

Hall County Government Unveils New Logo

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Hall County Government unveiled its new logo at Thursday night's Board of Commissioners meeting at the Hall County Government Center.

"We are excited to brand Hall County with an innovative, modern design that represents the growth and progress that exists here and also represents this area's natural resources," said Hall County Commission Chairman Richard Mecum.

The new logo features two flowing blue stripes, a soft green arc and the image of a rising yellow sun, complete with "rays" in the shape of mechanical cogs.

According to Hall County Public Information Officer Katie Crumley, each design element in the new logo highlights a distinct characteristic of Hall County.

"The streaks of blue represent Lake Lanier, which is an important feature of Hall County's landscape and has had a major impact on development opportunities and residents' overall quality of life," Crumley said. "It was important to feature the lake prominently in our new logo considering its significance to Hall County's past, present and future."

She said the blue lines also resemble roadways, giving a nod to the infrastructure that Hall County Government provides and maintains for its citizens.

"The green arc is reminiscent of the rolling hills seen throughout Hall County, as it rests at the foothills of the Blue Ridge Mountains," said Crumley.

The green is also meant to represent Hall County's rich agricultural heritage, including its long-noted success in the poultry industry.

Hall County Administrator Randy Knighton said the rising sun is a special component of the new logo, representing Hall County's current state of growth and potential for economic development.

"Considering Hall County's strong tourism sector, healthcare system, educational opportunities and business climate, a rising sun is a fitting image for the new logo," Knighton said. "The mechanical cogs seen on the outside of the sun also pay tribute to the fact that Hall County is moving forward in all of these areas and will continue to grow and thrive in the future."

As a part of the new logo design, Hall County also developed a new slogan to capture all of the unique attributes of the area.

"From the lake to the mountains, to healthcare and education, to agriculture and economic development, the slogan 'we have it all in Hall' sums up the jewel that is Hall County," Mecum said. "We do have it all, and we're proud that Hall County offers such a wide array of opportunities and resources to its residents."

Hall County began the process of creating a new logo last summer with a countywide survey available on their website, hallcounty.org. The survey asked for feedback from Hall County Government employees and Hall County residents about what images, colors, fonts and more should be incorporated in the new design. The survey also asked whether or not the respondent would be interested in participating in a focus group dedicated to expounding on the survey responses. Two focus groups, one involving citizens and one involving Hall County Government employees, were held in the fall to garner more input on the logo design and slogan.

"It was important to us that this be a grassroots effort, starting with the input of citizens and employees," said Knighton. "Forming the overall concept for the new logo was generated by these survey responses and focus groups, which kept design costs at a bare minimum."

Following the collection and analysis of citizen and employee input, Forum Communications was hired as a consultant for the actual design of the logo. Using input generated from citizen surveys and focus groups, several logo options were developed. Those options were revised and narrowed down by elected officials and Hall County staff until the final logo design was complete.

"We would like to thank the citizens of Hall County and Hall County Government employees for their vision and direction in this creative process, and we're very proud of the final product that materialized as a result," said Crumley.

Although the County has designed a new logo, the Hall County seal, which was formerly used as the county's logo, will remain Hall County's official seal to authenticate official documents.

The new logo design and slogan are part of a larger rebranding effort announced by Hall County officials in 2013. As a part of that effort, county officials are also exploring a redesign of the county website and the release of a Hall County promotional video.