

SOUTH FORSYTH

BRANDING DESIGN GUIDELINES

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 Sub-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.

Brand Elements

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Eurostile

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Janson

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Las Vegas



Color Palette

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.

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 Danes, Longhorns, and War Eagles

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

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South Forsyth Brand



**SOUTH
FORSYTH**

Our Community. Our Home.

South Forsyth Brand

- 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.



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Districts



**THE
MCFARLAND
DISTRICT**



**THE SOFO
EXCHANGE
DISTRICT**



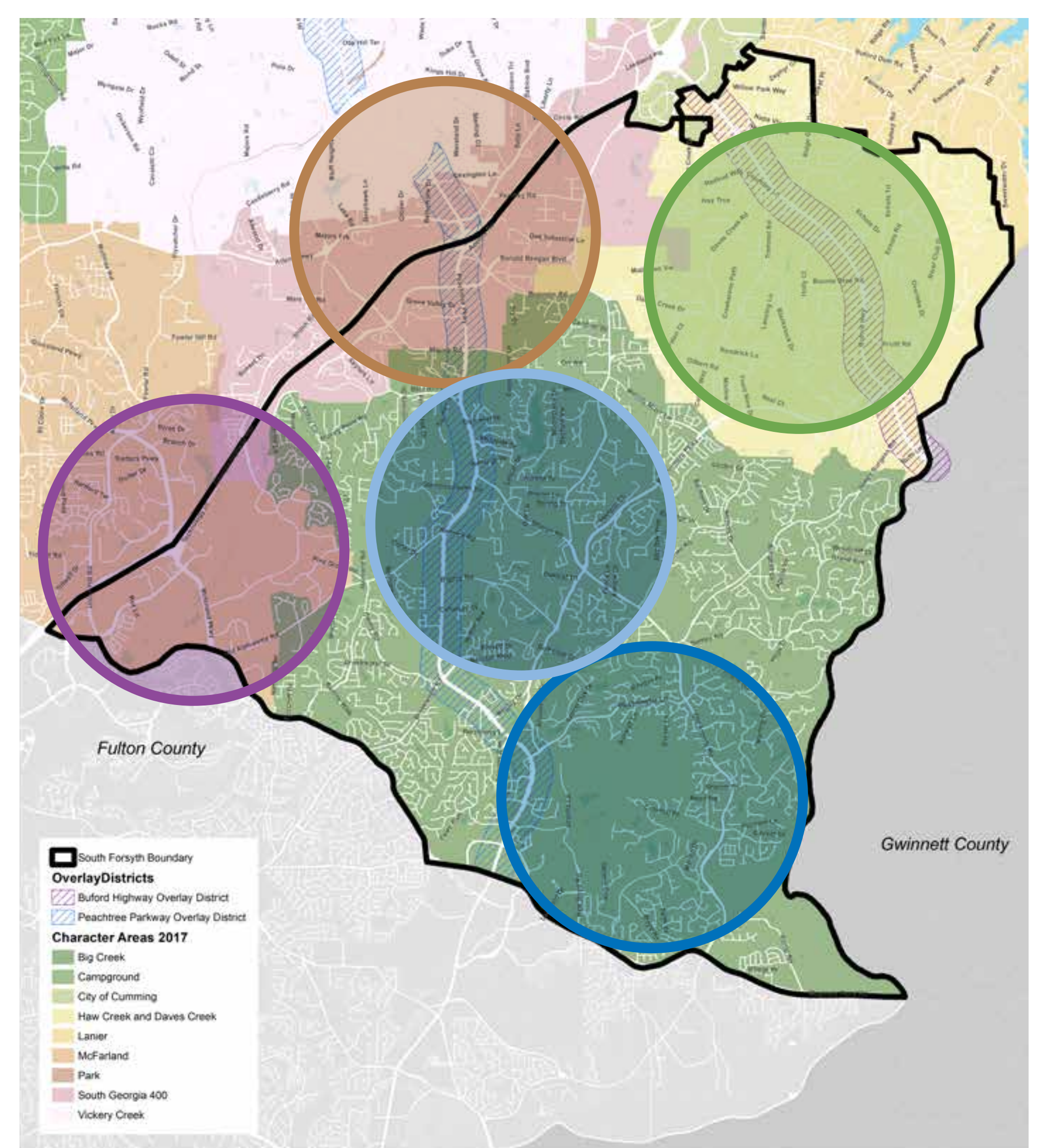
**THE
CREEKS
DISTRICT**



**THE
RIVER
DISTRICT**



**THE
SPRINGS
DISTRICT**



- Use the South Forsyth identity as the platform on which to build a series of identities for character districts
- These district names are based on a community input, local assets, and existing characteristics
- The boundaries and names above are not meant to be definitive and allow for flexibility as the community continues to evolve

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Collateral

Finally, the South Forsyth brand identity would be applied to various communication tools, marketing collateral, and environmental graphics.



Wayfinding

