



Rebranding James City County, Virginia



Recognizing the Best in County Government Programs!



2013 Achievement Awards

ATTN: 2013 Achievement Awards Program
Virginia Association of Counties
1207 East Main Street, Suite 300
Richmond, Va. 23219-3627

Call for Entries



2013 VACo Achievement Awards

Deadline: June 1, 2013

Application Form

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2013.**

Program Information

Locality James City County

Program Title Rebranding James City County

Program Category Communications (public relations)

Contact Information

Name Jody Puckett

Title Communications Director

Department County Administration/Communications

Complete Mailing Address PO Box 8784 Williamsburg, VA 23187-8784

Telephone # 757-253-6605 Fax # 757-253-6833

E-mail jody.puckett@jamescitycountyva.gov

Signature of county administrator or chief administrative officer

Name Robert C. Middaugh

Title County Administrator

Signature* 

*Entries without this signature will not be accepted.

Rebranding James City County

Overview

When the Washington Redskins take the field, the image they show through their brand makes the fan think of what the team stands for, the traditions and team values and helps to maintain a common view and team loyalty. Just like a sports team, James City County developed a new brand and logo that represent what we stand for as we use our revised Strategic Management Plan and Mission, Vision and Values to improve the organization and strive for excellence.

Rebranding James City County

When the Washington Redskins take the field, the image they show through their brand makes the fan think of what the team stands for, the traditions and team values and helps to maintain a common view and team loyalty. Just like a sports team, James City County, Virginia wanted a new brand and logo that would represent what we stand for as we use our revised Strategic Management Plan and Mission, Vision and Values to improve the organization and strive for excellence.

The Problem

James City County's original logo was designed for the Fire Department in 1976 and became the official County seal in 1984. The logo was redesigned by the County Administrator sometime in the mid-1990s. Over the years, several County departments developed their own logos that were being used in place of the official County logo. In addition, they were using their own designs for publications, building signage, forms and web pages. Our team was on the field, but we were all wearing different uniforms.

How we solved it

In August 2010, Robert C. Middaugh was hired as the new County Administrator. Working with his Executive Leadership Team comprised of management from each County department, he set out to reevaluate the County's Strategic Management Plan and Mission, Vision and Values. As part of that effort, he wanted the County to have one brand with one logo and recognized identity.

The Process

In early 2011, Middaugh asked for feedback from the Board of Supervisors about the branding and logo. The Board was not opposed to a redesign, but asked that Jamestown 1607 and the three sails be kept from the current logo and Virginia be added to identify our County brand outside the Commonwealth of Virginia.

The County Administrator tasked the Communications Office with developing a design, a plan for implementation and a budget in three months.

Since the logo would be used by all departments, it was important that all departments be represented in the process. The Communications Director selected three staff members to lead three teams of the Branding Implementation Group (BIG): Creative, Implementation and Resources. This Core Team met with County department representatives to explain the task and solicit volunteers for each of the three teams based on their interest and talents. Several employees chose to serve on multiple teams.

Creative Team – (14 members) The Creative Team was responsible for creating and recommending a logo design as well as other identifying brand factors and guidelines for use. It was important that the new logo work in various uses such as digital, paper, embroidery and signage.

Implementation – (16 members) The Implementation Team was responsible for recommending a process and multiyear timeline to execute the new logo using all brand factors for both internal and external audiences.

Resources – (9 members) The Resources Team was responsible for recommending the annual budget needs based on the work done by the other committees and completing a detailed inventory of all items that had a County logo.

The County Administrator and Communications Director were kept involved throughout the logo design process and provided feedback on each design, helping to eliminate having to go back to the drawing board at the end of the three months. In addition, the Executive Leadership Team was copied on all minutes and the Communications Director and Core Team members met with them during the process.

As to be expected, the process was not always easy. Efforts were made to keep the work within BIG and not discuss it internally or externally until the branding and logo were launched. At some point between the first and second BIG meetings, someone had contacted the Last Word, a popular anonymous section

in the local newspaper and said that the County was developing a new logo. The reporter alerted the Communications Director before the comment was published and she was able to explain the process in an article that ran in the same issue as the anonymous call.

However, there was backlash from a handful of staff and citizens. Comments received included concerns about how the County could afford a new logo when there hadn't been a raise in over three years, how the old logo wasn't broken and how this was ill-timed based on the current economic environment. In an effort to address the concerns, BIG was encouraged to commit to the confidential process and correct misconceptions from staff as they arose.

The Logo

The logo was completely designed, at no expense, by staff. After three months and at least two dozen designs, BIG recommended the final design to the County Administrator.

The logo was inspired by the public art sculpture "Voyage", commemorating the 400th Anniversary of the founding of Jamestown and was commissioned in 2007 for Legacy Hall, a County public facility. The logo's design reflects the County's history and value of collaboration and forward movement as one unified group.

There are four main components to the logo: the wording, the sails, the water and the colors:

Wording: Jamestown 1607 connects us to our past. Virginia helps to identify our County brand outside of the Commonwealth of Virginia.

Sails: The sails represent the three ships that brought the Virginia Company of London to our shores. The shape draws your eye back towards the words, yet the integrated design conveys our movement forward as one unified group.

Water: The water reflects our value of collaboration, moving us forward. The water and the sails were borrowed from our old logo, honoring our past and moving toward the future.

Colors: Inspired by the public art sculpture "Voyage", our values are represented in the colors. The red represents excellence, the blue represents integrity and the green represents stewardship of the environment and tax dollars.

The Implementation

The new County logo and brand debuted on Feb. 1, 2012. In order to control costs, a multi-year implementation process with a budget of \$5,000 per year was approved with the first year focusing on items that were easy and inexpensive to change. Many of the branded materials would be updated at no added cost due to exhausting inventory or normal wear and tear. For example, departments were encouraged to continue to use the old style letterhead and business cards until they ran out when they would order the new design, and when new County vehicles were brought into service, the new logo decal would be used in place of the old. The website was updated and the home page redesigned to feature the new logo and colors. Online forms were rebranded and a template including the new logo was implemented for County employees' signatures on all external emails.

In order to help staff understand the changes, the Communications Director and Core Team conducted training after the debut that included an overview of the brand and covered budgeting, new policies, purchasing procedures, vendors, design and logo elements and the implementation timeline.

A month after the logo launched, the County unveiled a new URL, jamescitycountyva.gov, and began changing the URLs for special projects such as BeWaterSmart.org and JCCPlans.org to web shortcuts off of the new URL, jamescitycountyva.gov/bewatersmart and jamescitycountyva.gov/jccplans. County staff emails were also changed from jodyp@james-city.va.us to jody.puckett@jamescitycountyva.gov. The old URLs and email addresses redirected to the new addresses to gradually introduce the changes to citizens.

The Results

Over the next several years, the County logo will be updated on all County buildings, entrance corridor signs and uniforms. The logo and brand have been embraced by staff and citizens. Staff understands the value of consistency and relies on communications to assist in purchases and publications.

The logo and brand received national coverage in September 2012 when it was seen in advertisements, on the scoreboard and on the caddies' bibs at the LPGA Kingsmill Championship.

The Vision, Mission and Values have been adopted and are used across the organization for planning and services provided to citizens.

Voyage





NEWS RELEASE

February 1, 2012

FOR IMMEDIATE RELEASE

Contact: Jody Puckett, Communications Director
757-253-6605; jpuckett@james-city.va.us

James City County launches new logo

James City County has officially launched a new logo and updated look that will be used as the one common image for all County departments and serve as the visible symbol for the County's vision and values, philosophy and work culture. The logo was created and designed at no expense by County staff.

The logo was inspired by the public art sculpture "Voyage", commemorating the 400th Anniversary of the founding of Jamestown and was commissioned in 2007 for Legacy Hall. The logo's design reflects the County's history and value of collaboration and forward movement as one unified group. More information on the design can be found on the [website](#).

The County's new brand will be implemented over several years and costs for the program will be no more than a few thousand dollars per year. Many materials will be updated at no added cost due to exhausting inventory or normal wear and tear.

The first phase of changes begins Feb. 1. Phase one will include an update and redesign of the County's website, letterhead and business cards and electronic or web based materials. Phase two, beginning March 1, will include the replacement of two major corridor entry signs, County Government Center signage on Mounts Bay Road, vehicle decals and logo replacement in the Board of Supervisors Board Room. Additional signage will be added as new or renovated buildings are opened.

For more information, visit the [website](#), email pubinfo@james-city.va.us or call 757-253-6864.

Connect with James City County! Find us [online](#) and on [Facebook](#), [Twitter](#) and [YouTube](#).

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Jody Puckett
Communications Director



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jamescitycountyva.gov



Google Custom Search

Government | Citizen Services | News | Doing Business | Employment | Parks & Recreation

- ▶ Budget
- ▶ Board of Supervisors
- ▶ Citizen Services
- ▶ County Calendar
- ▶ Emergency Preparedness
- ▶ Facility Rentals
- ▶ Online Services
- ▶ Property Information
- ▶ Voter Information



The James City Clean County Commission's Annual Spring Cleanup is a litter cleanup and beautification program open to County civic, youth and neighborhood groups and organizations.



Spotlight



Beginning March 18, the City of Newport News will begin a multiyear bridge replacement project on Fort Eustis Boulevard.

During construction, commute times will increase and motorists should expect significant delays on I-64, Route 60, Merrimac Trail and Fort Eustis Boulevard. As a result, residents and businesses may experience overflow traffic in the southern part of the County especially along Route 60

Public Hearing Notices

Look here for future Public Hearing Notices

What's new in James City County

- County Fiscal Year 2014 proposed budget released
- JCSA 2012 annual water quality reports available
- JCC Recreation Center floor work scheduled
- JCC wins national transparency award
- Newport News bridge replacement project will affect JCC traffic beginning March 18

Social Media

facebook



James City County

1,773 likes · 42 talking about this · 494 were here

Government Organization

Welcome to James City County's official Facebook page!




Photos



Likes



Events



YouTube

Search
Have an account? Sign in



- Tweets
- Following
- Followers
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- Lists

Follow James City County

Full name

Email

Password

Sign up



James City County

@JamesCityCounty

Official Twitter site for James City County government
Williamsburg, VA <http://www.jcc.gov>

890
31
688

TWEETS
FOLLOWING
FOLLOWERS

Tweets



James City County @JamesCityCounty

The situation was resolved quicker than expected. The accidents in the area of 199 & Jamestown have been cleared.

Expand

18h



James City County @JamesCityCounty

Several accidents & a fuel spill on 199 between Lake Powell Rd. & Jamestown Rd. Look into alternative routes for the next several hours.

Expand

18h



James City County @JamesCityCounty

Want to know if there's a going to be a school delay?

24 hr

Citizen e-newsletter e-FYI



e-FYI update



County Briefs March 15, 2013

Join the cleanup – The James City Clean County Commission's Annual Spring Cleanup will be held over three consecutive Saturdays - April 6, 13 and 20. The annual event is a litter cleanup and beautification program open to County civic, youth and neighborhood groups and organizations. Participants receive safety vests, litter bags and free disposal.

Applications are available on the [website](#), at any [County Convenience Center](#) or by calling 757-565-3664. Anyone needing help identifying a location for cleanup should contact Dawn Oleksy, Environmental Coordinator, at 757-259-5375 or by [email](#). Applications are due March 25, 2013.



Free Easter Egg Extravaganza – Grab your Easter basket and camera! On March 30, over 10,000 eggs will be hidden at the Warhill Sports Complex and the James River Community Center. Participants can also enjoy face painting, inflatable rides and more. The hunts are co-sponsored by Williamsburg Parks and Recreation.

Warhill Sports Complex	
walking-2 years	10 a.m.



**JAMES CITY COUNTY
ADMINISTRATIVE
REGULATION
OPERATING PROCEDURES**

NUMBER: 14

**REVISED DATE: February 1, 2012
EFFECTIVE DATE: November 1, 1998**

TITLE: James City County Government Signs

PURPOSE: Sets forth guidelines for County government signs.

APPLIES TO: All departments.

All new and replacement James City County signs shall be designed and constructed to provide a consistent image of the organization. Information on the specific layouts is available through the Graphic Design Office. James City Service Authority and jointly funded entities such as the schools and the regional libraries are not included in these guidelines.

The Graphic Design Office shall be consulted early in the design process. Following approval, Graphic Design will provide a full-color rendering for design and color replication by the sign vendor.

**JAMES CITY COUNTY
ADMINISTRATIVE
REGULATION
OPERATING PROCEDURES**

NUMBER: 16

TITLE: CLOTHING POLICY

REVISED DATE: February 1, 2012

EFFECTIVE DATE: September 1, 1999

PURPOSE: To create and maintain regulations governing the use of articles of clothing purchased with public funds.

APPLIES TO: All articles of clothing purchased with public funds.

I. APPLICATION

- A. This Administrative Regulation applies to all purchases of clothing initiated on, or after, the effective date shown above. It is intended to complement Section 4-16 of the James City County Personnel Policies and Procedures Manual that states each employee required to wear a uniform shall be furnished such uniform with accessories. The section also sets out ownership, maintenance, and replacement requirements.
- B. For the purposes of this Administrative Regulation, clothing shall be defined as anything that is worn, from articles of clothing to pins, buttons, or hats.
- C. Every purchase initiated, or executed, using public funds for articles of clothing shall reference one of the following sections as the authority for such purchase.
- D. Logos: Only the official logos of the County and JCSA are authorized to be displayed on uniforms and clothing purchased through public funds. These logos shall be of an approved standard - colors, shape, size, and print size and font. Exceptions may be authorized, in writing, by the County Administrator.

II. UNIFORMS

- A. As stated in Section 4-16 of the James City County Personnel Policies and Procedures Manual, any employee required to wear a uniform in the performance of his/her usual work responsibilities shall be furnished the uniform with accessories. All clothing purchased by the County as a uniform shall remain the property of the County. Nonserviceable clothing may be replaced on a one-for-one basis by turning in the nonserviceable item. All lost or negligently damaged clothing shall be replaced at the employee's expense. Employees are responsible for laundering and other normal cleaning tasks for uniform clothing.
- B. Department Managers shall prepare a Departmental Uniform Policy that sets out the uniform requirements for employees within the department. That Policy shall be presented to the County Administrator or his/her designee for approval on or before September 1, 1999. Copies of departmental Uniform Policies approved by the County Administrator shall be distributed to the Departments of Financial and Management Services and Human Resource and shall guide the purchase, rental, and use of uniforms by County employees. The costs of purchase or rental of items of clothing defined as uniforms shall be charged to a clothing budget within the responsible department budget. Changes to Department Uniform Policies can be proposed at any time but must be approved by the County Administrator and any cost increase shall be included within an approved budget before changes can be implemented.
- C. Department Uniform Policies can be prepared in a variety of formats, depending on the preferences of the department, but shall include the following basic information.

1. A description of each uniform item, the number of each uniform item assigned to each employee, and the employees (by job title or by category) who have been authorized these uniforms. It is expected that uniforms will only be worn either on the job or in transit to or from a job site. Any other permitted use of a County uniform shall be identified, in writing, in the Department Uniform Policy.
 2. Special purpose uniform lists, including the information shown above in Paragraph C(2), should include non-clothing items, such as breathing apparatus or weapons, if they are issued at the same time and in the same manner as uniforms.
- D. The Department shall maintain records by employee that show the items of clothing issued to each employee as a part of the uniform. The Department shall also maintain a list of the most current costs of each item of clothing.
- E. All clothing purchased or leased using public funds OR any article of clothing which has the County name or County logo printed on it shall be considered a uniform unless it can be classified as non-uniform clothing. The definitions of non-uniform clothing are listed in Section III of this Administrative Regulation.

III. NONUNIFORM CLOTHING

In certain cases clothing may be purchased with public funds and not be considered a uniform. Ownership transfers to the recipient and there are no restrictions as to use. Nonuniform clothing can be purchased by departments under the following conditions:

1. Clothing purchased and awarded to employees and/or community volunteers as part of the County's official recognition program, currently conducted twice-yearly and managed by the Department of Human Resource.
2. Clothing purchased and awarded to employees and/or community volunteers as part of a Departmental recognition program, under a written plan approved by the County Administrator.
3. Clothing purchased for resale, to users of County facilities. Examples include items of clothing purchased and resold at the James City-Williamsburg Community Center.
4. Clothing purchased to promote the County, under a written plan approved by the County Administrator, as gifts or marketing devices. Example: logo golf shirts prepared for a business appreciation program.
5. Clothing purchased for youth participants, under a written plan approved by the County Administrator, in recreational and/or educational programs sponsored by County departments.

**JAMES CITY COUNTY
ADMINISTRATIVE
REGULATION
OPERATING PROCEDURES**

NUMBER: COAD AR 19

**REVISED DATE: February 1, 2012
EFFECTIVE DATE: December 1, 2008**

TITLE: County Stationery and Business Cards

PURPOSE: The purpose of this Administrative Regulation (AR) is to establish standards and guidelines for the printing and usage of County stationery and business cards, both printed and electronic.

APPLIES TO: All County departments.

This AR sets forth guidelines that must be followed for using James City County letterhead, envelopes, and business cards. The purpose is to promote consistency which, in turn, promotes James City County as a cohesive organization to those who may see these products. If appropriate, electronic correspondence is encouraged as the County continues its efforts to reduce waste and support green initiatives.

Every James City County Department/Division/Office must use the approved vendor for ordering letterhead, envelopes, and business cards. Please visit the Purchasing Intranet site for ordering and pricing information. The contract vendor will be provided templates that must be utilized for promoting the County consistently. From these templates, each Department/Division/Office will be responsible only with providing the necessary information. Information on the specific layouts is available through the Graphic Design Office.

If a Department/Division/Office would like to use electronic correspondence, Publications Management should be contacted to obtain a gif file with their specific layout.

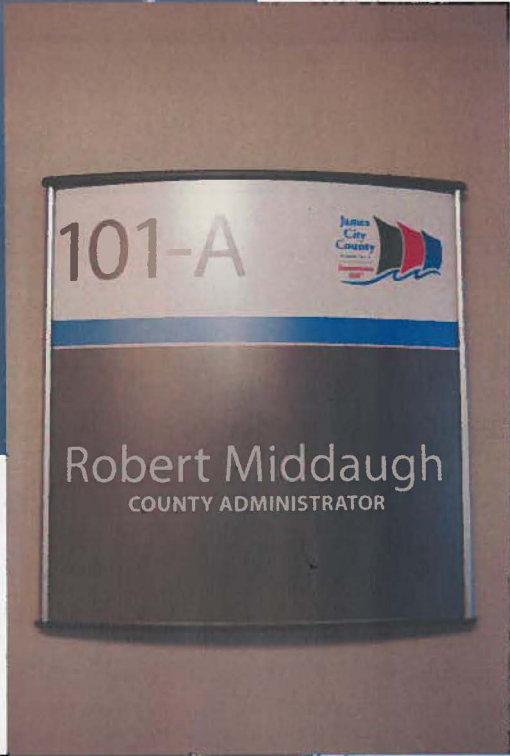
This file should be imported directly in the body of the e-mail with the letter to follow. It should never be placed as an attachment to the e-mail.

CoLetthead

Employees



Signage



LPGA Kingsmill Championship

LEADERS	PAC	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	TOTL. SCORE
18	CREAMER	10	17	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	65
14	CHOI	14	15	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	62
9	ICHIKAWA	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	70
12	KANG	10	11	10	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	67
7	MIYAZAKI M.	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	68
8	STANFORD	6	6	6	7	7	8	8	9	10	11	11	12	12	13	13	14	14	15	67
10	MATHEWS	11	11	12	12	12	12	13	13	13	14	14	14	14	15	15	15	15	16	67
11	MIYAZAKI T.	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	67

Scoreboard



Caddies' bibs

James City County

Come for the golf,
stay for the rest.

yesjamescitycountyva.com/lpga

Ad in program

PowerPoint Slide



Citizen Reply Card Training

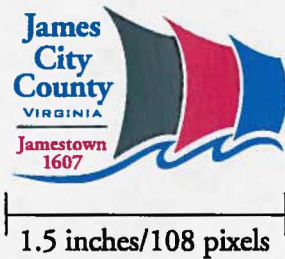
November 8, 2012




Presented by Latara Branch and Rona Vrooman

JAMES CITY COUNTY 2012 } 18 pt. Bank Gothic Medium BRANDING GUIDELINES


Contact Graphic Design for design/guidance/approval at 253-6854.

OFFICIAL LOGO AND COLOR USAGE

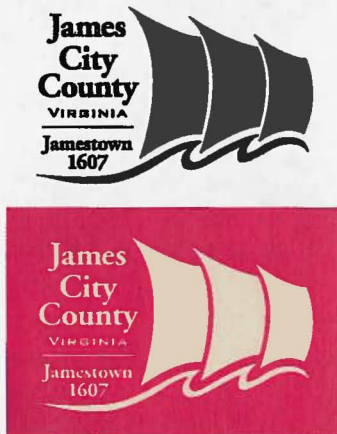


	Blue (Pantone [PMS] 300)	(CMYK - 100, 44, 0, 0) (RGB - 0, 121, 193 or #0079c2)
	Red (Pantone [PMS] 187)	(CMYK - 0, 100, 79, 20) (RGB - 196, 18, 48 or #c41230)
	Green (Pantone [PMS] 336)	(CMYK - 100, 0, 67, 47) (RGB - 0, 106, 81 or #006a51)

When replacing signage, clothing, or flags, the secondary background color should match:

	Beige (PANTONE [PMS] 468)	(CMYK - 6, 9, 23, 0) (RGB - 238, 225, 197)
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OTHER APPROVED VERSIONS } 14 pt. Bank Gothic Medium



This black version of the County logo is preferred for black and white printing.

Reverse the logo (white or above secondary color) when using on dark backgrounds (black or the above three official logo colors).

Four logo file formats are available for downloading on the intranet at:
11 pt. Adobe Garamond Bold { <http://communications/graphicdesign/Pages/JCCCountyLogosandColors.aspx>
11 pt. Adobe Garamond Regular {

OFFICIAL FONTS AND USAGE

Adobe Garamond Regular (ideal for body text at 11- or 12-point size)

Adobe Garamond Bold (ideal for highlighting purposes within body text)

Bank Gothic (BG) Medium with tracking/kerning set at 100 (ideal for headlines or subheadings at 14- to 18-point size)

NOTE: When fonts are not available either call Graphic Design for files or use Times New Roman to substitute for Adobe Garamond and Helvetica for Bank Gothic.



Communications

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P.O. Box 8784
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P: 757-253-6864

jamescitycountyva.gov



Communications
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SUGGESTION? COMMENT? CONCERN?



Your feedback is important. Please rate your overall satisfaction with us and share your comments below.

Very Satisfied ○ ○ Neutral ○ ○ Very Dissatisfied

Name: _____ Date: _____

Address: _____

Phone: _____ Email: _____

County Department Visited: _____

Purpose of Your Visit: _____

Suggestion/Comment/Concern:



Please contact me regarding my comment.

Please do not contact me.



Jody Puckett
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Communications

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CONNECT WITH JCC



757-253-6728



jamescitycountyva.gov



JCC TV

Cox Cable and
jamescitycountyva.gov/tv



e-FYI

Online citizen newsletter
jamescitycountyva.gov/fyi



JCCAlert.org

Receive emergency updates on
your cell phone, email and more!



Facebook

facebook.com/jamescitycounty



Twitter

twitter.com/jamescitycounty



YouTube

youtube.com/jamescitycounty

IN CASE OF EMERGENCY

Emergency Hotline

757-875-2424



Emergency Management

757-564-2140

**Special/Functional Needs
Registration**

757-259-3202



JCSA water/sewer

757-229-7421



JCSA Hotline

757-259-4911



Dominion Power

1-866-DOM-HELP



Virginia Natural Gas

1-877-572-3342

VDOT

1-800-FOR-ROAD



jamescitycountyva.gov

www.vaemergency.gov

ReadyVirginia.gov

James City County Communications, June 2012

pubinfo@jamescitycountyva.gov



James City County offers

First-time Homebuyer Program

*If you have ever
dreamed of
owning a home, now
may be the time!*





MISSION

WE WORK IN PARTNERSHIP WITH ALL CITIZENS TO ACHIEVE A QUALITY COMMUNITY.

VALUES

INTEGRITY

Earning confidence and respect by aligning our values, words and actions

- Being respectful, honest, ethical and trustworthy
- Following through on commitments

COLLABORATION

Making better decisions by building partnerships and sharing knowledge and resources

- Involving diverse people and inviting different perspectives
- Communicating openly and effectively

EXCELLENCE

Providing outstanding customer service by striving to be the best in everything we do

- Doing the right things well
- Being responsive, flexible, creative and open to change
- Being a continuous learner

STEWARDSHIP

Improving our quality of life by safeguarding and enhancing the resources entrusted to us

- Learning from the past as we look forward
- Meeting the needs of the present without compromising the future
- Valuing the public and the resources they have entrusted to our care

Central

2011 Annual
Water Quality Report
for
Central Water System

Continuing Our
Commitment

