



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2024.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

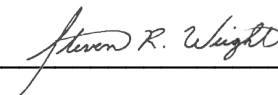
PROGRAM INFORMATION

County: Gloucester County
Program Title: Rebranding of County Government
Program Category: Organizational Development

CONTACT INFORMATION

Name: Quinton B. Sheppard
Title: Manager
Department: Community Engagement & Public Information
Telephone: 804-693-5730 Website: www.gloucesterva.gov
Email: qsheppard@gloucesterva.info

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Steven R. Wright
Title: Deputy County Administrator
Signature: 



GLOUCESTER COUNTY
Community Engagement &
Public Information
6382 Main Street
Gloucester, VA 23061
(804) 693-5730
www.gloucesterva.info

Executive Summary

In 2018, Gloucester County Administration began to understand the need for the local government to move forward and, in a sense, “grow up” as an organization. Therefore, it became a strategic priority to develop a rebranding initiative that would drive the organization forward and improve our professional look overall. The Community Engagement & Public Information Department was tasked with this challenge in 2019, and after partnering with four other county departments, successfully launched a new logo and conducted a complete rebranding of the local government in 2023.

Instead of hiring an outside consultant as many localities have done to undertake this initiative, Gloucester County utilized the talents of its staff members to complete the rebranding process. This saved Gloucester taxpayers thousands of dollars, as the average rebranding cost utilizing an outside agency can range from \$40,000 to the low six figures, according interviews conducted with other localities throughout Virginia.

At the end of the day, most of the County’s residents and the local governing body were pleased with the rebranding initiative. Residents and visitors alike have provided feedback as to how much more professional the new logo looks and how they are now more easily able to identify official government communications, vehicles, buildings, and more.

Gloucester County Rebranding Project

In 2019, Gloucester County's Community Engagement & Public Information Department was tasked with conducting a complete rebranding of the local government organization. As it was, Gloucester was utilizing its official County Seal as its "brand." Unfortunately, there were quite a few iterations of the seal, and employees with different departments were using images that were of poor quality and not easily identifiable by residents or visitors.

Keeping with the general theme of disunification, signage on county facilities and office buildings were all over the place, as were markings on county vehicles.

Stationary used was vastly different throughout departments. This included letterhead, business cards, return address envelopes, etc. Many of the examples of the stationary were from decades earlier, so not only were they not unified with any type of brand, but they were also very out of style and unprofessional for a government organization.

A team of three of us from both the Community Engagement & Public Information Department and Parks, Recreation & Tourism Department began researching how other localities underwent their rebranding process. We contacted about a dozen localities throughout Virginia that we could easily tell had previously gone through rebranding. We interviewed their employees that were

integral in the process and discussed how much funding their administrators or governing bodies allotted them to spend on their rebranding efforts.

It was at this point that we realized contracting out even one component of a rebranding process was going to be cost prohibitive. Localities that hired an outside firm to lead their process spent anywhere between \$40,000 to over \$100,000. We were told early on by our governing body, which operates a very lean budget, that we would not be able to spend that kind of money.

We also learned through our interviews that at least one other locality spent a minimal amount of money using in-house talent to complete their rebranding process. Ironically, that locality's rebranding and logo was the one that impressed us the most.

It was at this point that the three of us decided to buckle down and make it the rebranding happen in-house!

We started meeting with stakeholders within the organization to begin brainstorming what the main attributes to our county were. After about three meetings, we realized that our three main attributes are our green space, our waterways, and our history. We knew that we needed a logo to start the project. Once we had a logo, we could move forward with the other components of the rebranding.

We discussed how we could integrate each of our three attributes into a logo. We were fortunate to have a new Tourism Coordinator that had recently started working for the County. Though she is not a graphic designer by trade, she is extremely talented in that arena. She came up with about a dozen examples of a logo integrating history, water, and green space to begin the conversation.

We quickly learned that it was going to make the logo “too busy” to integrate all three components, especially history. So, we opted to integrate only the green space and waterway attributes. This allowed us to narrow down the logo choices she had provided to about two or three. Each of the examples incorporated a green “G” for Gloucester with several variations of blue waves running through the “G.” This, we thought, portrayed our County Government organization perfectly within a clean and concise logo. We liked the Garamond font used in the “G” so much that we decided to make that the unified font on most of our rebranding materials.

Our next step was to present the logo to the County Administrator. Initially, she had some concerns that we were not integrating our historical attributes into the logo, but quickly came to understand why we chose to leave that out. Once we received her blessing, we began integrating the logo into various examples, such as renditions of business cards, county vehicles, and letterhead. We put together a draft branding identity guide, all in-house, which we then presented to our board of supervisors.

During the board of supervisors meeting in the Spring of 2023, we received all positive comments. The board members seemed very impressed that we were able to undertake the project successfully without spending a dime of taxpayer dollars. They gave us their blessing to move forward with implementing the new logo and the overall branding initiative.

We quickly began researching how to best replace our myriad of old county seals on our vehicles with the new logo, as we knew that would be the costliest aspect of the initiative. We consulted with our Facilities Management Department, which oversees our vehicle fleet. We learned that they had

an employee that could easily switch out the seals with the logos. The only cost would be for the printer to print the stickers to place on the vehicles.

After that, the Community Engagement & Public Information Department undertook designing the updated letterheads, return address envelopes, and business cards. Other than the business cards, which we have printed through our local printer, we were able to print the other materials in-house. It also happened that we were undergoing a new website redesign around the time of the rebranding. We worked closely with our Information Technology Department to integrate the branding into the new website redesign, which was also completed strictly in-house.

By early Summer 2023, we were ready for new campus signage to replace old wooden signs that were deteriorating. The Community Engagement & Public Information Department worked once again with Facilities Management to design attractive, metal signage that were uniform and utilized our new brand. Our Facilities team already had a contract with a local sign company that made the signs based on our design. Then, the Facilities team erected the signs.

We feel this initiative is deserving of a VACo Achievement award for several main reasons. First, the entire initiative was developed and implemented using the creativity of our in-house staff. Second, the only costs associated with the process was for materials related to vehicle stickers, new signs, and business cards. This allowed us to utilize already-appropriated resources to make the change. Finally, four county departments worked together to make the rebranding initiative of Gloucester County become reality.

We have since received about a 99-percent positive response from members of our community. We have also shared our in-house rebranding initiative with other localities encouraging them to utilize their in-house talent versus contracting out a company and spending thousands of dollars. Finally, we most recently shared about the initiative with the Deputy Administrator group of VLGMA, an affiliate of the International City/County Managers Association.

County Logo

The County Logo, shown here, has been deemed the Official County Logo for Gloucester County, and should be used on all official County business, including e-mail signatures, letterhead, vehicles, the website, business cards, etc.

The Logo should only be used for County-related business and should not be utilized by outside organizations without the permission of the County.

For any questions regarding use of the Official County Logo, or to receive a high-resolution copy of it, contact the Community Engagement & Public Information Office.



Branding Colors

Colors used throughout materials will reflect the colors in the County Logo.

The use and consistency of the approved colors are important to the County's identity (green space and blue waters). The official Logo and branding colors should be the only colors used. No substitutions for these color options are acceptable.



#00A652

#3884C3

#61BEED

Business Cards

All County employee business cards will appear as the example here. The cards will use Garamond font and include the county logo, Gloucester County, employee name, title, department, and contact information.

Business cards can be ordered through the Community Engagement & Public Information Office or via the form on the county's Intranet site.




GLOUCESTER COUNTY
Community Engagement and
Public Information Department
6382 Main Street
Gloucester, VA 23061
(804) (93-5750
www.gloucesteraiaa.org

Date

Dear :

Body of Letter...

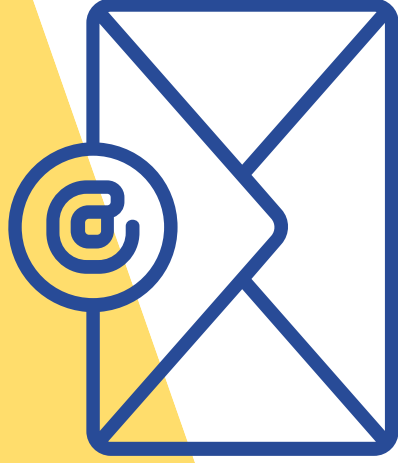


Letterhead

All County letterheads should appear as the example here. The letterhead will use Garamond font and include the county logo, Gloucester County, department, and contact information.

To receive a letterhead template, contact the Community Engagement & Public Information Department.

Email Signatures



All official County e-mail accounts will utilize the same signatures so citizens can easily recognize e-mails coming from a county employee. The e-mail signatures will be formulated and implemented by the County's Information Technology Department.



Bobbi Langston

Administrative Assistant

Gloucester County

Community Engagement & Public Information

Office Phone: [\(804\) 693-5730](tel:8046935730)

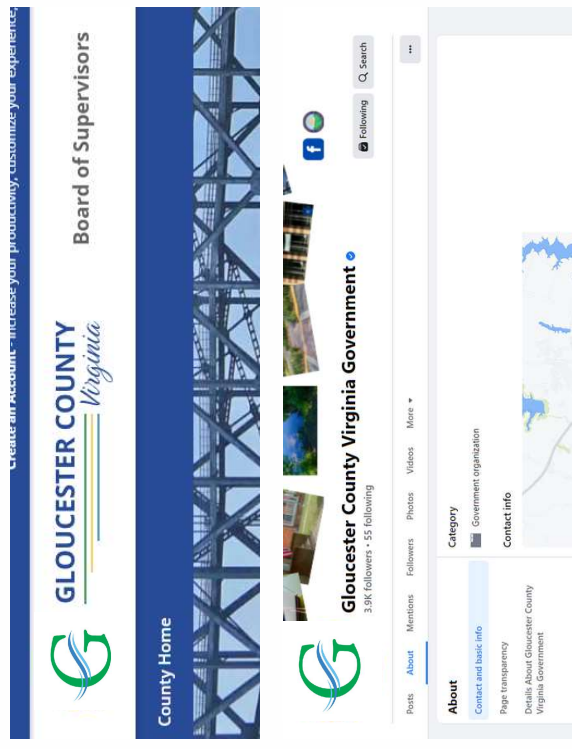
County Building Signage



County Vehicles



County Websites & Social Media



OTHER EXAMPLES OF BRANDING USAGE

County Letterhead