



PUBLIC INFORMATION

ITEM NO. 2

DATE OF MEETING: June 20, 2016

REQUESTED BY: Tammy Proctor, Tourism Director

SHORT TITLE: Presentation of New Pender County Logo.

BACKGROUND: It is my privilege to present a new marketing brand for Pender County that can be used by each and every department. A marketing brand should catch your eye. A strong brand used by each department's brochures and marketing materials provides continuity in representing Pender County. This by no means replaces the county seal. The brand can be used on business cards, economic development brochures, the website, Social Media and other marketing materials.

Pender County does not have a marketing brand or tag line. Last year, staff talked with companies that create marketing brands and strategies. One company wanted to charge Pender County more than \$11,000 to conduct a study to tell us what we needed as a brand – and that price tag did not include the actual design work. The search for a cost effective design ended right here in Pender County when staff met Ford Design. The owner, Greg Ford, lives in Hampstead. He did not need a study group to know the richness of Pender County's natural resources.

Inside the design: Much thought was given to this brand, right down to the Pantone colors selected. The turtle is actually a pin-drop used by Internet mapping software such as Google to indicate this is your destination or "you have arrived." Inside the pin-drop is the rich green of Pender County's agriculture. The golden sun represents a bright day. The sky is a wave. The tagline is Find Your Treasure. This hints at our Pirate history. But more importantly it indicates Pender County is a gem to be discovered. For businesses looking to locate in Pender County, Find Your Treasure is the Pender Commerce Park or growth along our busy byways. For residents relocating to Pender County, Find Your Treasure, means a wealth of educational opportunities, parks, and natural resources to call home. Find Your Treasure has a broad meaning to many. To the fisherman, your treasure may be a secret fishing hole on the Black River. To the historian, your treasure is our rich heritage. To a tourist, the treasure is a trove of attractions, natural resources, restaurants and shops.

Ford Design understood there are times when a tag line is not necessary. They created an alternative brand with stars. Each one of those stars represent Pender County's incorporated communities. The cost was \$1,750 for the design. Because our tourism department saved money on the printing of the 2016 visitor guide, they were able to pay for the new brand.



PENDER

COUNTY NC

Find Your Treasure



PENDER

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