# A CITY LOGO REFRESH

February 10, 2017

#### **A FRESH OPPORTUNITY**

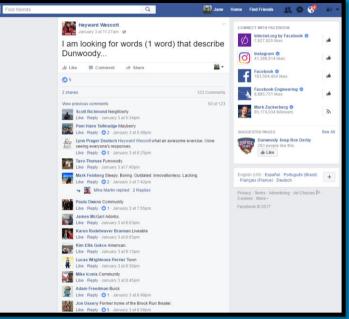
- Promote unity & community pride
- Create consistency
- Refresh image & begin anew
- Reinforce Dunwoody as a destination for businesses and visitors
- Create a visual representation of the city as memorable, grounded and distinct

#### **OPPORTUNE TIMING**

- New City Hall
  - New Address, Cards, Letterhead
- City Has Grown Up
- A Previous Disconnect
- 2018 Marks Year 10
- Setting a Dynamic Future

#### **A CITY LOGO REFRESH**





## Dunwoody design team



Jay Kapp Kapp Koncepts President & CEO

Work with business clients on design and development of websites, marketing campaigns, and business process improvement solutions.



Mike Martin Jackson Spalding Chief Creative Officer

Award-winning Creative Director and storyteller focused on creating content that moves people and gets results.



Heyward Wescott Custom Signs Today President & CEO

We believe that our customers deserve intelligent signs and graphics consultation. Our clients also deserve responsive service with a quick turnaround. What are some examples from other local governments?

























What are some examples from other municipalities around the nation?



### Words that describe Dunwoody

Connected Lively Accessible Appeal Vigor Vibrant Community Strong Diverse Fabric Central Pleasant Attractive Preferred Prime Welcoming Home Family Friendly Active Community Conservative Economic Engine Central

# CORE THEMES, WORDS & PHRASES

- Lively/Vibrant/Active
- Community/Connected/Family/Home
- Accessible/Central
- Attractive/Preferred
- Friendly/Welcoming/Safe