

FORSYTHCOUNTY
Department of Communications
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FOR IMMEDIATE RELEASE

FORSYTH COUNTY ADOPTS NEW LOGO AND TAG LINE

New logo and tag line reflect county's natural resources, quality of life

FORSYTHCOUNTY, Georgia – The Forsyth County Board of Commissioners has adopted a new county logo and a county tag line, highlighting the county's outstanding natural resources and quality of life. The items were adopted by the board at their meeting August 20, 2015. The new logo is shown below:



The tag line adopted is ‘Your Community. Your Future.’

“We are proud to adopt a logo and tag line that showcase the things for which Forsyth County is well known – our great natural resources like our parks and Lake Lanier, and being a family-friendly community that offers great quality of life and unparalleled opportunities,” said Commission Chairman R.J. (Pete) Amos. “The logo also includes 1832, the year Forsyth County was incorporated. Forsyth County is a great place to call home and I think the new logo and tag line really capture and represent that.”

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The new county logo and tag line were the product of a branding initiative undertaken in an effort to refresh and update the county's logo and materials. The process included community input via an online survey conducted in 2014.

“It was very important that at the beginning of this process we started by hearing from our residents and county employees to get their insight,” said County Manager Doug Derrer. “We appreciate the community's participation in the survey, as it provided excellent direction for us in terms of developing a tag line and new logo. The input received through the survey was an extremely valuable part of this process.”

The survey results identified the county's most valuable physical asset as Lake Lanier; ranked quality of life as the most important among all that Forsyth County offers; and identified 'family-friendly' as the term that perfectly described the county.

These and all of the survey results were thoroughly reviewed by a volunteer work group comprised of community members and county government employees that was assembled for the branding project. The county then employed the creative services of local firm Thoroughbred Design Group for the design of the logo.

“The Forsyth County logo shares a vision of a healthy community that advocates family, future and its natural resources,” said Peter Carpenter of Thoroughbred Design Group. “The framed view shares Sawnee Mountain, Lake Lanier and a family enjoying the Big Creek Greenway. Strong contrasting colors and the overlapping tree invite the viewer to enter the scene and imagine the grandeur of our county.”

Transitioning to the new logo will occur over time.

“You will begin to see the new logo immediately on places such as the county's website and Facebook page,” Director of Communications Jodi Gardner said. “The new logo will be incorporated on items such as letterhead and business cards after the existing supplies are depleted and those items are re-ordered. For other items such as signage, the new logo will be phased in over time.”

The new logo replaces one that had been adopted in 1986.

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