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.
OUR PRACTICE
Capabilities

We build emotional human connections through:

STRATEGIES.
IDENTITIES.
ENVIRONMENTS.

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.
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.

WE ARE A LIVING BRAND LAB BECAUSE

BRAND IS REVOLUTIONARY.
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.
### OUR PROCESS

**Stakeholder Engagement**

#### PARTICIPANT GROUPS

- **BOARD OF COMMISSIONERS**
  - People: 5-10
  - Role: Final Approver

- **STEERING COMMITTEE**
  - People: 10-15
  - Role: Working group, contribute to visioning

- **IN Internal STAKEHOLDERS**
  - People: 10-20
  - Role: Departmental Reps, contribute to visioning

- **EXTERNAL STAKEHOLDERS**
  - People: 10-20
  - Role: Stakeholder input + vision

- **GENERAL PUBLIC**
  - People: 100
  - Role: Contribute to visioning

#### PROCESS + TIMING

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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.
IDEAS + BUILDINGS /
That honor the broader goals of society

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

SITE CHARACTER ZONES

PRESENCE  FARM  VILLAGE

SPATIAL CHARACTER

SOLITUDE  NATURE  OPEN  COMMUNITY  CULTURE  ANCHORED

ACTIVITY CHARACTERISTICS

SOLITUDE  RELAXATION  RECREATION  RESTORATION  CONNECTION TO NATURE  CULTIVATION  RESEARCH  EXPERIMENTATION  INNOVATION  LABOR  COMMUNITY  OUTREACH  TEACHING  WORSHIP  WELLNESS

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.

NAMEING
CYPRESS
CYPRESSENE

CYPRESS GROVE
RESORA
RESILIA

GRAPHIC STYLE
Keep it simple

PHOTOGRAPHY STYLE

ALTERNATIVES

COLOR

SENSE OF PLACE

PURPOSFUL
IMPACTFUL
PROCESS
GROWTH
MODERN
RESEARCH
SYSTEMATIC
INNOVATIVE
CLEAN ENERGY
SELF-SUSTAINABLE
STRESS FREE
ORGANIZED
SWEET
COOL
HAPPY
JOYOUS
SERENE
RESILIENT

AEROSIC
STORIES

   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

   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.
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**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.
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 Thirteenth Century oak trees, Cypress Grove is a place where community thrives for individual, but inspires a movement of people together. It fosters a Grove that expands beyond the confines of the site and becomes a mass for something larger, where food can be distributed and those become essential in touching the world. The spirit of Cypress Grove begins with the land and is carved in the hearts of all who experience it.

The Cypress Grove brand is a harmonious, a harmony of experiences and people with a good cause purpose derived from past history. The Cypress Grove logo and the Coyote Grove logo represent the essence of our brand and the qualities of the Coyote Grove. It is a symbol of the company's mission to promote the preservation of the environment for the future. The Coyote Grove brand is a harmonious, a harmony of experiences and people with a good cause purpose derived from past history.

CYPRESS
- Organic production
- Market-driven
- A resilient tree (namesake)

GROVE
- Authentic, humanistic
- Simple, elegant
- Fresh, pleasant
- Resilient, serene
- Restorative, harmonious

PRESERVE
- Farm
- Village

COMES RESTORE AT THE PRESERVE
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.
"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
retreat to escape from everyday life. Resora is the destination where the land
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healing, community hope and strength, and global awareness.

NEW / PURPOSEFUL / MODERN / SELF-SUSTAINABLE / SWEET / HONEST / JOYOUS / SPIRITUAL / SERENE / RESILIENT
IDEAS + BUILDINGS /
That honor the broader goals of society

BRANDBANK.
WE DESIGNED A NEW
Organization
Identity
Space
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
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.
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.
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.
THANK YOU :)