Date:	November 04, 2026	**City Council Meeting Date:**	November 04, 2026
Presenter:	Bobby Singleton	**Department:**	DDA
Goal:	Branding/Marketing		
Agenda Title:	**Civic Brand Strategy and Guidelines – Partnership Opportunity Between the City of Stone Mountain and the Downtown Development Authority (DDA), Goal - Governance, Branding and Marketing**		

Agenda Item Description (Background/History/Details):
Discussion of a potential partnership between the City and the DDA to develop a Civic Brand Strategy and Guidelines establishing consistent visual standards for Stone Mountain. The guidelines would define typography hierarchy, color systems, photography direction, and clear rules for applying the brand across public spaces, downtown placemaking, marketing materials, and community initiatives. The goal is to maintain a consistent visual identity, protect the City's brand equity, strengthen recognition, and ensure that future branding and placemaking projects align with a unified vision for Stone Mountain.

Requested Action:
Provide direction to staff regarding the proposed City-DDA partnership and next steps for developing the Civic Brand Strategy and Guidelines.