



# COMMUNICATIONS PLAN

EFFINGHAM COUNTY BOARD OF COMMISSIONERS

01 JAN 2025

County  
**Effingham**  
*Georgia*

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# INDEX

	PAGE
PURPOSE	3
TARGET AUDIENCE	4
CURRENT LANDSCAPE	5
SWOT ANALYSIS	6
STRENGTHS	7
WEAKNESSES	8
OPPORTUNITIES	9
THREATS	10
GOALS AND OBJECTIVES	12
SHORT TERM	13
LONG TERM	20
MARKET STRATEGIES	21
MEASUREMENT AND EVALUATION	23
CONCLUSION	24
APPENDICES	25
A. LOGOS	26
B. STATIONARY	29
B. VISUAL IDENTITY	37



# PURPOSE



## STRATEGIC PLAN

### Mission Statement

The mission of the Effingham County Board of Commissioners is to provide, through integrity, accountability, and transparency, exceptional public services that promote safety, health, and a high quality of life for its customers and constituents.

### Values

1. Honesty and Integrity
2. Openness and Transparency
3. Efficiency and Accountability
4. Friendliness and Customer Centricity
5. Creativity and Innovation

### Vision Statement

A prosperous county that cultivates balanced growth while preserving its culture, character, and history.

## STRATEGIC THEME Communications

Foster and produce accurate, and effective communication between the county, its employees and the public, ensuring that they are well-informed, engaged, and empowered.

## OVERVIEW

Public Engagement Services is dedicated to advancing the mission of enhancing public awareness, deepening engagement, and cultivating a positive image of the government. By leveraging diverse communication channels and visually impactful media, we will focus on delivering clear, accessible information to our customers and constituents. This approach will empower informed decision-making, strengthen public trust, and positively shape perceptions of government actions. Guided by our core values, we are committed to fostering transparent, meaningful interactions with the community and ensuring that every communication reflects our vision for an informed and engaged society.



# TARGET AUDIENCE



## ➤ Customers

Citizens, community members, businesses and nonprofit organizations

## ➤ Prospective Customers

Individuals, businesses and organizations seeking to relocate to Effingham County

## ➤ Internal Stakeholders

County employees, elected officials and partners

## ➤ External Stakeholders

Regional, statewide and national governments and organizations

## ➤ Media

Local press, bloggers, critics and news outlets







# CURRENT LANDSCAPE



## DIGITAL

### WEBSITE

- Main - [effinghamcounty.org](http://effinghamcounty.org)
  - Redirected Sites (Elected and Departmental)

### EMAIL/TEXT NOTIFICATIONS

- Municode
- Rave

### SOCIAL MEDIA

- Facebook
  - BOC, EEMA, Fire, Senior Center, Animal Shelter, Rec
- YouTube
- Instagram (Reserved but unused)
- LinkedIn (Free Version)
- X (Twitter, Reserved but unused)

### APPS

- Engage Effingham (311 See-Click-Fix) *In Development*

## EVENTS

- Easter Egg Hunt
- Trunk or Treat
- Lunch with Santa
- Fishing Rodeo
- Town Halls
- Ceremonies - Ribbon cutting and honorary
- Public showings and Q&A
- Internal

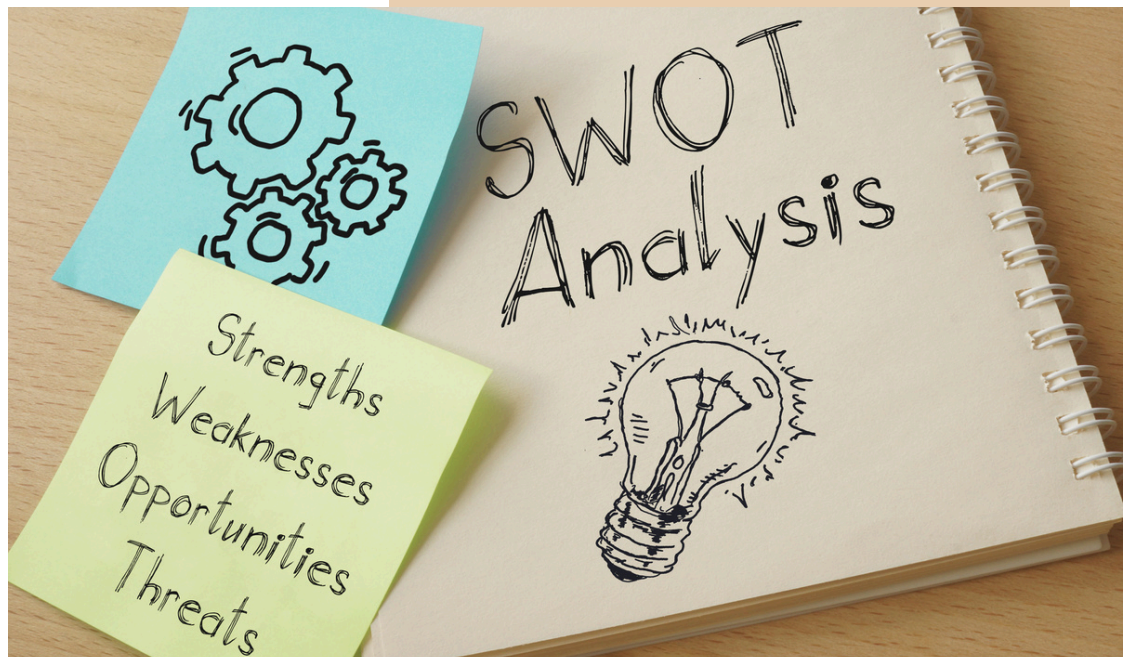
## STRUCTURE

### EMPLOYEES

- Communications Manager
- Public Information Officer
- Events Coordinator



# SWOT



A SWOT analysis helps identify our strengths, weaknesses, opportunities, and threats, providing valuable insights for strategic planning. By understanding these factors, we can make informed decisions, capitalize on opportunities, address challenges, and build on our strengths, ultimately improving our effectiveness and achieving our goals.



# STRENGTHS

## CONTENT

We have a vast and diverse pool of content available to us. With access to numerous departments, events, and a rich community network, we are able to create and share a wide variety of engaging and relevant content that reflects the breadth of our government's initiatives and the needs of the public.

## GROUND-UP GROWTH

Without the constraints of established habits, we are able to design an efficient workflow and marketing plan that is adaptable, innovative, and aligned with current best practices, ensuring a fresh and effective approach to communication.

## AMPLE FREE RESOURCES

We have the ability to learn from and adapt the successful communication strategies of other municipalities and governments. With a wealth of software, technologies, and resources at our disposal, we can implement proven ideas and best practices, customizing them to our unique needs while leveraging cutting-edge tools to enhance our messaging and engagement efforts.

## CROSS-DEPARTMENT FLEXIBILITY

We can more easily integrate with other parts of the organization and align messaging, ensuring better coordination and synergy in communication efforts.



# WEAKNESSES

## BUDGET

Without dedicated financial resources, our ability to invest in essential tools, technologies, and campaigns is limited, which may hinder our capacity to execute communications strategies at full scale.

## STAFF

With current staffing, our ability to manage multiple projects simultaneously may impact the overall efficiency and scope of our communications efforts.

## LACK OF PROCESS

Without predefined workflows or guidelines, the department may face inefficiencies, confusion, and inconsistencies in executing tasks and campaigns.

## INADEQUATE ANALYTICS

We do not have the processes in place to track, measure, and analyze the effectiveness of communication efforts, which hinders decision-making and continuous improvement.

## INTERNAL COLLABORATION

We may struggle with cross-department collaboration, especially if other departments are unfamiliar with the communication goals or processes or are resistant to change.



# OPPORTUNITIES

## UNUTILIZED TECHNOLOGY

To fully utilize the technologies and services we are already paying for, maximizing their potential to improve efficiency and enhance our communication efforts.

## NEW TECHNOLOGY

To purchase or subscribe to technologies used by other organizations that we are not yet utilizing, allowing us to enhance our communication strategies and stay competitive.

## UNTAPPED MARKET

Engage the large portion of our population that isn't currently interacting with our content. By developing targeted strategies and outreach efforts, we can increase citizen participation and improve community engagement.

## BLANK SLATE

Create a cohesive brand from the ground up allows us to establish a strong and consistent identity that resonates with our community and enhances recognition.

## EVENTS

The newly established events coordinator position presents an opportunity to host a wider variety of events, fostering deeper engagement with our citizens and providing a platform to cross-market departmental services.

## SKILL DEVELOPMENT

Employees can acquire new skills and expand their expertise in various communication and marketing areas providing an opportunity for professional growth.



# THREATS

## MIS/DISINFORMATION

False or misleading information can undermine public trust, create confusion and hinder the effectiveness of our messaging.

## DISSEMINATION

Delays or errors in communication can lead to confusion, mistrust and missed opportunities to effectively engage and inform the public.

## CRISES

Power outages or technology failures can hinder our ability to communicate effectively and in real-time, impacting our responsiveness and the accuracy of the information we provide to the public.

## APATHY

A lack of engagement or interest from the public can make it difficult to effectively communicate key messages and drive participation in community initiatives.

## PERCEPTION

A misstep in messaging, a crisis, or negative media coverage can lead to damaged reputation, eroding trust and damaging the department's credibility.



## **THREATS**

### **CONTINUED**

#### **INTERNAL RESISTANCE**

Resistance from other departments or staff members to new communication strategies or technologies can slow progress and limit the department's effectiveness.

#### **LEGAL AND COMPLIANCE**

Failing to comply with regulations around data privacy, accessibility, copywrite laws or other legal requirements can lead to penalties, lawsuits, or reputational damage.

#### **STAKEHOLDER CONFLICT**

Conflicting interests or priorities among internal stakeholders (e.g., government departments, community leaders) can result in misaligned messaging or difficulty in reaching consensus on communication strategies.

#### **COMPETITION**

The overwhelming volume of information from multiple sources (social media, news outlets, etc.) can make it difficult for our communications to stand out and capture the public's attention.





# GOALS & OBJECTIVES

## GOALS

### Primary

Foster and produce accurate, and effective communication between the county, its employees and the public, ensuring that they are well-informed, engaged, and empowered.

#### ➤ Openness and Transparency

- Increase the quality and quantity of information distributed to our customers
- Provide more opportunities for customers to directly communicate with Effingham County government

#### ➤ Honesty and Integrity

- Foster a positive, professional, and trustworthy image of the government through strategic branding
- Effectively disseminate accurate information

#### ➤ Efficiency and Accountability

- Demonstrate that Effingham County government is efficiently investing tax dollars into essential services and infrastructure that directly enhance the quality of life for its residents
- Leverage KPIs such as website impressions, social media metrics (likes, shares), event attendance, and survey results to demonstrate to customers that Effingham County is effectively disseminating key public information.
- Demonstrate that the Effingham County government is effectively fulfilling its mission statement, upholding its core values, and consistently prioritizing the strategic themes outlined in the Strategic Plan

#### ➤ Friendliness and Customer Centricity

- Build stronger relationships with residents and stakeholders
- Promote a positive and encouraging internal work atmosphere through internal marketing efforts to boost employee morale, enhance retention, and attract top external talent
- Increase participation in and satisfaction of Effingham County events, sports and recreation activities through positive and engaging experiences



# **OBJECTIVES**

## **SHORT TERM**

### **YEAR 0-1**

#### **ESTABLISH COMMUNICATIONS DEPARTMENT**



- Create a Budget
- Identify and purchase required media service subscriptions, software, cameras, lighting, audio equipment
- Identify and purchase promotional signage and literature, decor', props and tools/supplies to enhance and conduct current and new events.
- Define job responsibilities and scheduling

#### **CORE COMMUNICATIONS CHANNELS**



- Redesign Effingham County website
  - Complete website redesign.
    - Update branding with aesthetics established in the future branding specification guidelines
    - Implement an intuitive and user-friendly interface
    - Provide an actively updated and visually compelling news reel featuring public information, event reminders, employee highlights, meeting summaries, culture, etc.
    - Quality visuals - Commissioner and department head headshots, stock photography for departmental sub-sites and banners, imbedded videos and photo reels highlighting county people, places and things
    - Prominently display mission statement, values, vision, and strategic themes from the strategic plan
    - Feature internal and external customer testimonials
    - Single sign-on account for users with access to multiple features
    - Establish and develop SEO



## SHORT TERM OBJECTIVES CONTINUED

### CORE COMMUNICATIONS CHANNELS



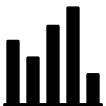
- Refine 3rd party websites
- Implement and market Engage Effingham App
- Expand RAVE - Text/email notification system
- Social Media
  - Purge unused accounts
  - Combine redundant accounts
  - Develop active accounts
  - Assign departmental social media liaison roles & train in best practices
  - Identify opportunities to purchase paid advertising, boost posts and target communications
- YouTube/Podcast - Expand to include short-form informational content and staff/Commissioner interviews.
- Expand variety and number of public events. Participate in external stakeholder events.

### BRANDING



- Develop a style sheet and branding guidelines
  - Disseminate and require departments to comply with branding guidelines
- Update logos, social media, stationary etc. to reflect new aesthetic

### ANALYSIS



- Establish Baseline Analytics
  - Citizen satisfaction surveys
  - Website and social media impressions
  - Event attendance
  - Collect direct feedback through in-person and virtual town halls



## SHORT TERM OBJECTIVES CONTINUED

### CONTENT



- Establish a media content schedule
- Establish events calendar
- Collect stock photography of parks, park maps, facilities and complexes, infrastructure, nature, citizens, employees and events
- Work directly with department heads to establish promotional opportunities
- Meet with other municipalities/organizations to compare marketing tactics/tools/content
- Develop employee retention and recruitment marketing plan in conjunction with Human Resources, including employee spotlight and employee of the month
- Identify outreach opportunities for underrepresented citizens

### STANDARD PRACTICE



- Establish emergency communication protocols
- Establish crisis management protocols
- Establish guidelines for communications with the press
- Identify and comply with ADA guidelines, identify opportunities for multilingual content
- Require all departments and staff to adhere to branding guidelines.
- Require all county events to be coordinated through or organized by the Communications Department to ensure a quality and consistent product.



## SHORT TERM OBJECTIVES CONTINUED

### GROWTH



*All goals in this section are based in preliminary (or currently unavailable) data and will be updated as more analytics are established. According to Hootsuite analytics, these are the average growth metrics for governmental agencies in 2024:*

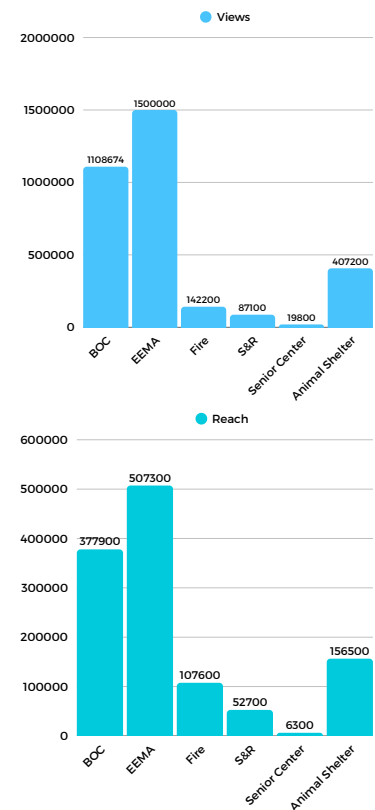
**Facebook - +.04%/year**

**Linkedin - +8%/year**

**Instagram - +2%/year**

### FACEBOOK VIEWS/REACH

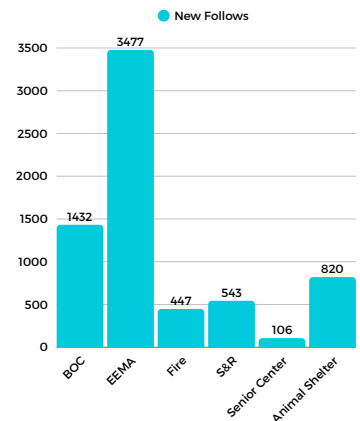
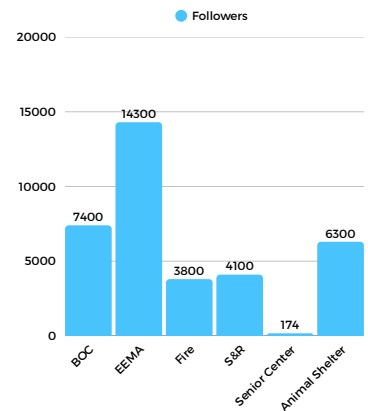
- BOC - 2024 - 1.1 Million Views, 377.9 K Reach
  - Goal - +5%.
- EEMA - 2024 - 1.5 M Views, 507.3 K Reach
  - Goal - +5%
- Fire - 2024 - 142.2 K Views, 107.6 K Reach
  - Goal - +5%
- Sports & Rec - 2024 - 87.1 K Views, 52.7 K Reach
  - Goal - +5%
- Senior Center - 2024 - 19.8 K Views, 6.3 K Reach
  - Goal - +20%
- Animal Shelter - 2024 - 407.2 K Views, 156.5 K Reach
  - Goal +5%



## GROWTH CONTINUED

### FACEBOOK FOLLOWERS

- BOC - 2024 - 7,400 Followers, 1,432 New, +20%
  - New followers were gained in part due to cross-following Hurricane alerts via EEMA, transition of members from a now defunct sister page for BOC, and more frequent/more engaging content. 2025 should expect to have less growth considering these factors.
  - Goal +5%
- EEMA - 2024 - 14,300 Followers, 3,477 New, +24%
  - Hurricane alerts created a surge of new followers in late Summer 2024. The unpredictable nature of weather events makes projecting future growth difficult.
  - Goal +5%
- Fire - 2024 - 3,800 Followers, 447 New, +11%
  - Hurricane alerts created a surge of new followers in late Summer 2024. The unpredictable nature of weather events makes projecting future growth difficult.
  - Goal +5%
- S&R - 2024 - 4,100 Followers, 543 New, +13%
  - Growth was steady throughout the year, with a small bump in Spring 2024.
  - Goal +5%
- Senior Center - 2024 - 174 Followers, 106 New, +60%
  - Large growth was seen in 2024. The Senior Center page was unused until September 2024 and experienced a surge of new users. This page has the opportunity for rapid growth as there is a large available market for new users and engaging content.
  - Goal +20%
- Animal Shelter - 2024 - 6,300 Followers, 820 New, +13%
  - Growth was steady throughout 2024.
  - Goal +5%



## SHORT TERM OBJECTIVES CONTINUED

### RECDESK

- Current Users - 11,700
  - Goal - Discuss development or elimination and transfer to Civicplus.

### RAVE

- Current Users - 2024
  - EEMA - 1,800
    - Goal +5%

### INSTAGRAM

- Current Users - 2024 - 2 Users
  - Goal - Development or elimination.

### LINKEDIN

- Views - Past 365 Days - 11.2 K
  - Goal - +10% Upgrade to paid version. Begin paid job posting/boosting.

### MUNICODE

- External Users - 1 K
  - Currently used by County Clerk for agenda distribution and management. Potential switch to RAVE.
  - Goal +5%.

### TWITTER

- Reserved but unused. Need to discuss implementation and content plan.
  - Goal +300 followers

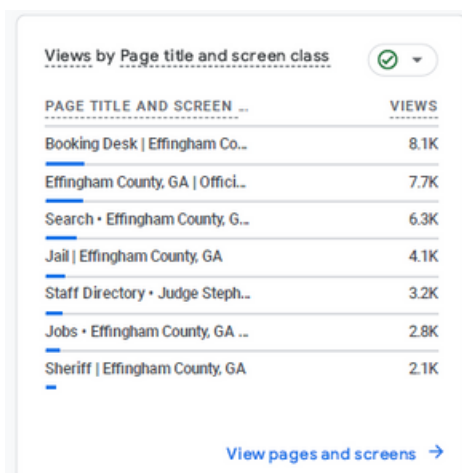
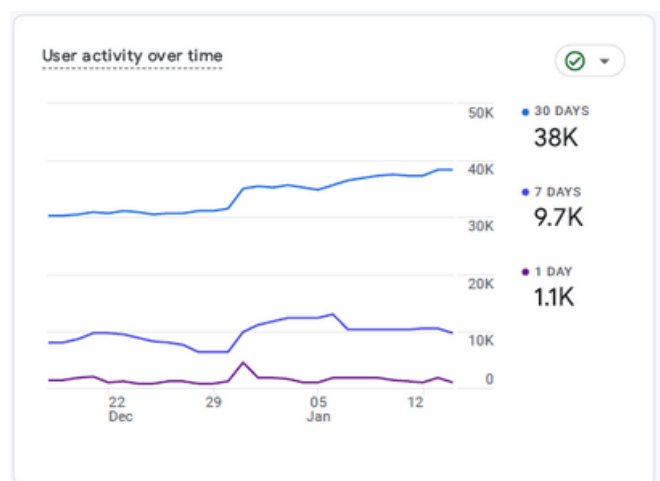
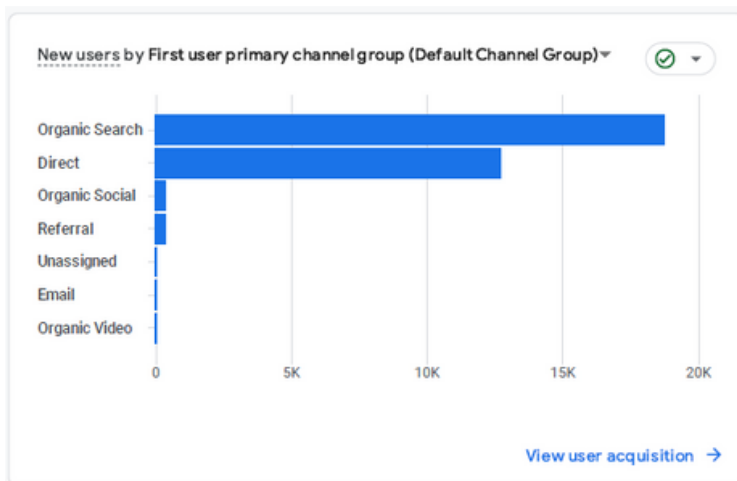
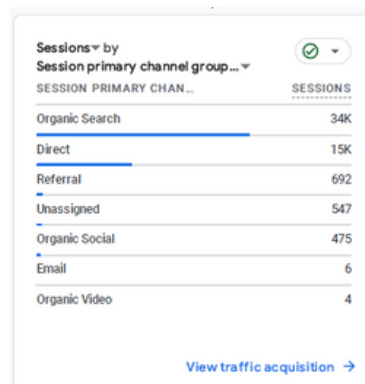


## SHORT TERM OBJECTIVES CONTINUED

### WEBSITE

Full review of analytics is listed as short term goal. Specific goals for pages, visitors, length of stay, subpages, links, SEO/organic search will be established at a later date

- Total Visits - Past 30 Days - 38 K
  - Goal +10%
- Total Users (Past 30 Days) - 36 K
  - Goal +10%



# OBJECTIVES

## LONG TERM

### YEAR 1-3

#### EXPAND



- Establish a physical and digital county newsletter
- Negotiate a full-page infographic spot (quarterly “health of the county”) in the Herald
- Implement a weekly/monthly news show on YouTube
- Implement a 24/hr public information channel on YouTube
- Implement “5 minute” podcasts
- Expand paid advertising presence. Digital, print, billboards etc.
- Expand county events in variety and scale.
- Expand department staff to achieve broader coverage of county affairs and increase quality/quantity of communications and events





- Develop clear, accessible messaging for all demographics
- Use a combination of digital platforms (website, social media, email/text notifications, webinars, virtual town halls, mobile apps) and traditional media (press releases, town halls) to disseminate information
- Host engaging, entertaining, and family-friendly events that foster a sense of community and strengthen the relationship between residents and county government.
- Engage in external stakeholder events through sponsorships and by managing promotional booths.
- Utilize paid advertising to promote key services, initiatives and events
- Focus on transparency and timely dissemination of information regarding county policies, services, and events
- Communicate how Effingham County is addressing the strategic themes of Balanced Growth, Infrastructure, Service Delivery and Communications
- Work directly with HR to attract top talent for open positions, utilizing digital recruitment services and promotional materials, including a branded employee benefits sheet
- Comply with all ADA and language requirements while making a concerted effort reach underrepresented citizens

## MARKETING STRATEGY CONTINUED

### INTERNAL COMMUNICATION

- Foster effective communication between departments
- Create a centralized system for sharing news and updates
- Work directly with HR to recognize tenured employees and reward them for their accomplishments, including an employee of the quarter program

### COMMUNITY ENGAGEMENT

- Implement digital surveys or polls to gather feedback
- Organize town hall meetings, open forums, or listening sessions
- Utilize digital media to interact directly with residents and answer questions, including virtual town halls and webinars
- Use county events to foster a greater sense of community and promote department services
- Implement app “Engage Effingham” to allow citizens to directly report perceived maintenance and nuisance issues

### CONTENT MARKETING

- Create educational content explaining county processes, services, and resources
- Highlight the achievements of our citizens
- Humanize government employees through emotionally driven content
- Create an emotional connection with our citizens by showcasing the positive impact of our services on their lives and the lives of others

### BRANDING

- Establish branding requirements across all departments and BOC communication tools to achieve a professional unified perception
- Increase the graphic quality, variety and frequency of information to encourage engagement and trust

# MEASUREMENT & EVALUATION



## ► Key Performance Indicators (KPI's)

- Website traffic (unique visitors, return visitors, engagement, page views, time on site, etc.)
- Social media engagement (likes, shares, comments, followers)
- Media coverage (number of press mentions or features)
- Event attendance
- Public feedback (survey results, participation rates in town halls)

## ► Regular Review

- Establish a process for quarterly or annual reviews of communication efforts and adjust strategies as necessary based on feedback and performance metrics
- Define measurable goals (impressions, shares, views, attendance, satisfaction, etc.) and track progress





# CONCLUSION



In conclusion, Effingham County's communications strategy is centered on fostering a well-informed and engaged community by consistently delivering transparent, accessible, and relevant information. Through the strategic use of diverse communication channels and impactful media, we will continue to build strong relationships with our customers and constituents, ensuring that every interaction reinforces the government's commitment to accountability, trust, and positive engagement. As we move forward, we will remain dedicated to enhancing public awareness, encouraging meaningful participation, and shaping a favorable image of the government, all while reflecting our core values and advancing our mission to support an empowered and informed society.



# APPENDICES

**A. LOGOS**

**B. LETTERHEAD, STATIONARY AND  
BUSINESS CARDS**





# APPENDIX A:

## LOGOS



Board of Commissioners  
County  
**Effingham**  
*Georgia*



## LOGO CONTINUITY



## BOC DEPARTMENT LOGOS



**Effingham** County  
*Georgia*  
Board of Commissioners



**Effingham** County  
*Georgia*  
Facilities and Fleet Services



**Effingham** County  
*Georgia*  
Finance and Accounting Services



**Effingham** County  
*Georgia*  
Parks and Landscape Services



**Effingham** County  
*Georgia*  
Geographical Information Services



**Effingham** County  
*Georgia*  
County Engineering Services



**Effingham** County  
*Georgia*  
Human Resource Services



**Effingham** County  
*Georgia*  
Planning and Zoning Services



**Effingham** County  
*Georgia*  
Information Technology Services



**Effingham** County  
*Georgia*  
Code Enforcement Services



**Effingham** County  
*Georgia*  
Procurement and Contract Services



**Effingham** County  
*Georgia*  
Building and Fire Inspection Services



**Effingham** County  
*Georgia*  
Customer Support Services



**Effingham** County  
*Georgia*  
Public Engagement Services

# APPENDIX B:

## STATIONARY

LETTERHEAD  
BUSINESS CARD  
ENVELOPE  
EMAIL SIGNATURE



# BOC LETTERHEAD - FIRST PAGE

DAMON RAHN  
*Chairman At Large*

STEPHANIE JOHNSON  
*County Clerk*



TIMOTHY J. CALLANAN  
*County Manager*

EDWARD L. NEWBERRY, JR.  
*County Attorney*

## *Effingham County Board of Commissioners*

FORREST FLOYD  
*District 1*

ROGER BURDETTE  
*District 2*

JAMIE DELOACH  
*Vice Chairman - District 3*

BETH HELMLY  
*District 4*

PHIL KIEFFER  
*District 5*

Dear Mrs. Doe,

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804 South Laurel Street • Springfield, Georgia 31329  
(912) 754-2123 • Fax (912) 754-4157

*Effingham County Board of Commissioners*

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Thank you,  
Tim Callanan  
County Manager

804 S. Laurel St.  
Springfield, GA 31329  
Phone: (912) 754-2111  
tcallanan@effinghamcounty.org



**Effingham** County  
Georgia  
Board of Commissioners





808 GA-119 S.  
Springfield, GA 31329  
Phone: (912) 754-6339  
Effinghamrec.recdesk.com

## Mock Rockwell Header

Made Tommy Sub-header

Dear Mrs. Doe,

Lorem ipsum odor amet, consectetur adipiscing elit. Sapien faucibus aliquet dis pulvinar conubia ipsum dui. Libero tellus sit pharetra tellus lacus nibh vulputate nisl. At viverra suscipit senectus massa condimentum. Iaculis in dignissim metus quis facilisi magna. Etiam ante tempor; ornare nunc felis venenatis suscipit. Suscipit risus dictumst; imperdiet gravida est senectus neque suspendisse mus?

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Fusce dolor cras litora tempor augue rutrum habitant ornare eros. Vestibulum lorem finibus eu id laoreet elit. Tincidunt senectus ligula suscipit porttitor congue nunc suspendisse. Dui potenti cubilia augue praesent dictum cras neque fusce. Ad in vitae iaculis varius non montes purus blandit. Sociosqu proin pellentesque senectus sagittis nostra. Nisl et nostra cursus dictumst elementum. Dapibus nibh habitant dapibus, ut pulvinar finibus blandit natoque.

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Facilisi lobortis laoreet feugiat; ut rhoncus quisque. Potenti convallis fringilla cubilia parturient finibus ridiculus natoque nullam vel. Curabitur nunc vitae suspendisse pellentesque rutrum varius. Suscipit tristique consequat lacus



ligula quam nascetur. Convallis habitasse sapien pretium comibia magna nec pellentesque habitant. Eu ex felis ipsum neque; est nunc velit. Cubilia sollicitudin dictumst scelerisque; mattis penatibus pharetra consequat tellus himenaeos. Lacus urna convallis montes ultricies lacus tortor quisque. Vestibulum massa magna dapibus neque suscipit litora orci.

Elit netus magna gravida facilisi finibus. Nascetur dis pretium posuere egestas; diam mattis sit tincidunt. Class senectus nascetur semper feugiat venenatis pellentesque consectetur dapibus arcu. Euismod urna tortor sapien tempor, sit porttitor leo scelerisque sagittis. Nullam laoreet torquent praesent fames quam ex volutpat per omare. Porta facilisis himenaeos dignissim habitasse elit euismod. Gravida proin maecenas primis magna, interdum leo primis.

Inceptos habitant netus sollicitudin pellentesque nunc netus. Consequat vehicula nibh lobortis placerat habitant semper placerat. Dis ex nostra augue suscipit dictum rutrum. Potenti inceptos senectus sit; diam pulvinar scelerisque enim nascetur. Maximus nulla sollicitudin molestie, convallis augue dapibus risus. Ipsum porttitor ultrices tincidunt integer adipiscing curabitur accumsan tristique congue? Tortor urna suspendisse condimentum felis accumsan nisl sollicitudin inceptos. Venenatis suscipit facilisi maximus proin magnis sollicitudin sodales mus. Turpis nec id bibendum erat pulvinar dui fusce interdum. Maximus erat vestibulum potenti amet eleifend euismod sem.

Thank you,

*Ron Smith*

Director, Sports and Recreation Services

808 GA-119  
Springfield, GA 31329  
Phone: (912) 754-6339  
[rsmith@effinghamcounty.org](mailto:rsmith@effinghamcounty.org)



County  
**Effingham**  
*Georgia*  
Sports and Recreation Services

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### Sports and Recreation Services

808 GA-119 S, Springfield, Georgia 31329  
(912) 754-6339  
[Effinghamrec.recdesk.com](http://Effinghamrec.recdesk.com)



## BUSINESS CARD

### Front - Non Photo



### Front - Photo



### Back - Both



### Specs

- Vendor: VistaPrint
- Size
  - Bleed 3.61" x 2.11"
  - Trim 2"x3.5"
- Finishes
  - Embossing - Image (Logo) Only
  - Paper - Matte, Premium
- Font
  - Name - Roboto Slab 11pt
  - Title - Eb Garamond 10pt  
Italicized
  - Information - Eb Garamond  
10pt

### Layout

- Non - Photo
  - Name and Title - Center aligned
  - Address/website (Bottom-left aligned)
  - Phone/Email (Bottom-right aligned)
- Photo
  - Name and Title - Left aligned

## ENVELOPES



**Effingham** County  
*Georgia*  
Emergency Management Agency

Emergency Management Agency  
181 Recycle Way  
Guyton, GA 31312

**Recipient name**

Street Address

City, State

Zip



## EMAIL SIGNATURE



**Jake Zeigler**

*Communications Manager*

EFFINGHAM COUNTY BOARD OF COMMISSIONERS

804 South Laurel Street | Springfield, GA 31329

o. 912-754-8061 ext. 4301

c. 912-433-6834

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[www.linkone.com](http://www.linkone.com)

[www.anotherlink.com](http://www.anotherlink.com)

"This is a quote people chose to include in their signature."

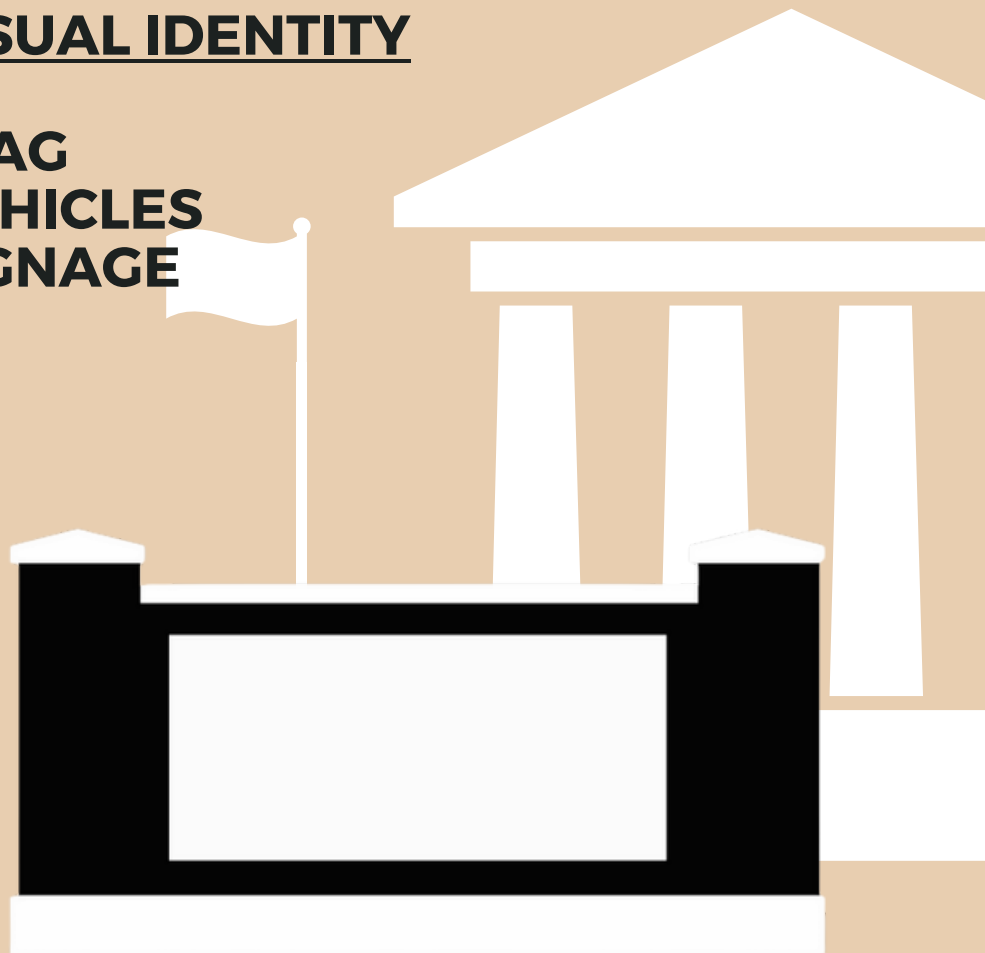
- Logo
  - Approved department logo, vertical version, no department sub-header
  - Size - No taller than 1" (Absolute Size Setting)
- Name
  - Font: Rockwell (Bold), 22pt
- Job Title
  - Font- Made Tommy, italicized, bold, 10pt
- Department Name
  - Font - Made Tommy, All caps, 10pt
- Address
  - Font - Made Tommy, single line, No abbreviations, vertical line separating street address and city/state/zip, 10pt
- Phone
  - Font - Made Tommy, 10pt
  - o. xxx-xxx-xxxx
  - c. xxx-xxx-xxxx
- Optional Information
  - All quotes, links, pictures, or additional information included in the email signature must be included below the logo.
  - Must be separated by 2 blank and one horizontal line



# APPENDIX C:

## VISUAL IDENTITY

FLAG  
VEHICLES  
SIGNAGE



# FLAG

## FEATURES

- 3:2 Aspect Ratio
- Black and White
- County Seal: 8 Stars representing the 8 original counties of Georgia
- County Name
- Laurel Branches: International symbol of victory, achievement and success. Laurel Street is also the home to Effingham County administration and courts.
- Founding Date





# Sides

Logo: Vertical format (no BOC sub-header), center of driver side and passenger side door

Vehicle ID Code: Rockwell font, under driver-side mirror



County  
**Effingham**  
*Georgia*



# Rear

Engage Effingham Bumper Sticker

**What's Your Effingham Problem?**  
Download the app. Report the issue. Get results.



- Litter
- Pothole
- Roadkill
- Vandalism
- Damaged Sign
- Code Violation
- Trash Not Picked Up
- Water & Sewer Service Request
- and more!





# Welcome



# Standard Building

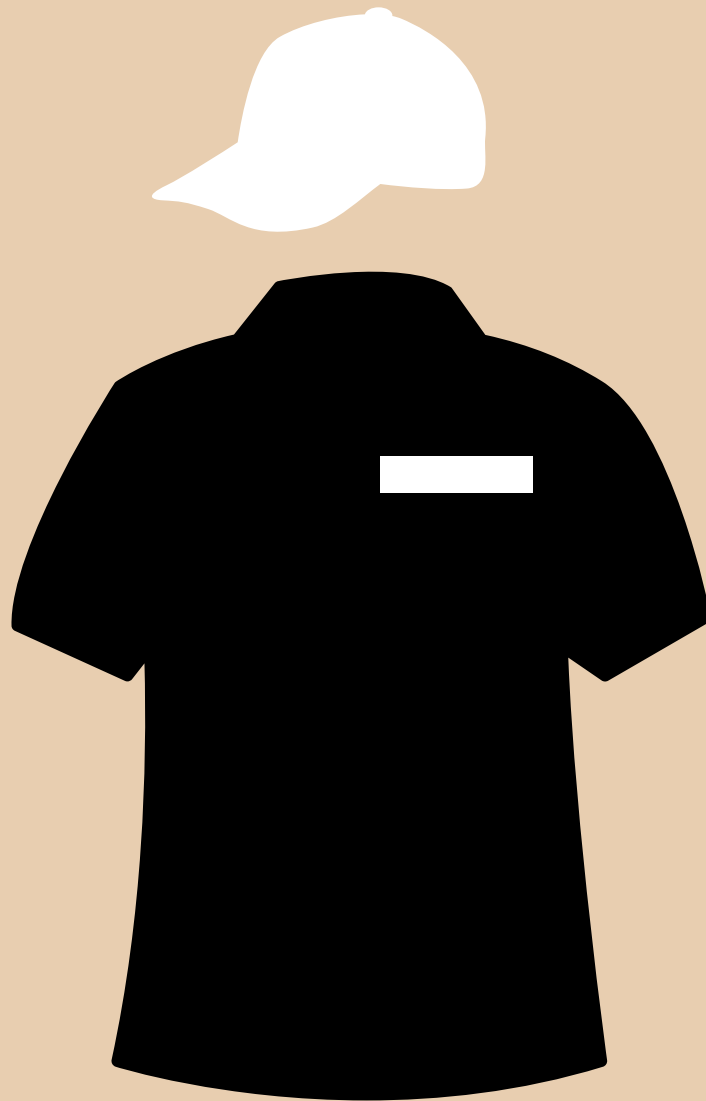


# Updated Signage



# APPENDIX D:

## CLOTHING NAMETAG



# Uniform Clothing Standards

All clothing purchases must adhere to the department-specific branding guidelines as determined by Public Engagement Services. These guidelines ensure consistent branding and quality, making it easier for citizens to identify employees, recognize departments, and enhance worker safety. Branding requirements include:

- Logo
  - Version
  - Application method (silk-screen, embroider)
  - Thread color
  - Location on clothing
- Fabric
  - Color
  - Style (Polo, Button-Up, Active Wear)
- Vendor
  - Approved vendors only
  - Departments must submit vendor change requests through Public Engagement Services
- Additional Customization
  - Any design requests not outlined in the branding guidelines must be approved by Public Engagement Services

# BOARD OF COMMISSIONERS

## LOGOS

- Embroidered (When Possible)
- Black/White Text dependent on clothing color



## SPECS

- Shirts
  - Polo
  - Black, White
  - BOC Logo - Left Chest
  - 1777 Logo - Back Collar
- Hat
  - Black
  - Logo location - Front Center
  - Vertical Orientation (No Sub-header))



Front



Back



# SPORTS & RECREATION SERVICES

## LOGOS

- Embroidered (When Possible)
- Black/White Text dependent on clothing color



County  
**Effingham**  
*Georgia*



County  
**Effingham**  
*Georgia*

## SPECS

- Shirts
  - Red
  - S&R Logo - Left Chest
- Hat
  - Black
  - Logo location - Front Center
  - Vertical Orientation (No Subheader)



# ANIMAL SHELTER

## LOGOS

- Embroidered (When Possible)
- White Text/White Logo



## SPECS

- Scrubs
  - Turquoise, Purple, Fuchsia
  - Logo location - Left Chest, All White





## NAME TAGS



### Vendor: NameTagCountry

- White plastic, Digitally Printed
- 1 1/4" x 3", Rounded Corners
- Magnetic Backing

### COMMISSIONERS, DIRECTORS



- Layout # 3171
- Department Logo, Vertical, No Sub-header
- Name
  - All caps
- Title
- Department Name



### STAFF



- Layout 3703
- Department Name
- Name
- Title





Board of Commissioners  
County  
**Effingham**  
*Georgia*