

# 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

The screenshot shows the homepage of 'The Aha! Connection' website. The header features the site's logo with colorful circles and navigation links for Home, About, Testimonials, Contact, and Submit. Below the header is a blue navigation bar with categories like Businesses, Camps, Classifieds, Community, Directory, Education, Pets, and Real Estate. The main content area features a yellow banner for 'Preschool - 12 SCHEDULE A TOUR ONLINE' and a news article titled 'Does The City Of Dunwoody Need A New Logo And Slogan?' dated October 12th, 2016. The article text discusses city staff suggestions for a new logo and slogan as the city moves to a new HQ. To the right of the article are sections for 'PREMIUM SPONSORS' and 'BANNER SPONSORS', including 'UFC GYM'.

The screenshot shows a Facebook post by user 'Heyward Wescott' from January 3 at 11:27am. The post text reads: 'I am looking for words (1 word) that describe Dunwoody...'. The post has 5 likes and 123 comments. The comments section shows several responses, including 'Scott Richmond Neighborhood', 'Pam Hare Talmadge Mayberry', 'Lynn Prager Deutch Heyward Wescott what an awesome exercise. I love seeing everyone's responses.', 'Tavo Thomas Funwoody', 'Mark Feinberg Sleepy, Boring, Outdated, Innovativeness Lacking.', and 'Paula Owens Community'. The right sidebar shows 'CONNECT WITH FACEBOOK' with links to InterLarg by Facebook, Instagram, Facebook, and Facebook Engineering, along with a 'SUGGESTED PAGES' section.

# Dunwoody design team



**Jay Kapp**  
Kapp Concepts  
*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