




GASTON COUNTY BRANDING PROJECT

Report to Board of Commissioners
August 11, 2020



A SEAL, BUT NO BRAND

- Current seal was designed and adopted in 1969
- Gaston County used a version of the state seal before that

Gaston County's Current Seal

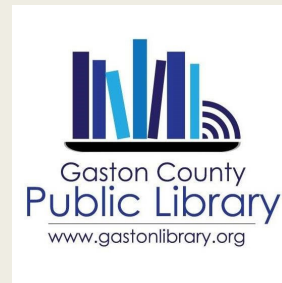
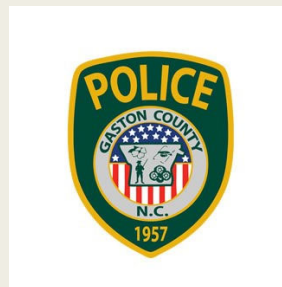


Gaston County's Current Seal

- Like a state flag, not meant to change
- Mainly harkens to the past, doesn't emphasize current strengths or future goals
- Different departments have unique logos that lack central brand & identity

Some Gaston Department Logos

No unifying color scheme, design or font



What Are Others Doing?

Cabarrus County Seal



Cabarrus County Logo,
Travel & Tourism Logo



What Are Others Doing?

Town of Lincolnton Seal



Town of Lincolnton Logos



What Are Others Doing?

Rowan County Seal

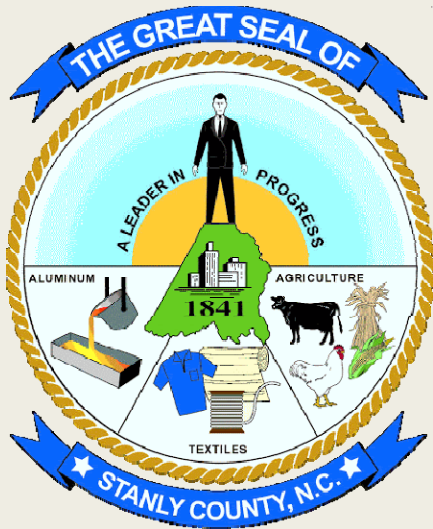


Rowan County Logos



What Are Others Doing?

Stanly County Seal



Stanly County Logos

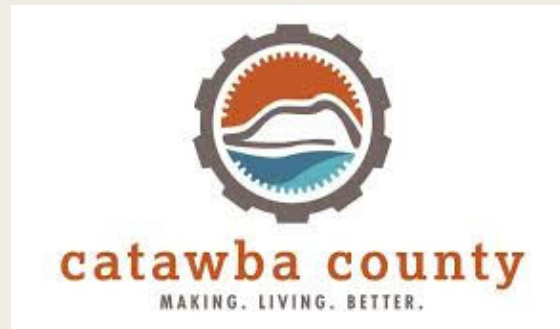


What Are Others Doing?

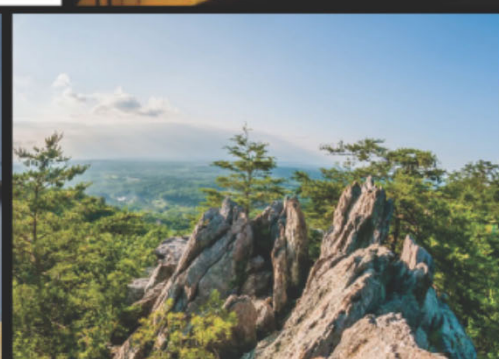
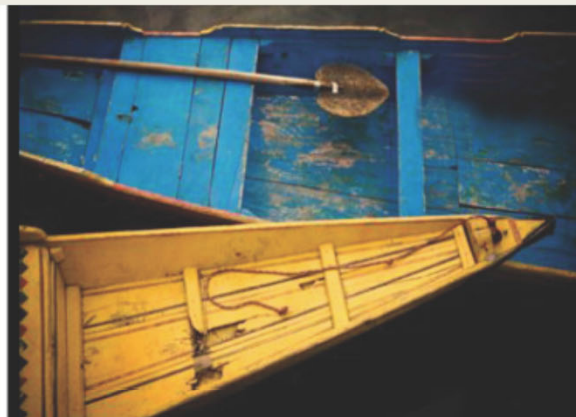
Catawba County Seal



Catawba County Logos



Our New Color Scheme



The New Logo



The New Logo



What's Represented in the 'G'?

- Gaston's heritage: River honors our past as a textile hub
- Gaston's outdoors: The river also shows off our great outdoor spaces where people enjoy water activities
- Gaston's future: The buildings with the rising sun above them show our growth and promise in attracting companies to come here from all over the world
- The space where the buildings are can be swapped out for images representative of our different departments

More Unified Departmental Logos



More Unified Departmental Logos



- Flexibility for each department to find something that shows their identity to go in half-circle
- Creates stronger branding County-wide
- Helps us create better awareness in the community and region of who we are and what we offer residents

What's Next?

- Presentation to Board of Commissioners on Aug. 11
- Final adoption
- Begin transition to using new logo on website, social media, documents, apparel, vehicle decals, etc.
- Work with departments to transition their logos under these color schemes, font types and design guidelines
- ADD A MOTTO? Would go at bottom of logo