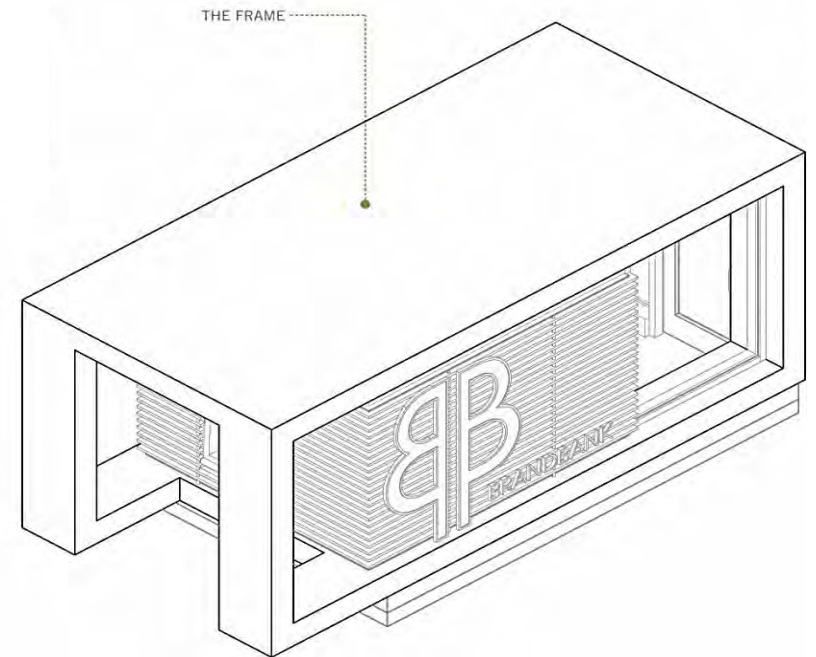
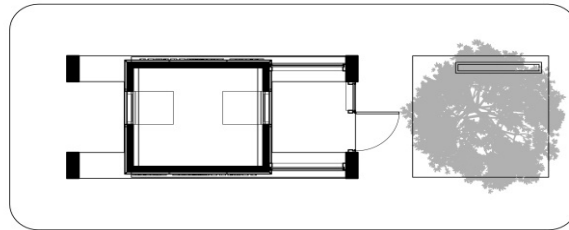
MIDI



BRAND BANK

## WE DESIGNED A NEW MICRO (MOBILE BANK)

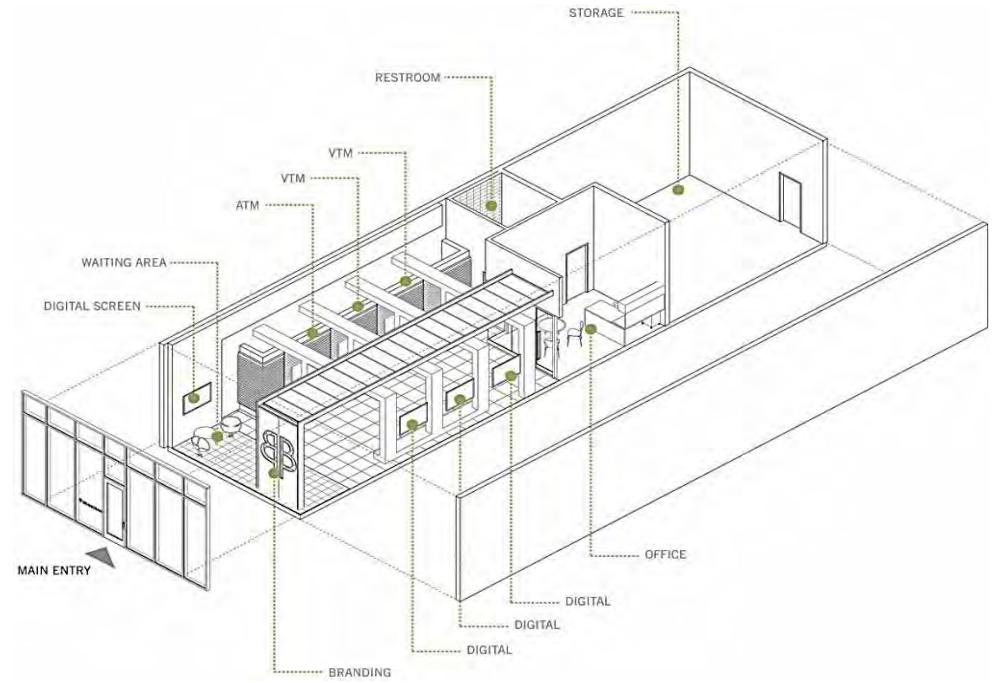
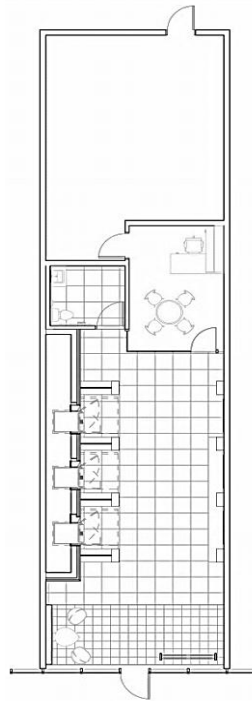
- The Micro is a mobile kiosk that links live bankers to temporary sites.
- A live tree planted becomes a symbol of BrandBank and remnant when the Micro moves.



BRAND BANK

## WE DESIGNED A NEW MINI (EXPRESS BANK)

- The Mini relies on an anchor retail and becomes a convenience location for BrandBank.

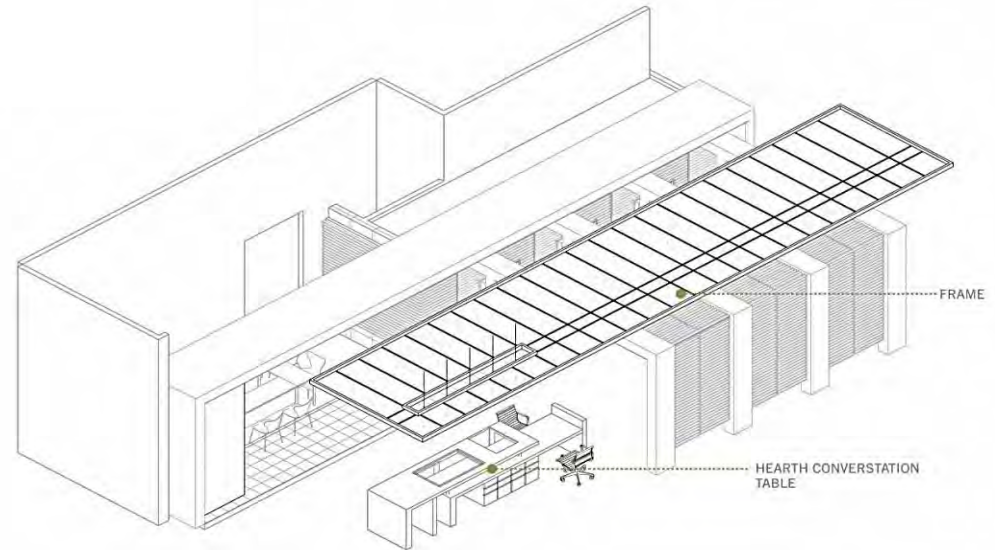
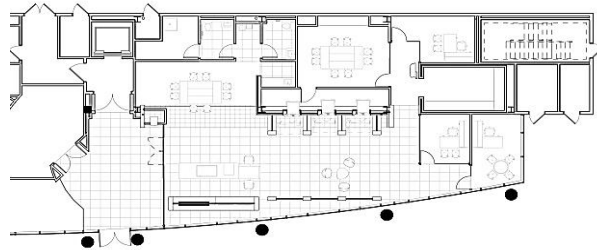




BRAND BANK

## WE DESIGNED A NEW MIDI (URBAN ANNEX)

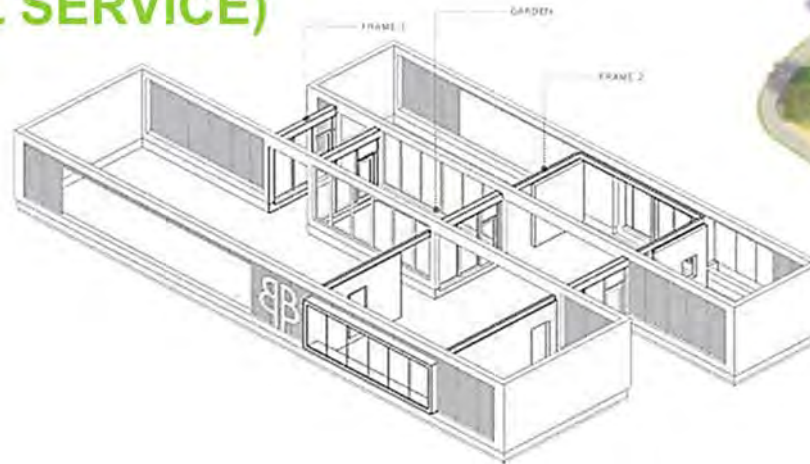
- The Midi location is a renovated space that will function as a loan office in an urban area and is a flagship for the launch of the new brand.



## BRAND BANK

### WE DESIGNED A NEW MACRO (FULL SERVICE)

- The Macro utilizes wood structure, waste water treatment and community garden to redefine suburban development models and create a sense of place and community.



BRANDBANK



BRANDBANK











IDEAS + BUILDINGS /  
That honor the broader goals of society

THANK YOU : )