

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, September 19, 2017 – 3:00 PM

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

- I. **County Administration**
County Rebranding Initiative Update
Keith Curtis and Katie Janson of Perkins + Will Branded Environments presented an overview, findings, and recommendations related to the County's rebranding initiative. Chris Schroder of SPR Communications was also involved via phone in the discussion. No Official Action Taken.

GWINNETT COUNTY BRANDING

IMPLEMENTATION PROGRESS | 09.19.2017

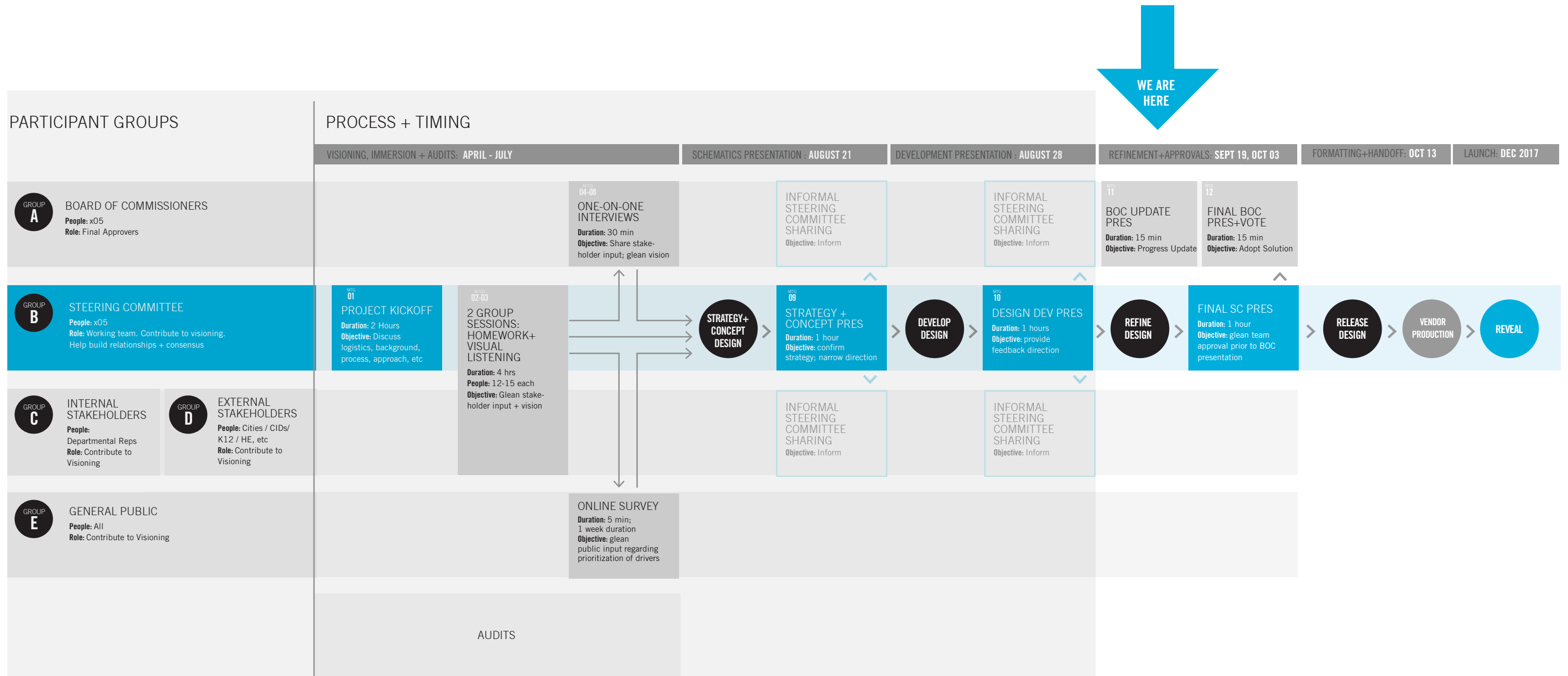
Agenda

OBJECTIVE

To provide updates on the development process and identify steps toward final implementation.

Branding Update
Project Evolution
Next Steps

Project Schedule



Overview of Inputs + Findings Process

01.
Stakeholder
Engagement
Workshops

02.
Board of
Commissioners
Interviews

03
Online
Public Survey

04
Benchmarking
and Audit

50

STAKEHOLDERS

05

COMMISSIONERS

2,671

RESPONDENTS

04

MONTHS

Current Perception

Spanner wrench: **old, worn out.**
Old tool, still serviceable, but worn.
Reminds us of how we've evolved.

Water towers, **old fashioned:**
like a **positive affirmation**
on the side of the interstate

**Microcosm of the
American dream**

The brand is here...
just **need new packaging.**

Blank sheet of paper: lots there, but hard
to put your finger on it--very intangible
thing..unique b/c. hard to define.

Lots of pieces, **nothing
holding it all together**

We've got **best array** of cities
supporting counties, school,
pub safety...hits on all cylinders.

**Old Faithful: dependable,
consistent,** sometimes buffalo
falls in and we make the news.

People bring their strengths
and **play together to one tune,**
working together, **collaboration.**

Wants to be the **gold standard**
for other counties to look at

Our county is **what the nation will be** in 20 years

It is a fallacy to believe you can control a lot of factors; some things you can't control. But we can **foster an environment for success**, like learning to surf /ride the waves versus drowning

Each culture is bringing their best here and their families

Show the world we're vibrant

we're **progressive, driven towards giving opportunity and doing business is easy**

Rapidly changing community in a short amount of time, we've made **incredible progress** in the last 20 years

We have found that Gwinnett has the **resources, location and talent** our company needs

New things to celebrate.

The only way to be sure of the future is to create it.

Labor, energy, transportation, international nature of community will continue to be important.

Always Welcome

Everyone wears **colors to support their team**; we want that for our community

Survey Says....

2,671 responses

01.

Quality of Life/Community

Over 85% of respondents ranked this topic in their top three most important topics.

02.

Opportunity/Innovation/Progress

Ranked amongst 65% of participants' top three choices.

03.

Excellence/Success

Majority ranking it in the range of 2 – 5.

Open for Business

Interconnected/Inclusive Diversity

Visionary Leadership

History/Heritage

Other

QUALITY OF LIFE

grown big, but small community
live, work, play together
arts, parks, great neighborhoods and communities
fun
diversity of places not just people (lake Lanier, mall, suburbs, rural)
versatile
great schools, quality education
infrastructure
recreation
business
service / love serving others
transportation (public) / mobility / access
retire / age in place
young professional friendly
social
fabulous benefits
many differing vibes within one county
yuppies. affordable housing, transportation, entertainment, nightlife, food 24-7
conveniences at all hours
southern charm meets trendy

COMMUNITY

culture (one Gwinnett)
amazing strength. generosity, kindness.
in this together
unity in community better than
diversity and inclusion

CHARACTER

character / star power
catchy / edgy
authentic / natural, not forced
unique / stand apart
current / relevant
color
modern/urban
history
charming
beautiful
lovely people look eye to eye
please and thank you despite big city issues
charm shouldn't get lost in translation.
small town feel
main streets / park sites / culture revitalized
welcoming
home town feel
southern hospitality with
diverse welcome
can see the stars / the "Uncity"

OPPORTUNITY

mission
innovation
incubation centers
technology (new ways, platforms of reaching people)
business hub
keep talent here
creative
growth
accessibility
economy

EXCELLENCE / SUCCESS

successful /
outward show of success
example to others
we're vested / make our mark
excellence breeds excellence
set the bar high
pride in being best in state
we're bigger and better
counter offering to metro Atlanta
pride passed from generation to generation;
transcendent of time

Directive /// Story

- Focus on Gwinnett's **potential**
- Must capture our bold **vision for the future**
- Important to capture our **international/ global** nature
- Logo needs to convey **success / professional / excellence**
- Success lives here has a place here
- Embrace being **connected, engaged, happy**
- Everything **within reach**; you never have to leave
- Brand promise: more opportunity, transparent, truthful, integrity, active/healthy
- Touch the **imaginative** side, the future-thinking, the brain power.
- Reflect the times: **fast paced, all coming together, movement**
- Have to be **honest and aspirational** about what we are / Don't pretend to be what we aren't
- Attracting **business** is the most important task
- Be part of the **team**
- **Welcoming**, not Savannah charming, but still **southern**
- Like reference to nostalgia without looking away from what's here now
- Be bold, don't be shy, want something that a millennial will **wear on t-shirt**

02. Project Evolution

Gwinnett is great—success lives here. Since our founding in 1818, we continuously evolve and grow. We are a microcosm of the American dream, and the gold-standard for public service. With a colorful array of perspectives, our community harmony welcomes the world's finest and cultivates the perfect blank slate for bright futures. We are unified by extraordinary people, place and promise. Dependable, innovative, remarkable excellence—we are Gwinnett: VIBRANTLY CONNECTED!

One Voice, One Future Tapestry

A symbolic scroll doubles as a celebration of boundless opportunity and the yet-to-be-written future of Gwinnett, while also acknowledging the significance of our namesake signing the Declaration of Independence. An artful quotation references a cornucopia of Gwinnett voices intricately woven together by a bright horizon, forming a beautiful tapestry with a letter "G" at the heart. The square frame represents a window to the world, and the structure provided through our service.



**Historic Scroll,
Future to be
written**

+



**Unique
Name and
Place**

+



**Diverse
Tapestry of
Voice**

=



GWINNETT



GWINNETT

Basin Kaleidoscope

The logo concept pairs the kaleidoscopic lenses of place, people and promise. Like any fertile river crescent, Gwinnett's natural river basins support a rich diversity of life and perspective. An intricate network of smaller streams flow together to feed the sea, representing the common purpose and promise of Gwinnett County Government to serve the people. The circular composition symbolizes an epicenter with global reach.



People

+



Place

+



Promise

=



Gwinnett



Gwinnett

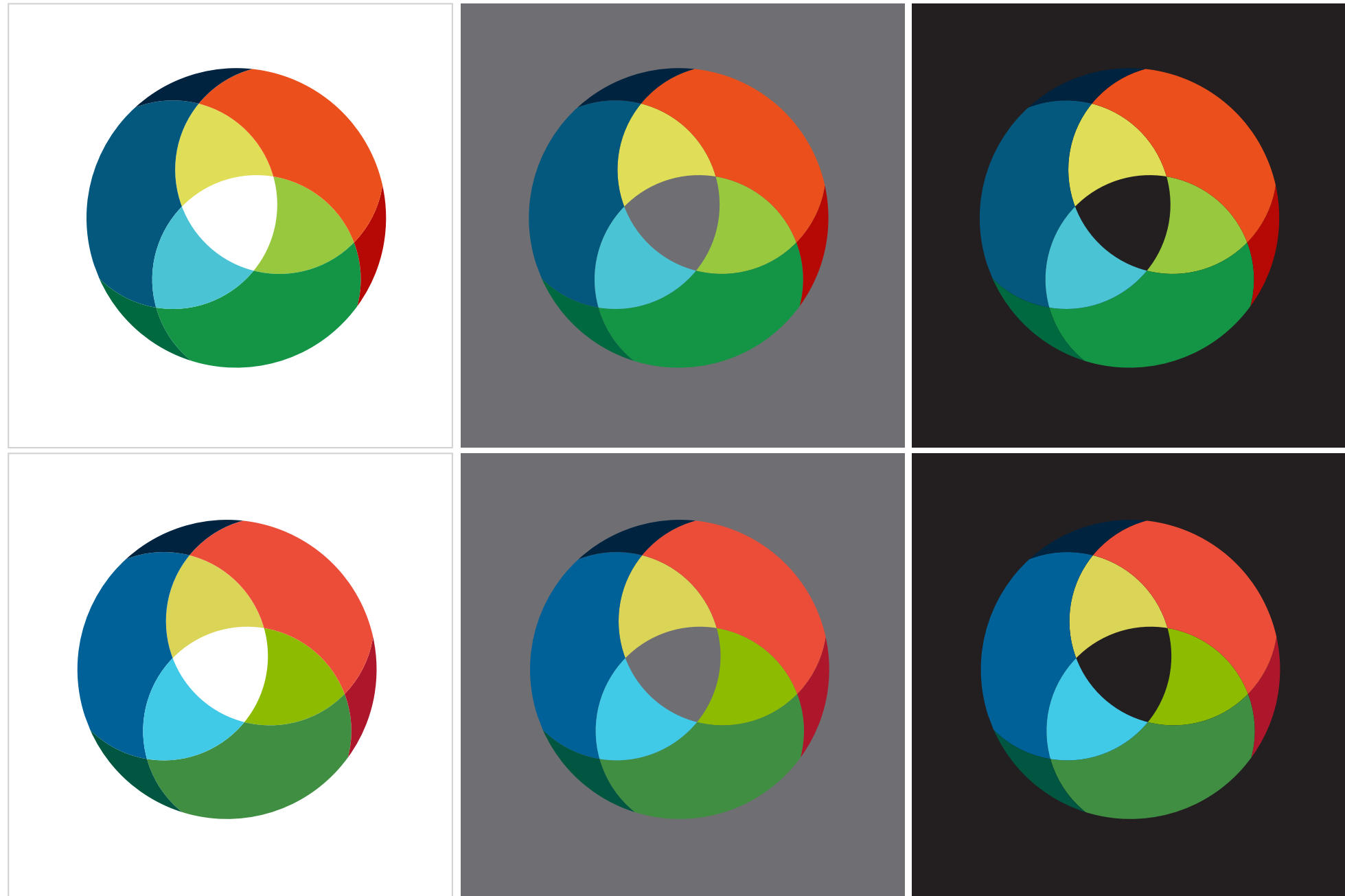


Gwinnett

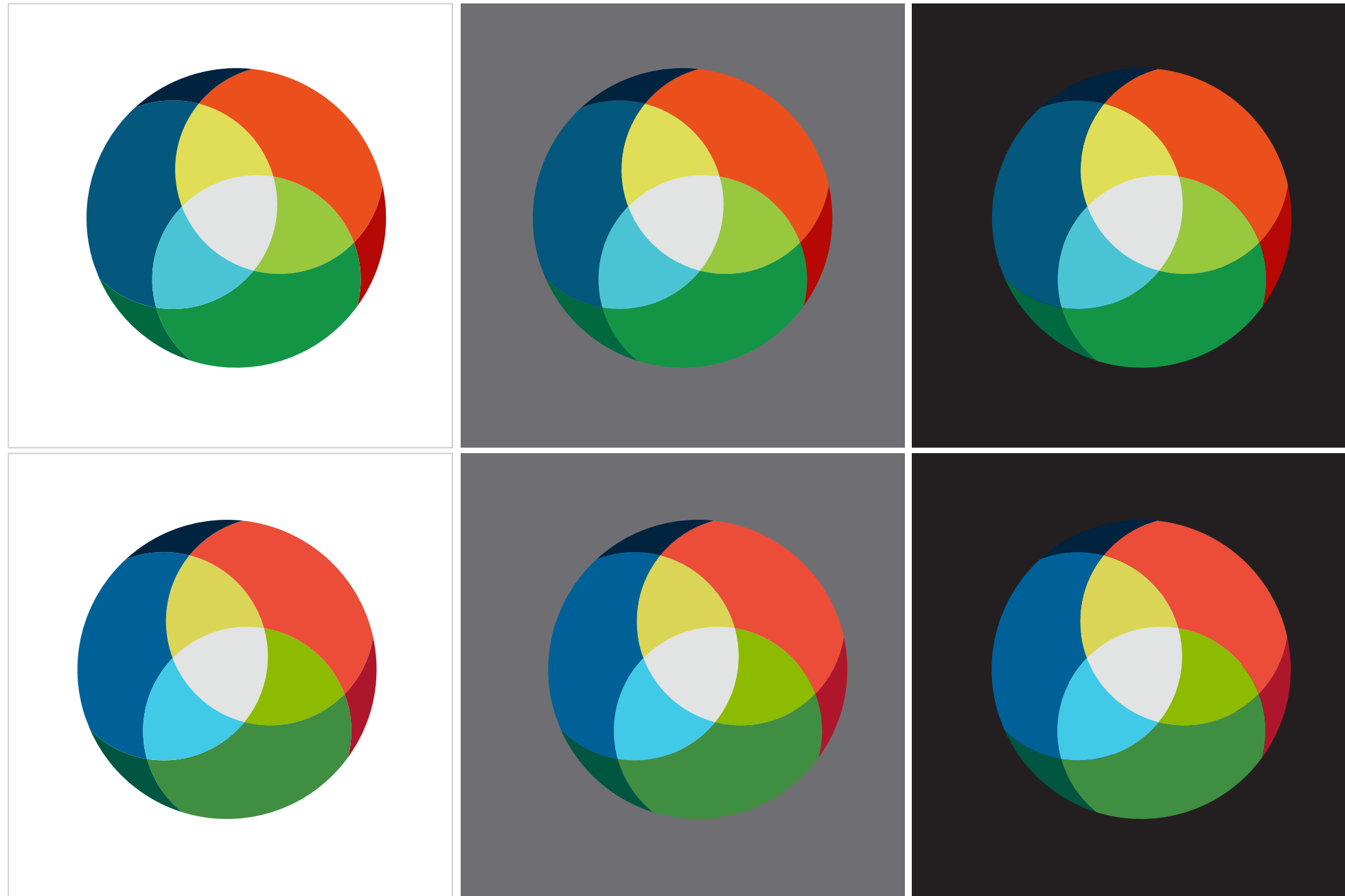
Color Adjustments



Logo Study / Negative Space



Logo Study / Center Filled



Humanistic Sans Serif

Shape closely match the design characteristics and proportions of serif types, but with a strong calligraphic influence. Letterforms capture nuances generally present in handwritten letters.





Logo Study / "G" in Kaleidoscope



Logo Study / Integration of Gwinnett County Shape



Gwinnett



Gwinnett



Gwinnett

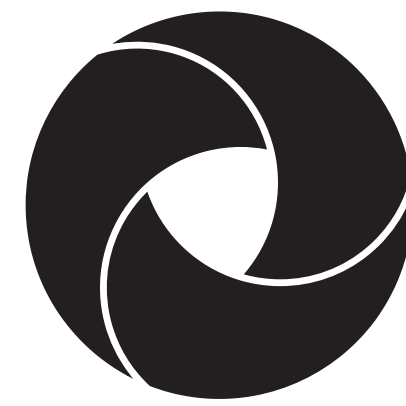
Black and White Studies



Recommended: Identical Linework



Studies: Simplified Linework



Recommended Logo



Gwinnett

vibrantly connected



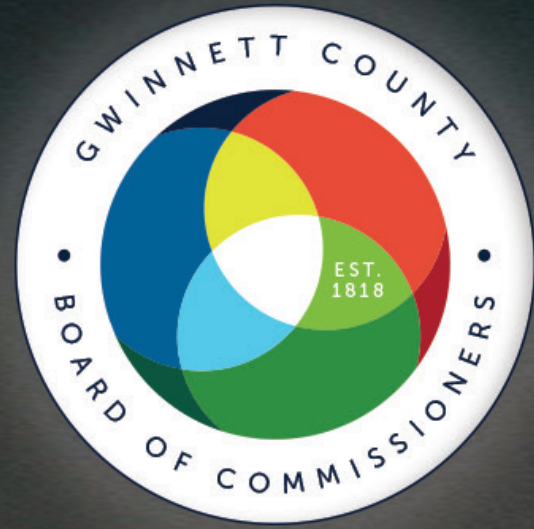
Gwinnett

vibrantly connected

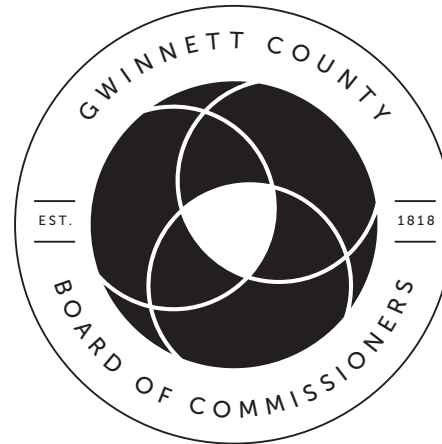
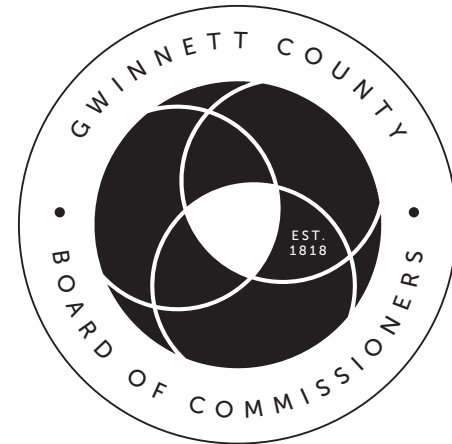
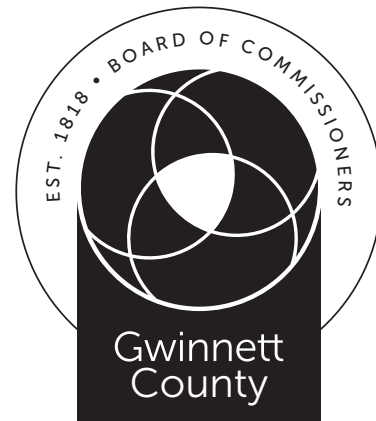
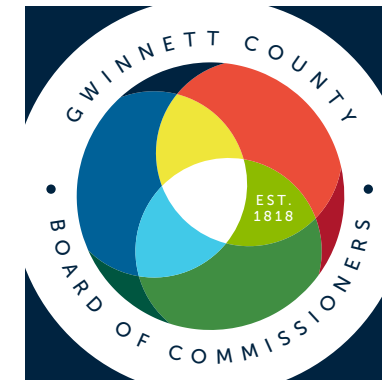
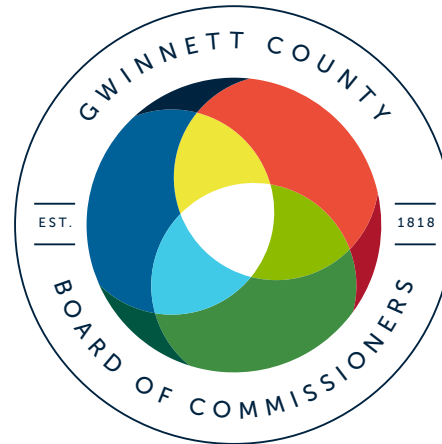
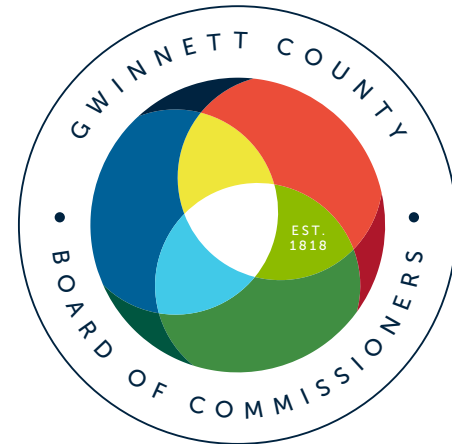
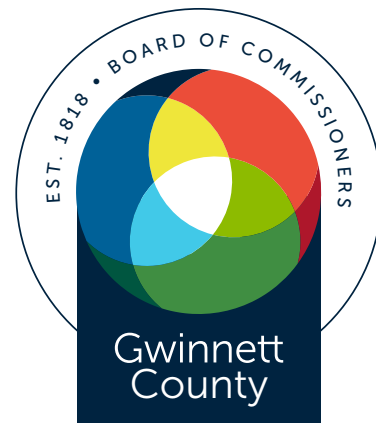


Gwinnett

vibrantly connected



Seal Studies









vibrant
SINCE
1188



Gwinnett

vibrantly connected
INNOVATION



Gwinnett

vibrantly
CONNECTED



Gwinnett

vibrantly connected
EXCELLENCE



Gwinnett

VIBRANTLY
connected



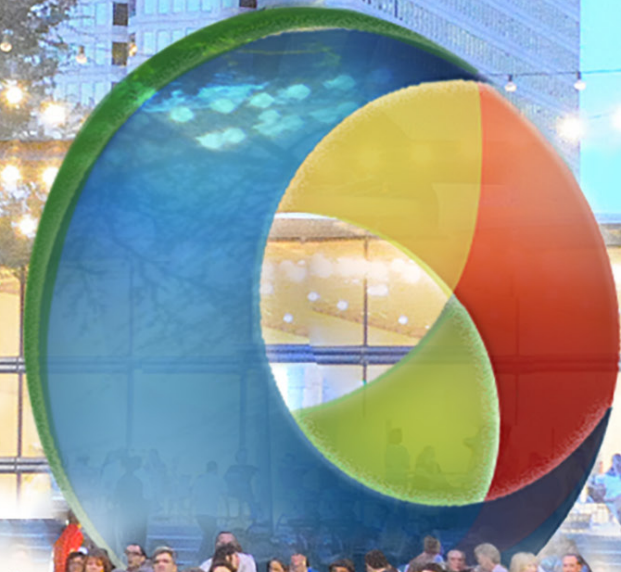
Gwinnett

vibrantly connected
COMMUNITY

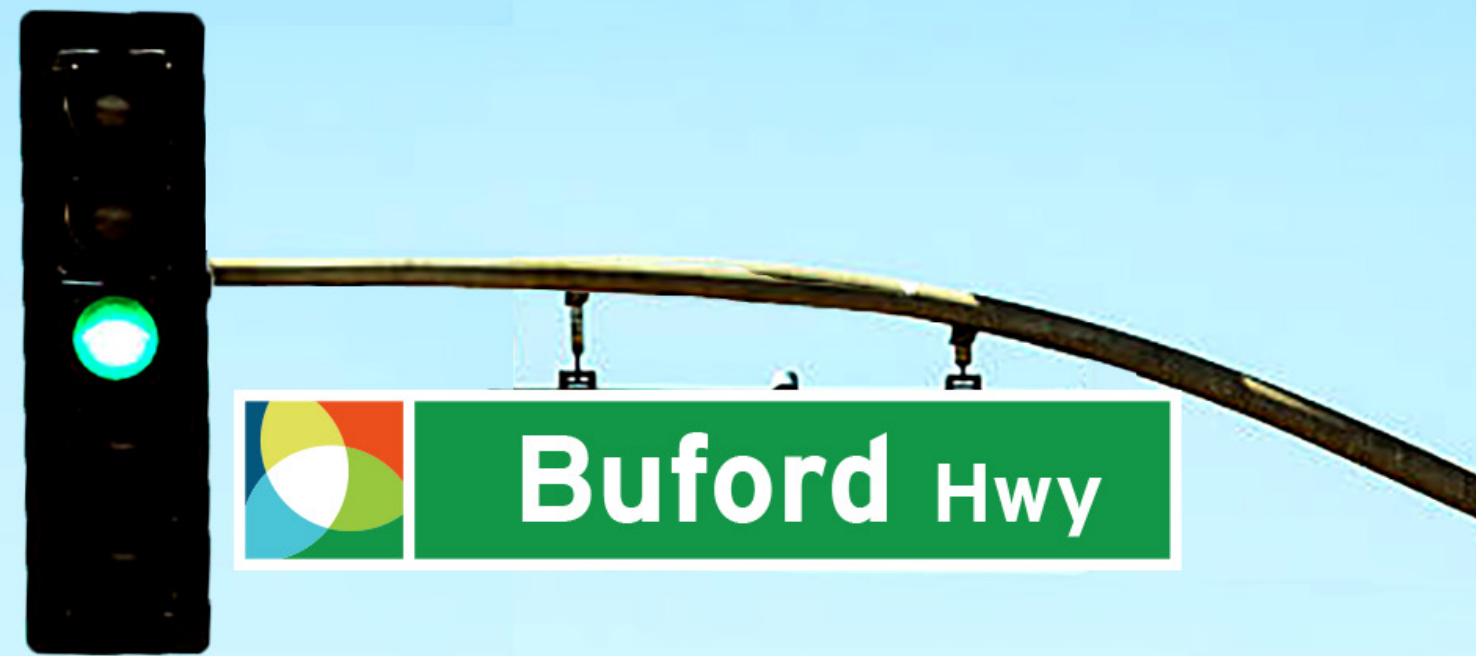
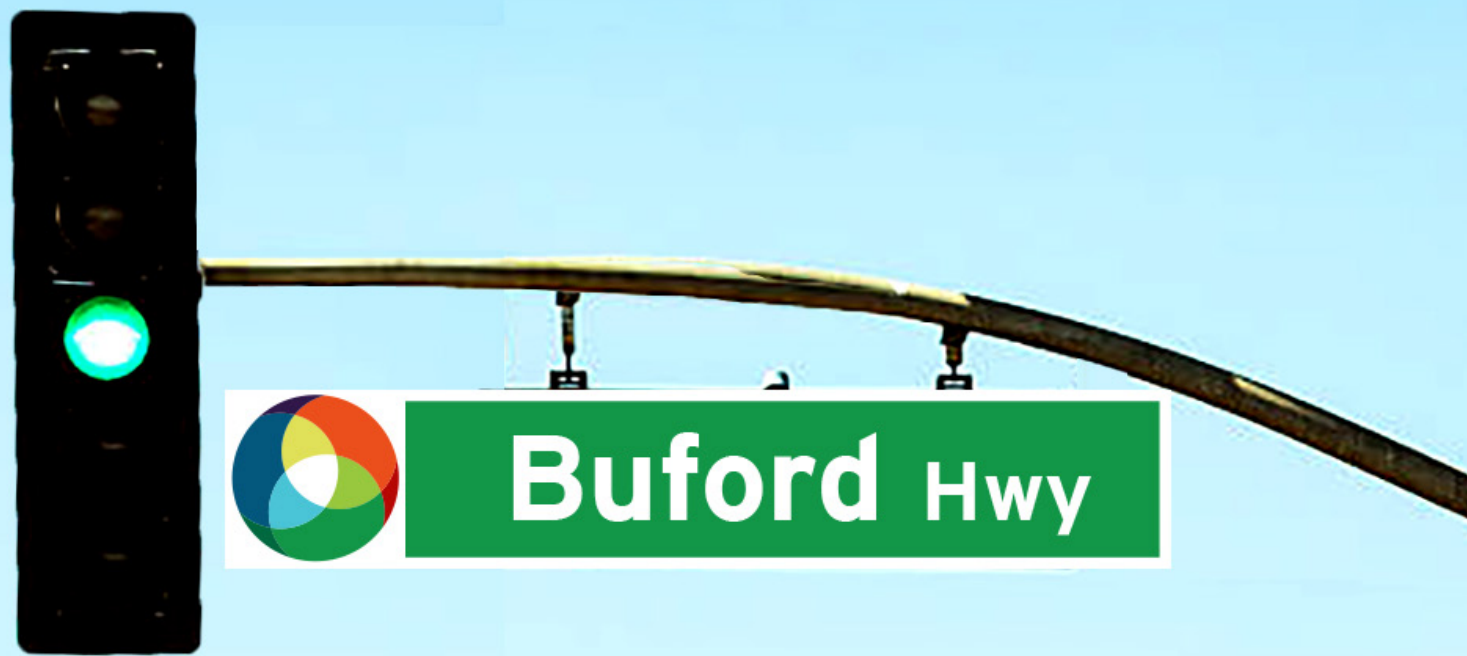


Gwinnett

about
SINCE
18
18
Gwinnett









Gwinnett

Ronald
Reagan
Pkwy



Gwinnett

Ronald
Reagan
Pkwy

