BURDETTE KETCHUM

Nassau County Branding Initiative
Final Report

July 9, 2018

Project Objective

Define and project who we are and what we want to be.

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Project Deliverables

- County brand and value proposition
- County logo
- County tagline
- New county seal
- Final art files and graphic standards manual for staff implementation

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Process

- Thorough study of all county/district history and planning documents
- Survey to 60+ county leaders
- 17 one-hour depth interviews (included constitutional officers)
- Tour of the entire county, all towns and places
- Meeting, greeting and immersing
- Public feedback on first round of concepts, refinements

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Nassau County Value Proposition

Target Audience: For those who seek authenticity and integrity in everything,

Frame of Reference: Nassau County, in the very northeast corner of Florida on the Atlantic Ocean, and nestled among timber forests, maritime forests and meandering rivers,

Point-of-Difference: is a mix of down-to-earth people, rich, storied history and unspoiled coastal and rural places passionately preserved within a growing metropolitan region

Benefit: so that you're inspired to be true to your unique character as you pursue your dreams.

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Core Pillars

Three Core Pillars Support Nassau County's Story of **Character**

PEOPLE: *Strength of Character, Rich Character*

PLACES: *Town Character, Natural Character*

PAST: *A History of Character*

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PRESENT >> FUTURE

Even as growth occurs, Nassau County will not compromise its *unique* *character.*

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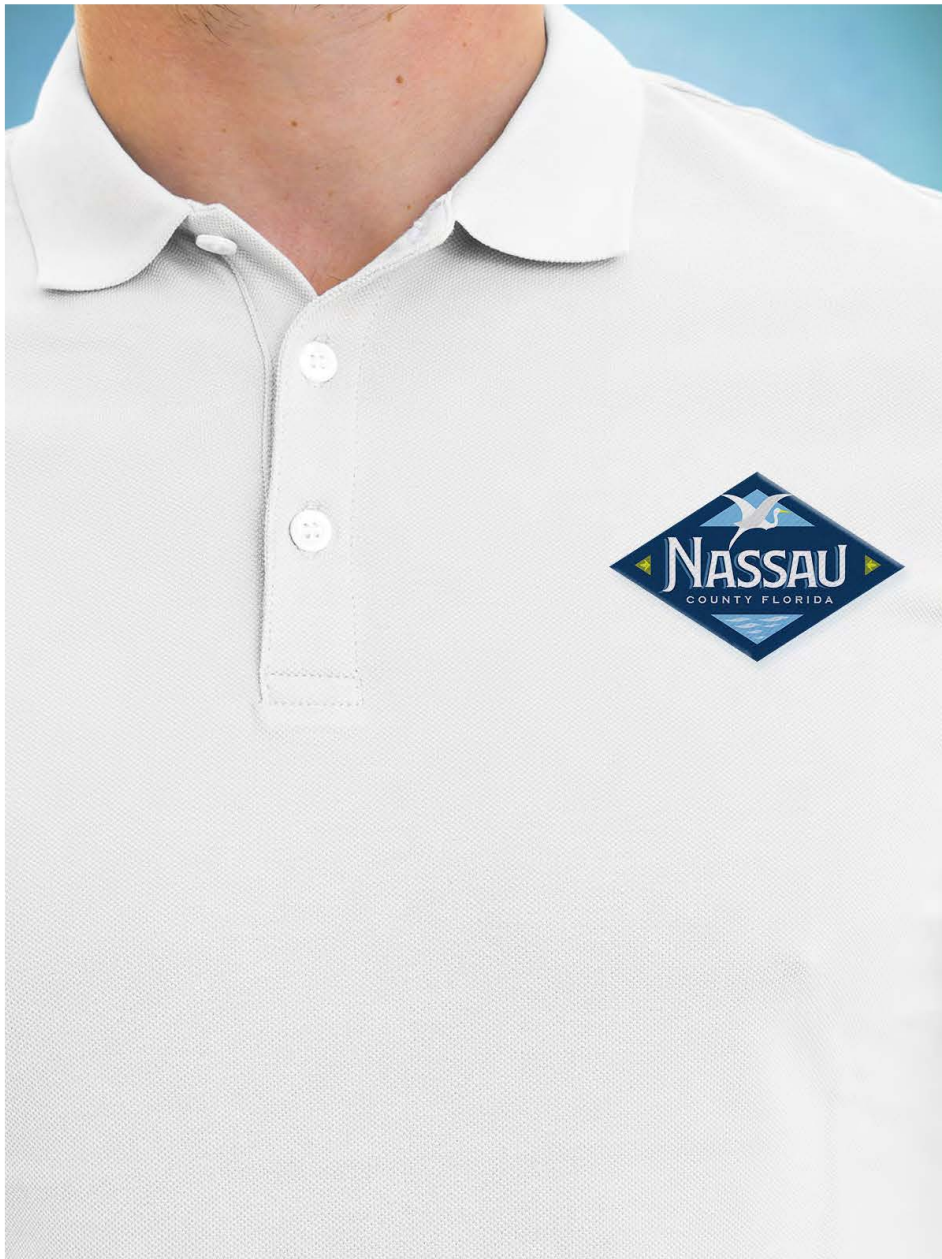KETCHUM

COUNTY LOGO & APPLICATIONS

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COUNTY SEAL

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GRAPHIC STANDARDS GUIDE

THANK YOU

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