RESOLUTION NO. R18-1012

A RESOLUTION TO APPROVE A BRAND FOR THE CITY

WHEREAS, the City of Stockbridge ("City") is a municipal corporation duly organized and existing under the laws of the State of Georgia and is charged with being fiscally responsible concerning the use and expenditure of all public funds; and

WHEREAS, Rhyme and Reason Design, LLC has provided branding services to the City;

WHEREAS, on December 18, 2018, a final branding option for the City with the tagline "Where Community Connects" was presented to the City Council; and

WHEREAS, the City Council proposes to approve the final branding option

THEREFORE, THE CITY COUNCIL OF THE CITY OF STOCKBRIDGE HEREBY RESOLVES:

SECTION 1. Approval of Purchase. The final branding option presented by Rhyme and Reason Design, LLC, on December 18, 2018 is hereby approved by the City Council.

SECTION 2. Public Record. This document shall be maintained as a public record by the City Clerk and shall be accessible to the public during all normal business hours of the City of Stockbridge.

SECTION 3. Authorization of Execution. The Mayor is hereby authorized to sign all documents necessary to effectuate this Resolution.

SECTION 4. Attestation. The City Clerk is authorized to execute, attest to, and seal any documents which may be necessary to effectuate this ordinance, subject to approval as to form by the City Attorney.

SECTION 5. Effective Date. This resolution shall become effective immediately upon its adoption by the Mayor and City Council of the City of Stockbridge as provided in the City Charter.

[SIGNATURES APPEAR ON FOLLOWING PAGE]

SO RESOLVED this 18th day of December, 2018.

ANTHONY S. FORD, Mayor

ATTEST:

(SEAL)
VANESSA HOLIDAY, City Clerk

APPROVED AS TO FORM:

MICHAEL WILLIAMS, City Attorney

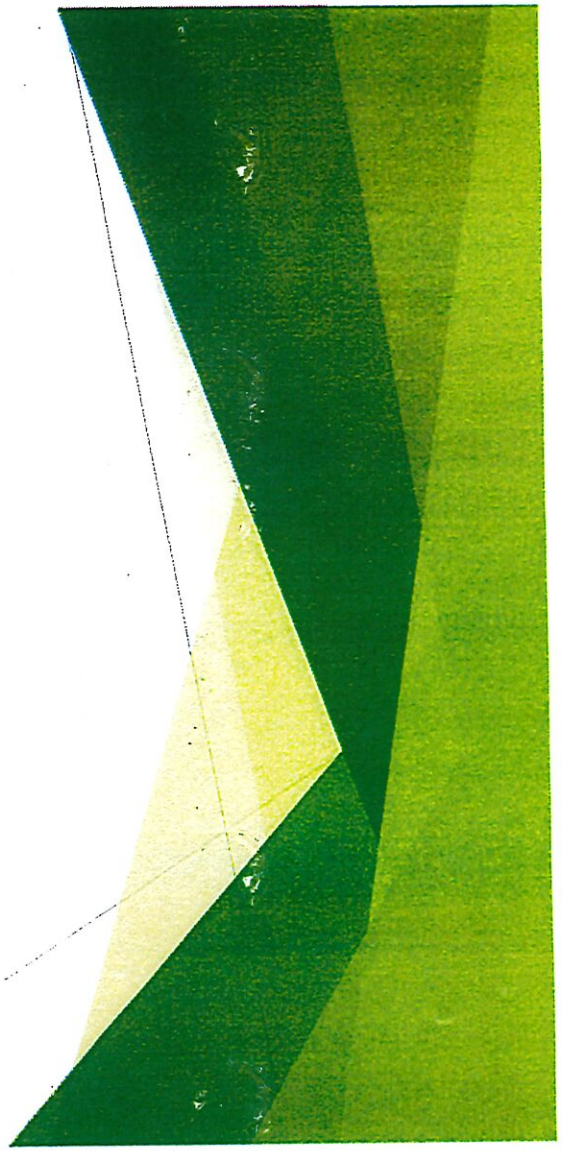
City of Stockbridge

Branding Initiative

R&R

RHYME & REASON

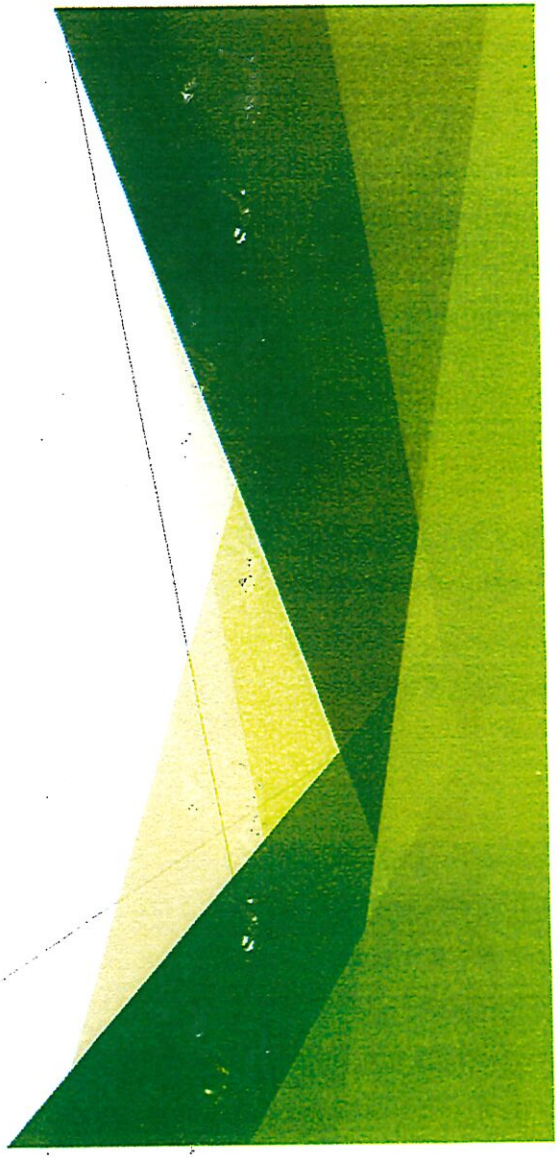
DESIGN



Brand Descriptors

Community
Inclusivity
Convenient
Capability
Potential
Comfortable

Striving
Family-Friendly
Growth
Progressive
Small Town



Visual Brief | City of Stockbridge

Stockbridge, GA

Ideally located in the northern section of Henry County, GA, the City of Stockbridge experienced rapid growth during the past few decades but never developed a distinct identity of its own that shows its strengths as a family-friendly community with a rich history and great potential for growth. In an effort to overcome outside perceptions, mainly as the exit where traffic slows on I-75, Stockbridge is perfectly primed to put their aspirations to work and focus on developing a tangible brand identity that will grow engagement with potential residents and businesses.

A new brand image will build the foundation for forward movement and allow Stockbridge to position itself as an inclusive community with a small-town vibe and great potential for economic and cultural development, that is close to Atlanta without the stresses of living in a large city.

Key Markets

- Potential New Residents and Businesses
- Current Residents
- People visiting family in the area

Primary Target Audience

Charles & Denise

Living in Atlanta: Mid-30s

Charles and Denise are a married couple living in Atlanta, GA. Charles moved from nearby Henry County, GA and Denise from a small town in North Carolina. The past 10 years in a bustling metro area have been fun, but as they consider starting a family and buying a home, areas outside of Atlanta are looking more and more desirable. Having both grown up in small towns, they imagine a similar childhood for their kids. They also regularly visit Charles' family in Henry County and feel a sense of community there that is lacking in Atlanta.

They're somewhat flexible professionally but where a community is situated in relation to Atlanta is important. Denise works as a copyeditor and Charles is a mid-level manager at Delta. He'd like his commute to stay around 30 minutes. Denise can work anywhere she can plug in her laptop. As they shop for their next community without leaving their beloved city too far out of sight, they can't wait to see which locales will rise to the top!

Uniques

- Celebrates community through events such as Food Truck Tuesday and Bridgefest ft. Hispanifest
- Moving toward developing a more robust downtown area through the Main Street Program
- An approximately 30 min. drive to and from Atlanta
- Historical significance as the birthplace of Martin Luther King, Sr. and now featuring the MLK Sr. Heritage Trail

Brand Descriptors

- Convenient (in proximity to Atlanta)
- Inclusive
- Family-friendly
- Potential

Key focus areas of potential brand identity

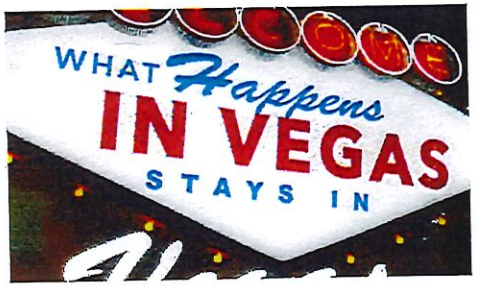
Community
Inclusivity

Convenient
Accessible to Atlanta & the airport

Capability
Potential & Growth

Brand Tagline

Nashville MUSIC CITY



Manawatu
Young Heart, Easy Living

brookings
SOUTH DAKOTA
BRING YOUR DREAMS.

City of Santa Fe
The Oldest Capital City in the United States

CITY OF COLLEGE PARK
SMALL CITY, BIG POSSIBILITIES

Proposed Brand Tagline

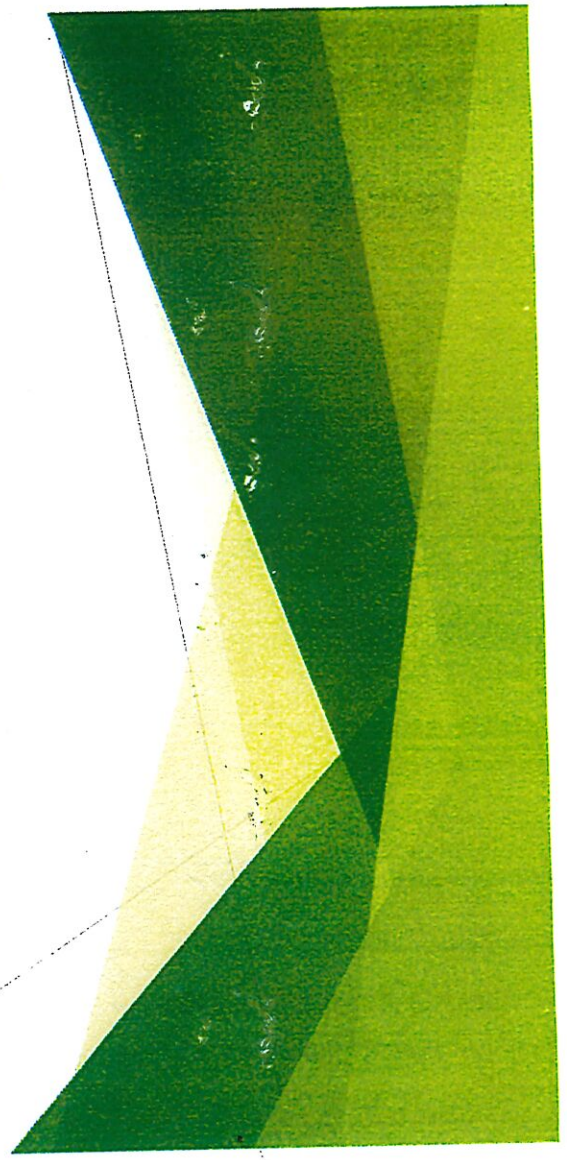
You're in Good Company

Proposed Brand Color Palate

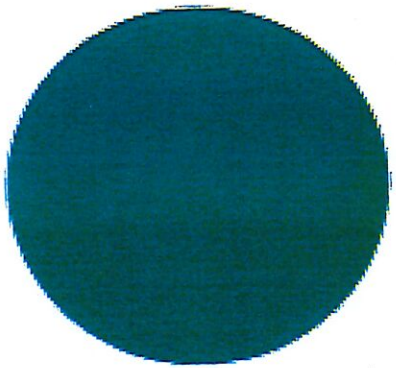
ALL THAT JADE

RED ORANGE

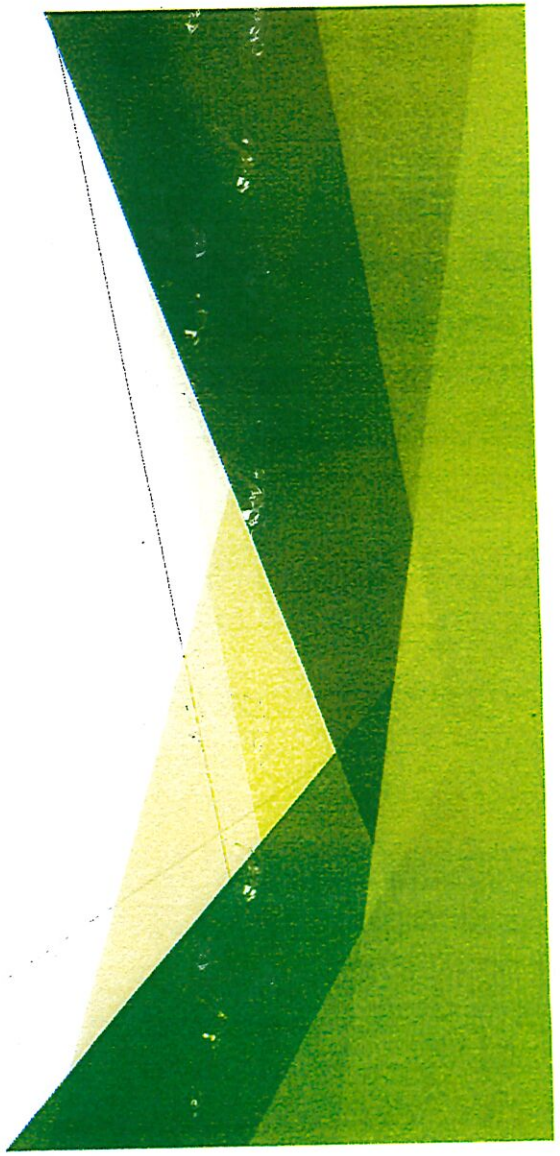
MERRY GOLD



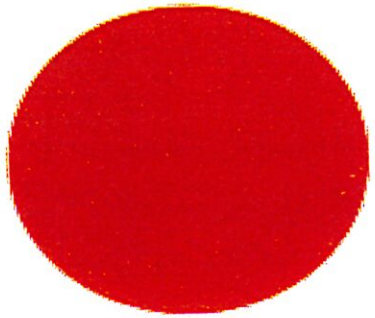
All That Jade



Life · Growth · RENEWAL · Harmony



Red Orange



Fire · Passion · Energy · Adventure

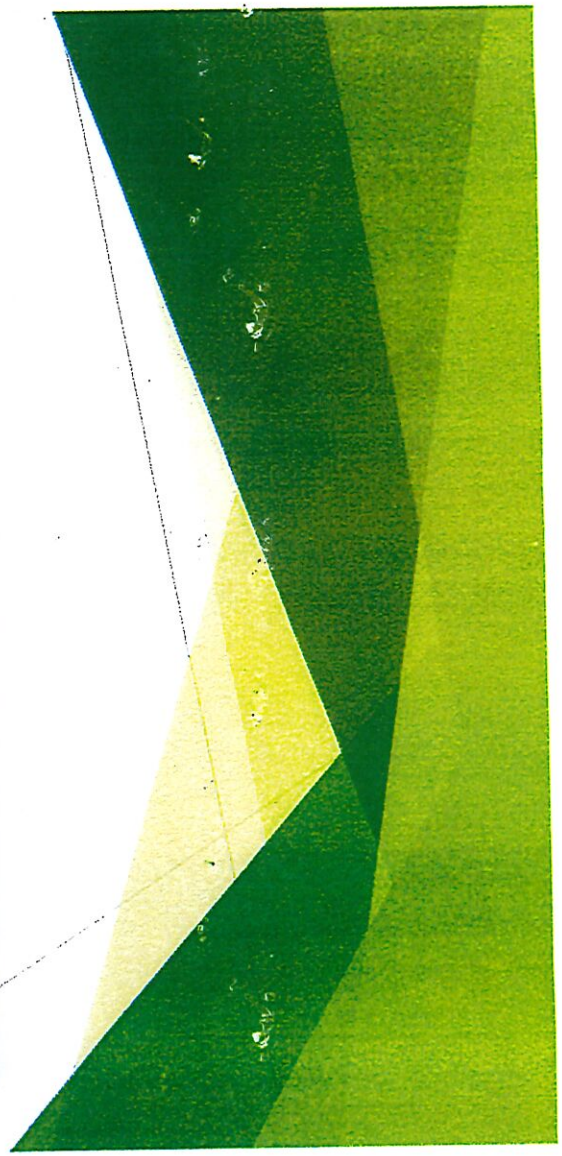
+

Enthusiasm · Creativity ·Success

Merry Gold

Wealth · Grandeur · Prosperity

Direction 1



DIRECTION 1

Stockbridge

You're in good company.

Stockbridge
You're in good company.
Stockbridge
You're in good company.
Stockbridge
You're in good company.
Stockbridge
You're in good company.

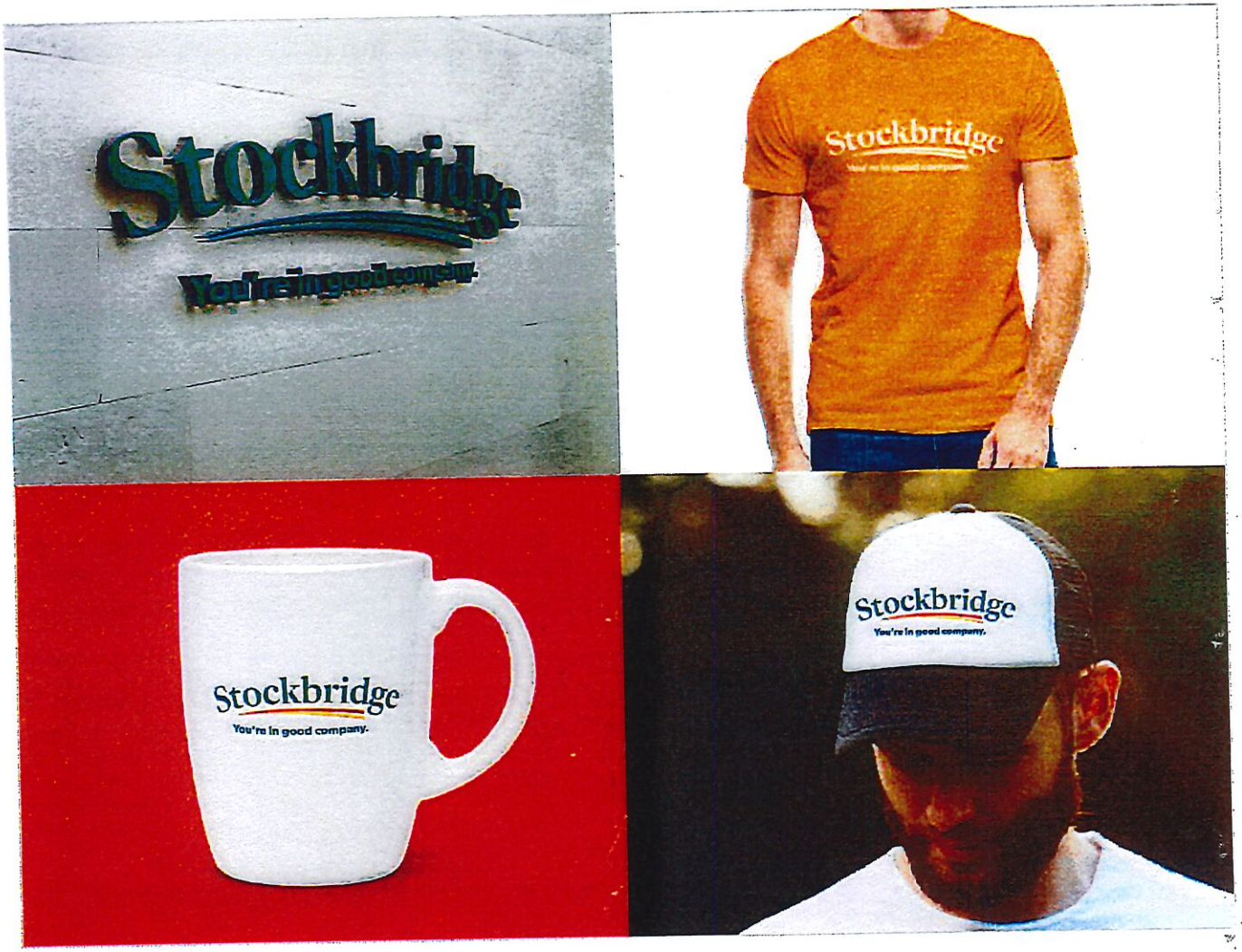
BRAND TYPEFACES

FREIGHT DISPLAY PRO BOLD

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789

GIBSON

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789


Stockbridge
Stockbridge
Stockbridge
You're in good company.
Stockbridge
You're in good company.

Stockbridge

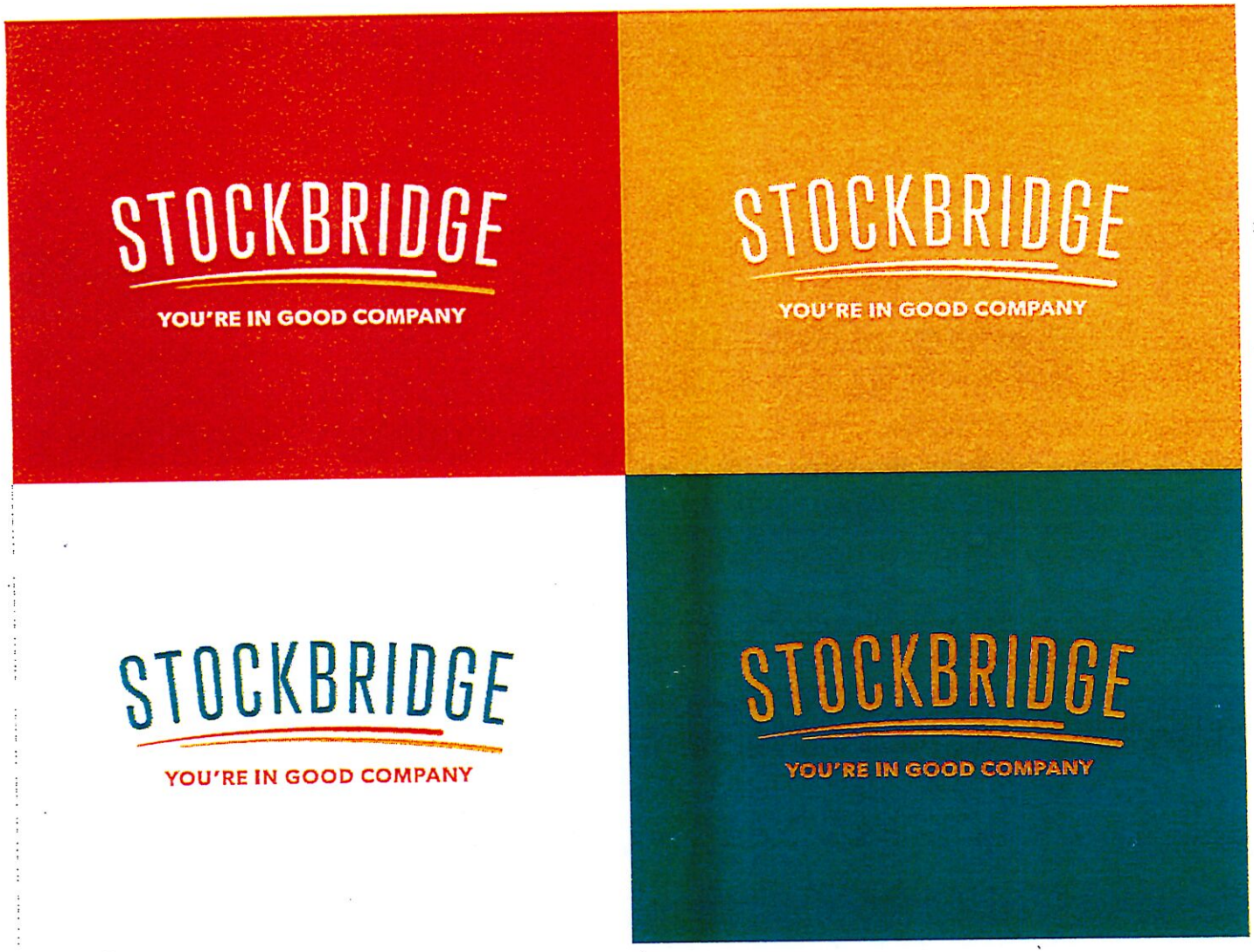
Bridging the community, Brush strokes signify moving forward, Strong bold colors that can stand alone, but work well together

Direction 2

DIRECTION 2

STOCKBRIDGE

YOU'RE IN GOOD COMPANY


STOCKBRIDGE
YOU'RE IN GOOD COMPANY
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STOCKBRIDGE
YOU'RE IN GOOD COMPANY

ALL THAT JADE RED ORANGE MERRY GOLD

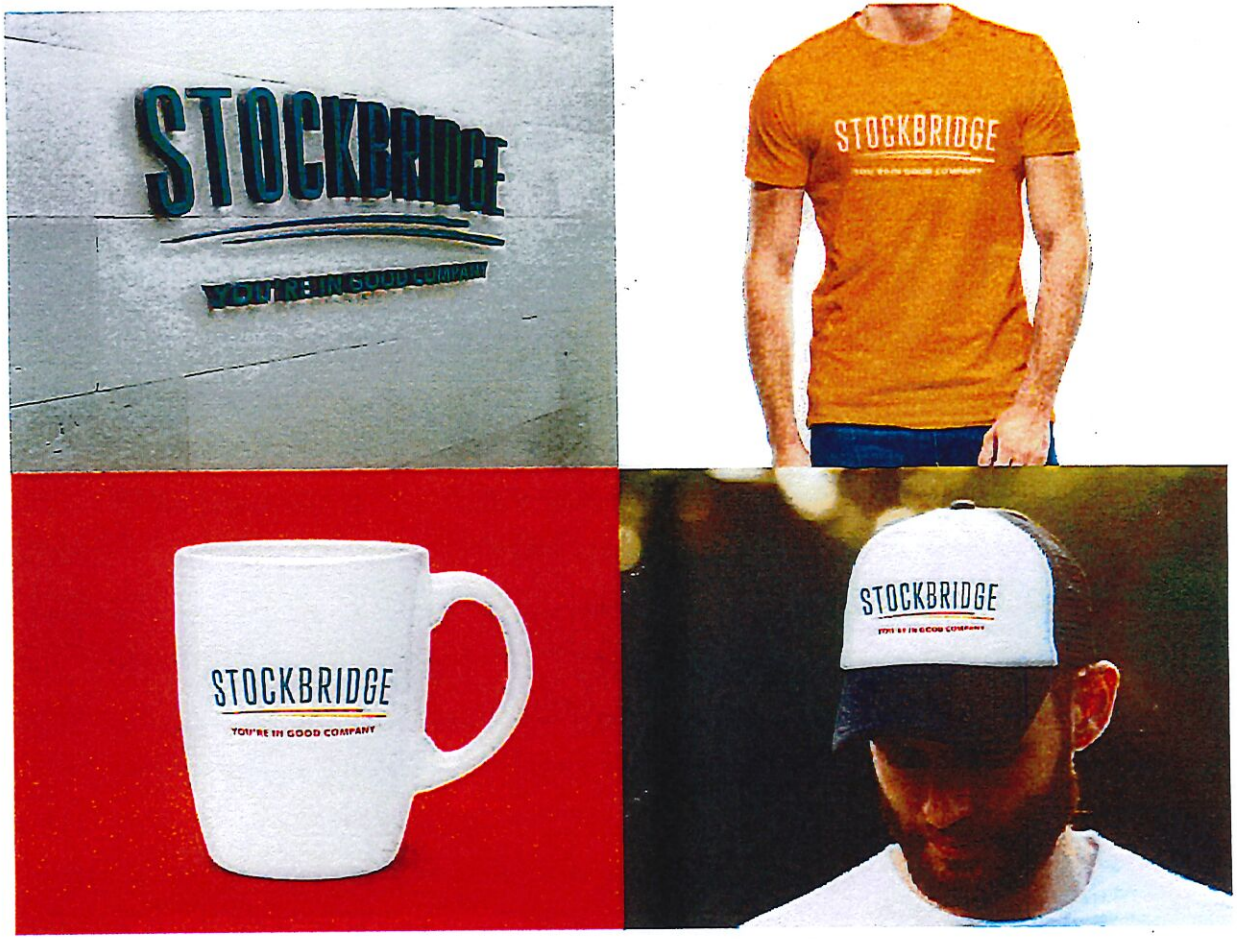
BRAND TYPEFACES

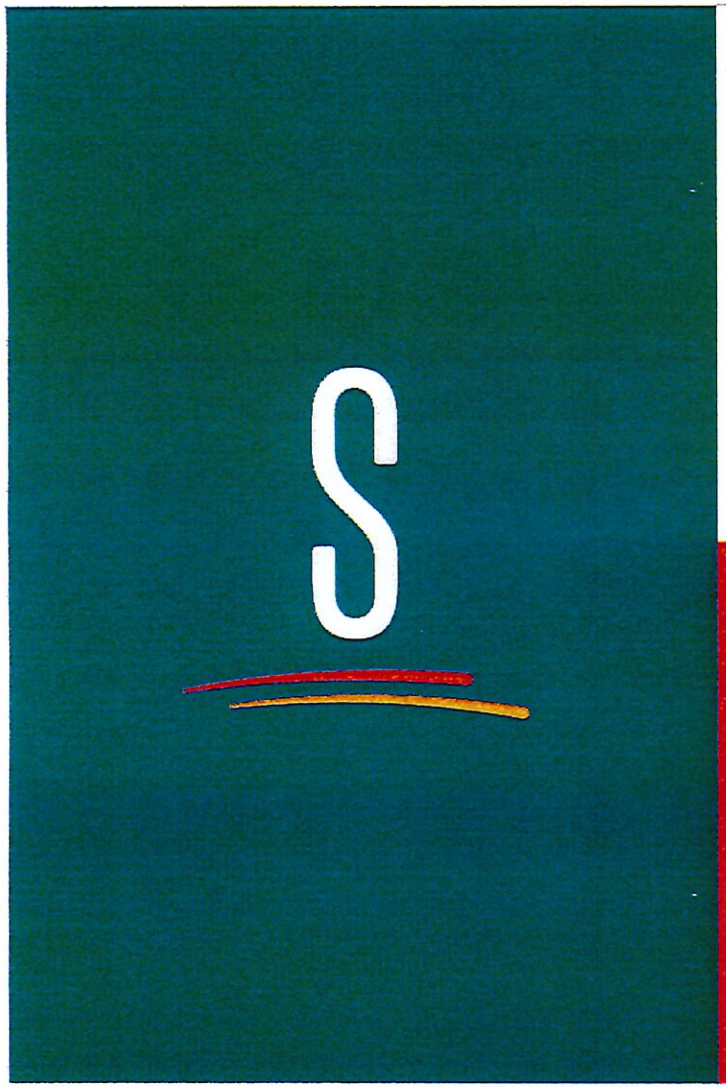
TRUMP SOFT PRO

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789

GIBSON

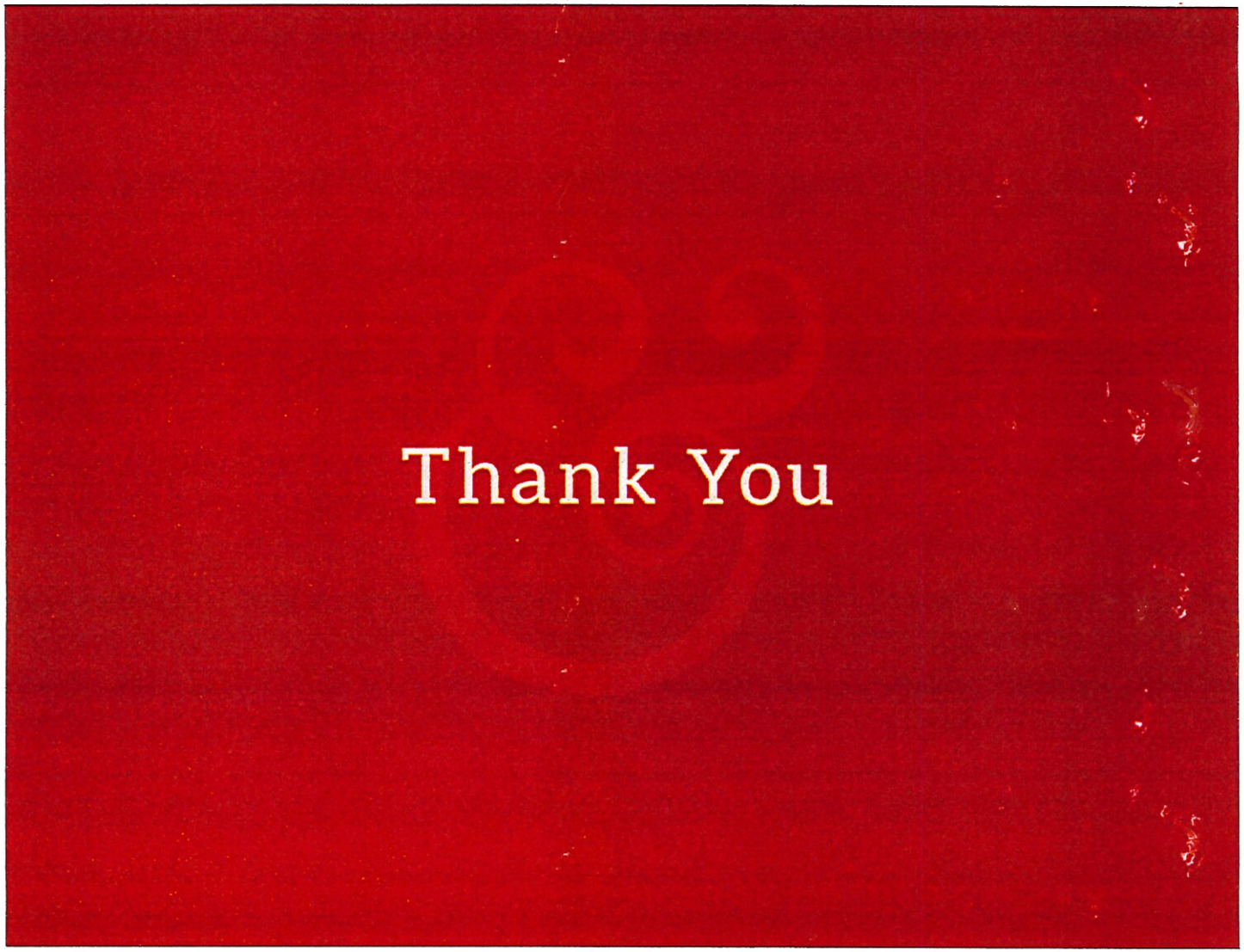
AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789


STOCKBRIDGE
STOCKBRIDGE
STOCKBRIDGE
YOU'RE IN GOOD COMPANY
STOCKBRIDGE



STOCKBRIDGE

Bridging the community, Brush strokes signify moving forward, Strong bold colors that can stand alone, but work well together


Thank You