Civic Brand Strategy & Guidelines

A Collaborative Initiative by
the City of Stone Mountain &
the Downtown Development Authority

CITY OF
STONE
MOUNTAIN, GA

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CITY OF STONE MOUNTAIN
DOWNTOWN
DEVELOPMENT AUTHORITY
A MAIN STREET CITY

PROJECT OVERVIEW

A Unified Vision for Stone Mountain Village

The Goal: To establish a unified Civic Brand Strategy and comprehensive Brand Guidelines document.

The Strategy: Build a strong identity foundation that harmonizes across all touchpoints, while providing specific guidance for distinct operational layers:

- Placemaking (Civic)
- Destination (Tourism)
- Government (Municipality)

The Impact: Ensuring that regardless of the audience, our community speaks with one cohesive, powerful voice.



PROJECT TEAM & COLLABORATION

Strategic Alignment Across Departments

This initiative is a joint effort to ensure the final guidelines empower all future placemaking, marketing, communications, and municipal operations.

Project Leads:

- **Bobby Singleton,** DDA Board Member; Brand Director by Trade
- **Sarah Hage,** DDA Board Member; Brand Manager by Trade

City Collaborators:

- **Maggie Dimov,** City Manager
- **Thatcher Hart,** DDA Director; Community Development Director
- **Ell Walker,** Tourism Manager
- **Rick Badie,** Communications Specialist

CORE DELIVERABLE 1

Brand Strategy Development

Before we design, we define who we are and how we sound.

Foundational Narrative:

Defining the core story of Stone Mountain Village as a living, historic community.

Messaging Framework:

Establishing a clear, unified verbal identity and messaging guardrails.

The Value:

Equips City and DDA staff with a consistent "playbook" for PR, partnerships, and public communications.

CORE DELIVERABLE 2

Visual Identity Adaptation

Maximizing the City’s existing investments to build a scalable identity system.

Honoring Past Work: We will adapt and formalize the identity work previously produced by Lorenc Design during the 2019 Village Forward Master Plan.

Current Equity: This mark is already actively establishing our physical footprint (e.g., the welcome mural and commemorative bench).

The Value: We will extract, refine, and structure these existing assets into an official, highly usable logo and placemaking system without starting from scratch, continuing to build on existing equity.



CORE DELIVERABLE 3

Official Brand Guidelines Buildout

The final product:
a comprehensive, actionable rulebook for the City and DDA.

Visual Guardrails:

Explicit instructions dictating typography hierarchy, color systems, and photography direction.

Targeted Application:

Clear rules on how to properly apply the brand across the distinct Placemaking, Destination, and Government layers.

The Value:

Prevents visual inconsistency, protects our brand equity, and streamlines future vendor and design requests.

IMPLEMENTATION & NEXT STEPS

An Ongoing and Collaborative Partnership

The delivery of the brand guidelines marks the beginning of our alignment, not the end.

Ongoing Support:

Following the completion of the rulebook, the DDA and City staff will engage in ongoing collaboration.

Guided Application:

We will work together to guide how the new standards are implemented across all physical (signage, placemaking) and digital (marketing, social media) expressions of the civic identity.