



**Where Georgia comes together.**

**Perry is, literally and figuratively, “Where Georgia comes together.”** Building upon our central location in Georgia and our historical identity as “The Crossroads of Georgia” while integrating the many reasons why people visit Perry, such as the Georgia National Fair and our Downtown, the new Perry Brand embodies who we are as a community. For people looking for a relaxing break in their journey and for the charm of authentic southern small towns, the City of Perry is in central Georgia along I-75, whose Downtown conveniently serves the classic Georgia hospitality people seek, so that their experiences are more personal and they will feel enriched.



## The Perry Brand ADDS VALUE to Our Community!

- Unified Perry focus, promise, and experience
- Positive, cohesive, and consistent Perry perceptions
- Differentiation from other communities
- Social, community, and economic development

Perry is many things to many people but there are a few undeniable truths:

- Perry’s top assets are the Fairgrounds and the Georgia National Fair. They put Perry on the map.
- Perry’s Downtown shapes our character and delivers our southern charm.
- Perry’s charm is also displayed in the character our people.
- Perry’s central location in Georgia and proximity to I-75 is very important.

The Perry Brand affirms and leverages these truths!



For more information about the Perry Brand and to learn how YOU can take advantage of our community-driven brand, please contact the Perry Department of Economic Development at **478-988-2757** or visit **[www.perry-ga.gov/our-brand](http://www.perry-ga.gov/our-brand)**



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# The Perry Brand is OUR BRAND. OWN IT & EMBRACE IT.

**By Perry unifying under a common brand EVERYONE in the community will benefit.** Perry already enjoys state and national recognition and in “buying in” to the new brand your business or organization will be able to take advantage of this recognition. We will be helping each other better our businesses and lives.

Creating a sense of unity and teamwork within our community not only makes our community stronger, but it allows us to combine our assets and share ideas for the progress of the entire community. With the wonderful people of this city working together toward a common vision, we can become the place that everyone wants to call home, do business in, or visit.

Own and embrace Perry being the place Where Georgia comes together. Our community has developed and adopted a unified, consistent brand that we can all use to promote the community, our businesses, etc. Now we must own it.



## The Possibilities are Endless

- Promote and advocate! The Perry Brand will only grow stronger with more community support.
- Tag your location as “Perry, Where Georgia Comes Together.”
- Connect to the South. Perry already prides itself as a southern hometown community. Let us teach our frontline people (particularly service industry employees) the art of southern hospitality. It does not cost a penny to earn a repeat customer with some good old fashioned southern hospitality.
- Connect to Georgia. Georgia already has a strong brand and tourism is one of our state’s largest industries. Let’s take advantage of it! Georgia has lots to offer, and many of those can be found in Perry.
- Embrace Perry oriented verbiage and themes such as quaint, friendly, convenient, growth, relaxing, small town, safe, charming, southern hospitality, historic, nice, etc.
- A restaurant’s menu or a boutique may offer an item unique to Perry that is identified with our new logo or icon.
- If you are a business that is unique to the Perry area, take advantage of our Perry icon signage program that will promote your business through the identification of your business as a unique Perry asset and complementary signage.
- Schools may support the brand through contests such as “Where Georgia comes together Art Contest or Photo Contest.”
- Take advantage of free social media and promote the brand through your social media endeavors.
- Incorporate creative elements of the new Perry Brand (e.g. colors, fonts, logo, etc.) in your current advertising, memos, letterheads, websites, etc. For access to Perry Brand creative elements please visit [www.perry-ga.gov/our-brand](http://www.perry-ga.gov/our-brand).
- Keep us informed of your efforts so we may share with others and encourage more participation!



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## Community Brand

# FREQUENTLY ASKED QUESTIONS

### **Q: What is a community brand?**

A: A “Community Brand” is a promise to the residents, businesses, and visitors of a community. In Perry’s case, our brand is a promise of a certain experience or feeling that can be found in our community, in our places of business, in our community events, and in our homes. A successful brand will communicate that promise and deliver a positive image within the community and to those outside Perry. Community branding is much more than a tagline, a logo, or an image. It is a framework that can be employed, a toolbox that can be used, and an exercise that a community goes through to explore what makes it truly unique and marketable.

### **Q: What is the main objective of Perry’s branding project?**

A: The main objective is to unify the community and create a consistent experience and image to build local pride, promote our community, and recruit investment and jobs to Perry.

### **Q: How does our brand benefit Perry?**

A: The benefits to Perry of having a community brand are numerous:

- We as a community are able to create value in our community with equitable benefit across the city.
- Community pride and engagement is engendered through the shared brand and experience.
- Cohesive ideas and perceptions allow our community to control our identity and our story and keep it positive.
- We as a community can cultivate and enhance a unified, positive, consistent Perry experience.

- Given the strong competition between cities for residents, investment, business, and tourists, particularly along the I-75 corridor, Perry will be better able to differentiate ourselves.
- Community and economic development are bolstered through a community brand.

**Our community and our reputation must be defined by us... or it will be defined by others.** Proactive branding allows us to better be able to determine our future as a community.

### **Q: What process was undertaken in developing the Perry Brand?**

A: Tremendous efforts have been made exploring, researching, designing, developing, etc. a brand that not only expresses who we are as a community but distinguishes Perry from other places. Working with professional destination branding firm ChandlerThinks, the Branding Committee oversaw the following scope of work:

#### **Phase I: Explore – Learning the Perry Story**

- In-Market Team Visit
- Stakeholder Interviews
- Focus Groups
- Community Destination, Business, and Lifestyle Study
- Brand Experience Field Audit
- State and Peer Interviews
- Attitude Awareness and Perception Study
- Community Segmentation Analysis

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## **Phase II: Evaluate – What is the most compelling Perry story?**

- SWOT Analysis
- Brand Profile Wheel
- Brand Sensory Assessment
- Refined Brand Promise Platform
- Brand Strategy Development

## **Phase III: Expressions – Telling the Perry Story**

- Creative Platform Development
- Logo Development and Tagline
- Positioning Copy
- Brand Guidelines

### **Q: What were some of the key research findings?**

**A:** The research and data revealed a number of truths that shape our community and thusly shaped our brand and our strategy.

- Perry’s top assets are the Georgia National Fairgrounds and Agricenter and the Georgia National Fair, they put Perry on the map.
- Perry’s downtown shapes our character and delivers our southern charm.
- Perry’s southern charm is also displayed in the character of its people.
- Perry’s central location in Georgia and proximity to I-75 is very important.

### **Q: What is our Strategic Brand Platform?**

**A:** For people looking for a relaxing break in their journey and for the charm of authentic southern small towns, the City of Perry is in central Georgia along I-75, whose downtown conveniently serves the classic Georgia hospitality you seek, so your experiences are more personal and you feel enriched.

### **Q: What is our Brand Strategy?**

**A:** Own Perry’s traditional Georgia southern charm and leverage our central location as a way to create a more personal experience to guests, families, and businesses.

### **Q: Who can utilize the Perry Brand?**

**A: We want everyone to embrace and utilize the Perry Brand! After all, it is our community’s brand.** Individuals, businesses, organizations, etc. should think of fun and creative ways to integrate the brand into their operations, services, marketing, etc. We do ask, however, that you adhere to the Graphic Brand Standards for the Perry Brand.

### **Q: Why spend money on this effort?**

**A:** The development and implementation of a focused and consistent community brand is a progressive, sound investment in the Perry community. The returns on this investment will pay dividends for decades to come, greatly surpassing the initial cost of this effort. The Perry Brand will assist in recruiting additional businesses to our community and maintain Perry’s desirability for residents. The brand will enhance the future health of city revenues, protect property values, and help Perry retain its unique identity.

### **Q: What about our past and existing “brands”?**

**A:** The branding initiative will not take the place of our historical identities or any brand that a particular group or organization wants to keep. The effort builds on the various projects Perry has conducted over the past several years including the Strategic Plan and Master Plan. The project will not impose something artificial on the community, but uses the input provided by the community to forge an authentic way of conveying a community’s assets.

### **Q: What organizations participated in the branding process?**

**A: A true community effort,** the following organizations participated in the branding process:

- Perry Downtown Merchants Association
- Perry Main Street Advisory Board
- Perry Downtown Development Authority
- Georgia National Fairgrounds & Agricenter
- Perry Area Historical Society
- Uptown Perry Partnership
- Perry Area Chamber of Commerce
- Perry Area Convention and Visitors Bureau Authority

### **Q: How can the community get involved in supporting the Perry Brand?**

**A:** We as a community must own our role of being the place where Georgia, and the people passing through or visiting Georgia, comes together.

*For information or assistance regarding the Perry Brand and to learn how you can get involved, please contact anyone from any of the above-mentioned participating organizations or contact the City of Perry Department of Economic Development at 478-988-2757. You may also visit the Perry Brand webpage at [www.perry-ga.gov/our-brand](http://www.perry-ga.gov/our-brand).*



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**We want everyone to embrace  
and utilize the Perry Brand!**



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# Using the PERRY BRAND

We are excited about the new Perry Brand and Brand logo and also that other organizations wish to learn how they can utilize it and incorporate it into their marketing materials and individual brands. While we encourage this incorporation, we also realize it is important that these organizations maintain their individual identity within their own brand framework which promotes their unique goals and missions. Therefore, there is flexibility in how some of the elements of the Perry Brand logo may be used however there are certain restrictions as well.

Consistency is critical for establishing a strong brand identity. This document is a simplified guide for those wishing to use the Perry Brand logo and/or brand elements.

A more in-depth guide is available online at [www.perry-ga.gov/our-brand](http://www.perry-ga.gov/our-brand).

## Anatomy of the Perry Brand Logo

An understanding of the elements of the Perry Brand logo is essential to understanding how to properly integrate it your organizations brand if you wish to do so. The official Perry Brand logo colors are the PRIMARY BRAND COLORS Walnut and Oxford Brown.



### PRIMARY COLORS

Walnut  
PMS 168  
CMYK: 12 80 100 60  
RGB: 115 56 29  
HEX: 73381D

Oxford Brown  
PMS 412  
CMYK: 52 59 45 90  
RGB: 56 47 45  
HEX: 382F2D

### SECONDARY COLORS

Ecru  
PMS 7534  
CMYK: 5 5 15 8  
RGB: 209 204 189  
HEX: D1CCBD

Deco Green  
PMS 7492  
CMYK: 17 1 47 3  
RGB: 191 204 128  
HEX: BFCC80

Beaver  
PMS 7504  
CMYK: 17 36 52 38  
RGB: 148 121 93  
HEX: 94795D

Deep Forest  
PMS 7476  
CMYK: 89 22 34 65  
RGB: 13 82 87  
HEX: 0D5257

Burnt Umber  
PMS 7622  
CMYK: 0 97 89 45  
RGB: 147 39 44  
HEX: 93272C

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## Using the Perry Brand Logo

The Perry Brand logo should not be altered in any way. (i.e. colors, fonts, tagline, or the positioning of elements.)

**Color Application:** The Perry Brand logo may only be used in the two primary brand colors Walnut & Oxford Brown.

**One Color Application:** When legibility is a concern or printing processes do not allow for the use of color the logo may be used as solid black (light background) or solid white (dark background).

**Safe Area:** No other object should be placed within the safe area around the logo.

**Minimum Size:** The logo should not be used smaller than a height of .75”.

## Using Individual Elements of the Perry Brand

Elements of the brand may be used and incorporated into your organization’s brand but with certain limitations.

The **Graphic Icon** may be used as a stand alone icon. The same color applications apply for the graphic icon that apply to the logo (see above section).

The **Map Point** may be used as a stand alone graphic and incorporated or altered in other applications. However, when used with the Perry Brand Logo graphic it should not be altered.

The **Tagline** when used in Perry Brand logo should not be altered in any way. However, when used in applications other than the brand logo you are afforded limited creative license.

For example:

Where Georgia comes together **for FUN!**

Where Georgia **Artisans** come together.

Where Georgia comes together *for business!*

The words “Where Georgia comes together” should always be set in the font Georgia. Other words may be added and in a different font and/or color.

The palette of **Secondary Colors** can be used in conjunction with the Perry Brand logo but should not replace any of the primary colors in the brand logo itself.

## Improper Uses of Brand Creative Elements



Where Georgia comes together.

**DO NOT** use any unofficial colors or any combination of colors different than the official logo colors.



Where Georgia comes together.

**DO NOT** add unofficial copy or graphics covering any part of the logo.



Where Georgia comes together.

**DO NOT** delete, add or adjust any element of the logo.



Where Georgia comes together.

**DO NOT** change the proportions of the logo.



Where Georgia comes together.

**DO NOT** rotate or flip the logo.



Where Family comes together.

**DO NOT** alter the logo for any other unapproved entity.



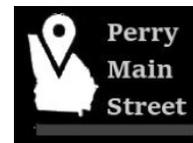
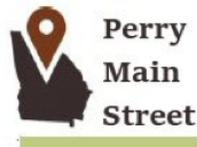
**DO NOT** screen the logo or use the logo behind text.



**DO NOT** print the logo on a dark background or image (example at left). Use the reversed version instead (example at right).

## Incorporation of the Perry Brand Logo elements

Below are examples of the correct incorporation of the Perry Brand Logo elements.



Download the complete Graphic Brand Standards guide at [www.perry-ga.gov/our-brand](http://www.perry-ga.gov/our-brand).