

A.



This option represents the continuous connection between past and future.

One arrow points backward, acknowledging legacy and lessons learned, while the other looks forward, representing growth, momentum, and what comes next. The circular motion suggests connection, collaboration, and an ongoing process rather than a fixed moment in time.

Together, the graphic and tagline, "Connecting Our Past with Our Future," communicate a commitment to honoring where we've been while intentionally shaping what's ahead.

B.



This option represents a long-term vision centered on people, place, and progress.

The three icons visually reinforce the plan's core pillars: **Community**, shown through people coming together; **Growth**, represented by stewardship and care for natural and built environments; and **Opportunity**, illustrated by directional arrows that signal choice, access, and forward movement. The color palette helps distinguish these ideas while reinforcing balance and inclusivity.

Together with the horizon year 2043, the logo communicates a forward-looking, comprehensive approach to planning—one that links community needs with sustainable growth and future opportunity.

C.



These options reflect a forward-looking vision rooted in place, progress, and aspiration.

The circular form symbolizes unity and continuity, while the layered landscape—featuring the Sauratown Mountain Range and Pilot Mountain—provides a familiar and meaningful local reference. The rising horizon and overlapping forms convey elevation, growth, and long-term momentum, reinforcing the idea of steady movement toward a shared future.

Together, the imagery and the 2043 horizon year express a comprehensive plan focused on uplifting the community through thoughtful, coordinated action over time.

E.



These options are built around the idea of connection—between people, places, systems, and the future.

The circular gateway symbol represents an open threshold, inviting the community to move forward together while acknowledging the landscape and character that are familiar to the community of King. The repeated arch shapes suggest pathways and intersections, reinforcing the plan's role as a connector—linking land use, transportation, economic opportunity, and community priorities into a cohesive whole.

Together, the imagery and the 2043 horizon year position the plan as a gateway to collaboration and possibility—guiding thoughtful growth, strengthening relationships, and creating meaningful connections that will shape the future of King.

D.



F.

