

Brand Objectives



Our Charge

- Use the Forsyth County brand as the foundation for a unique graphic identity to represent South Forsyth and its assets
- Create a distinct design to provide clarity to South Forsyth's geography and unique Character Districts
- Ultimately, provide a platform for the County to connect with the neighborhoods, residents, and visitors of South Forsyth.

Existing Forsyth County Brand

The brand for Forsyth County uses natural colors and design elements to communicate the county's abundant natural resources: Sawnee Mountain in the background, water representing Lake Lanier, the great Chattahoochee River, or many of the creeks and springs that flow through the county and its neighborhoods, the trees that are prevalent in our region, as well as the welcoming, family atmosphere of the county. The logo also conveys growth and energy by allowing the tree to break out of the badge.

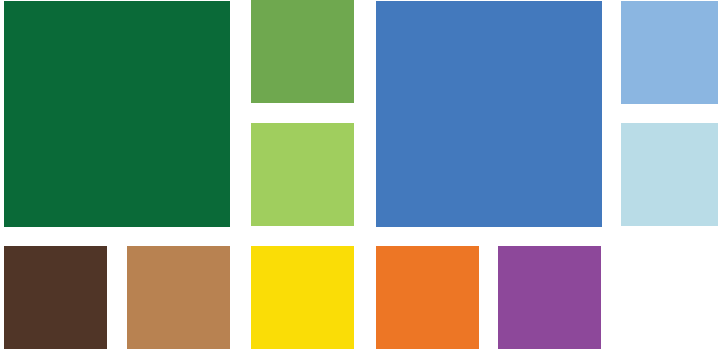
SOUTH FORSYTH

BRANDING DESIGN GUIDELINES

Brand Elements

The elements used to create the South Forsyth identity began with typefaces and color palette of the existing Forsyth County logo. The South Forsyth system has expanded the color palette and uses more weights of the existing typefaces.

Color Palette



Typefaces

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Eurostile Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Janson Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Las Vegas

Brand Values

We are families and neighbors

Our home is South Forsyth, and our neighborhoods provide a respite from the Metro area.

We are an active community

Our children play soccer in our parks that are second to none, we stroll our friendly neighborhood sidewalks, and enjoy our trails and fantastic greenway.

We are teachers, parents & classmates

Our schools are our heart and soul, and provide our kids with the best education in the state.

We love our natural resources

Our southern border is the Chattahoochee River and we are the headwaters for great fishing, floating or kayaking. Our nature is also one of historic creeks and natural springs.

We are proud of our diversity

Our community is an international melting pot and we enjoy great food, friendly neighbors, and unique cultures.

We have the best of both worlds

Our residents came here for peace and quiet, and are a short drive away from urban amenities or rural landscapes.

We are community

Our homes, parks, schools and neighbors are truly special, and we cherish the place we call home.

SOUTH FORSYTH

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South Forsyth Brand



SOUTH
FORSYTH
Our Community. Our Home.

- Contemporary graphic based on the original style, fonts, and colors.
- Unique elements that highlight South Forsyth's distinct water assets and natural surroundings.
- Incorporates a subtle and abstracted "S" for South Forsyth.
- Maintains a consistent sense of energy as the original by allowing the water to break out of the badge.
- Tagline is based on the county's "Your Community. Your Future." but is intended to create more ownership and value for South Forsyth's residents who call this incredibly community home.

Brand Extension



SOUTH
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SOUTH
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SOUTH FORSYTH

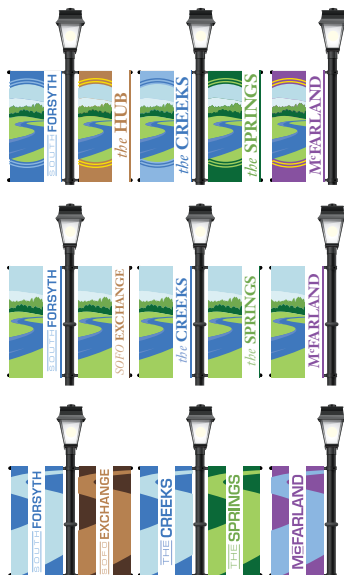
BRANDING DESIGN GUIDELINES

Collateral

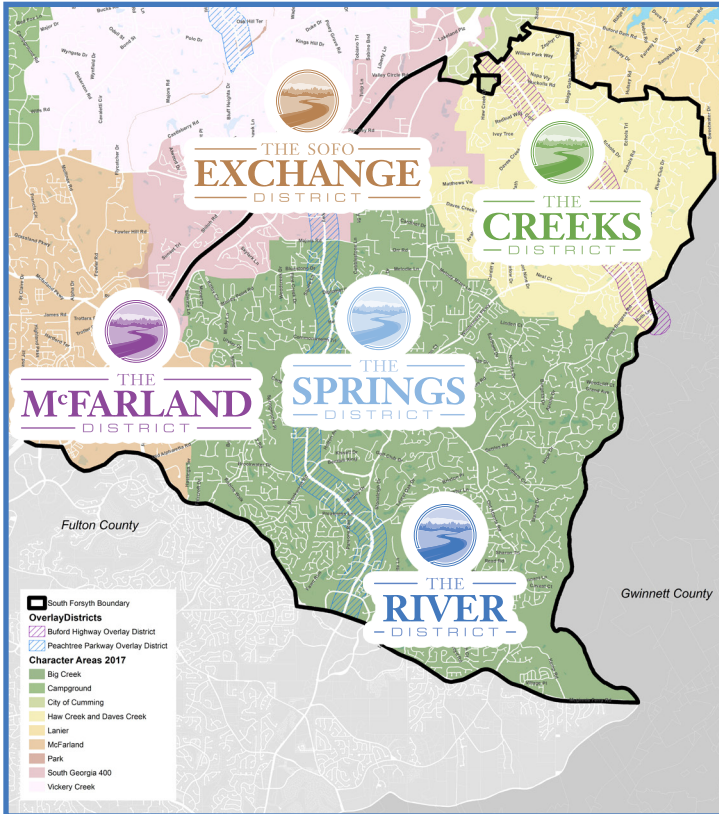
The South Forsyth brand identity should be applied to various communication tools, marketing collateral, & environmental graphics.



Wayfinding



Character Districts



Much of the creative discussion with the brand system was centered on the potential for naming of the distinct districts. These names ranged from neighborhoods, road corridors, private developments, and natural features. Ultimately, the names and graphics illustrated were determined to best connect to the “character” of the area, as well as many connecting to the natural water features that are located in some of the residential areas.

It should be noted that these areas really have no boundaries and more or less represent key nodes. Not all of South Forsyth is intended to be part of a “district” and additional district names may arise in the future as the area continues to develop and change.

- The South Forsyth brand identity presented above is the platform on which this series of identities for character districts was built.
- The districts and their names are not meant to define or establish boundaries between neighborhoods.
- These district names are based on community input, local assets, and existing characteristics.
- By incorporating unique areas, it allows for flexibility as the community and its various residential and commercial nodes continue to evolve.
- This strategy is intended to be rolled out in a later phase after the primary South Forsyth identity has been launched and had an opportunity to build up equity in the community.

A list of alternative names for character districts discussed during the process included:

- Haw Creek
- Daves Creek
- Big Creek
- Vickery Creek
- Sharon Springs
- Shake Rag
- Hub
- Heritage
- Connections
- Suwanee-Forsyth

Corridors:

- McGinnis Ferry
- Old Atlanta Road
- Windermere Parkway