

Jeffrey E. Turner
Chairman
Gail B. Hambrick
Vice-Chair
Dr. Alieka Anderson
Commissioner
Felicia Franklin
Commissioner
DeMont Davis
Commissioner



Board of Commissioners

Valerie L. Fuller
Communications Administrator

Office of Communications
121 South McDonough St.
Jonesboro, GA 30236
www.claytoncountyga.gov

For Immediate Release
December 9, 2021

NEWS RELEASE

PRSA Georgia Honors Clayton County Branding Project with Award of Excellence in Reputation/Brand Management

(Clayton County, GA)-The award-winning Clayton County Board of Commissioners Office of Communications earns the Public Relations Society of America (PRSA) Georgia *Reputation/Brand Management Award of Excellence* for the *Clayton County Branding Project*. Clayton County was honored and recognized at the Annual PRSA Georgia Awards Celebration, at the Cobb Energy Performing Arts Centre in Atlanta, Georgia in November.

The Clayton County Rebranding Project is a research-based, data-driven process of the Clayton County Board of Commissioners Office of Communications in consultation with 365 Degree Total Marketing, a leading destination marketing company, to develop and design. The Clayton County Board of Commissioners approved its new logo, tagline (Cc: Clayton connected) and marketing slogan, “Where the World Lands and Opportunities Take Off”, in July 2020. Plans for implementation began immediately.

“The Clayton County Board of Commissioners has sought for years to rebrand our county and made it a priority in our strategic planning,” said Clayton County Board of Commissioners Chairman Jeffrey E. Turner. “We wanted a brand that is truly indicative of the gem of the south side. Over the last couple of years, our communications department, led by Communications Administrator Valerie Fuller, who worked diligently to help create a brand that is inclusive of the rich cultures that reside here, and shows us as a progressive county on the move. After years of hard work, the Clayton County Communications Department completed the task and as the result of their hard work received the Award of Excellence in Reputation/Brand Management from the Public Relations Society of America Georgia Chapter. The Clayton County Board of Commissioners are very proud of Ms. Fuller and her team for their work and commend them on a job well done.”

The PRSA Georgia Chapter is the second largest chapter in the country with approximately 850 members with leaders and members of companies and organizations that specialize and take

-More-

Jeffrey E. Turner
Chairman
Gail B. Hambrick
Vice-Chair
Dr. Alieka Anderson
Commissioner
Felicia Franklin
Commissioner
DeMont Davis
Commissioner



Valerie L. Fuller
Communications Administrator

Office of Communications
121 South McDonough St.
Jonesboro, GA 30236
www.claytoncountyga.gov

Board of Commissioners

pride in developing, researching, educating, and implementing best practices in public relations, communications, and marketing.

“Understanding investment of strategically deploying resources for government entities is important,” said Chief Operations Officer Detrick Stanford. “For Clayton County, this award signifies our commitment to that charge and other reputable organizations recognizing our efforts.”

“A key factor to the success of the new brand is to understand the vision/goal of the Clayton County Board of Commissioners, which is outlined in the county’s Strategic Plan, specifically the communications and image pillar,” said Clayton County Board of Commissioners Communications Administrator Valerie L. Fuller. “We take great pride in *listening* and *working* with the Board of Commissioners, employees, residents, community partners, business owners, co-strategists, 365 Degree Total Marketing, to ensure the brand developed truly showcased what Clayton County has to offer.”

Ultimately, the logo reflects the many positive aspects of Clayton County, which is directly influenced by the county’s diverse population, proximity to major metropolitan assets and global connectivity. The logo positions Clayton County as a forward-thinking community focused on leveraging its strengths to strategically attract businesses and potential residents.

Through extensive research and feedback from a variety of stakeholders, it was determined that the Clayton County logo should have an array of colors. While this color palette is wider than most brands, Clayton County has unique elements and influences that were necessary to express through various colors (Blue, Red, Purple, Green, Orange, and Yellow). When combined, these colors show the welcoming environment and diverse population present in Clayton County.

The graphics of the logo emanate from a circular or spherical shape that represents the ideas of totality, wholeness, timelessness, and the unity of the Clayton County community. Within the circle, the lines in the negative white space add the element of longitude and latitude indicating Clayton County’s global connections, both internally and externally. The positioning of the colors within the globe graphic represents the diversity of the population and the many positive elements that contribute to Clayton County, such as access to air transportation, water resources and numerous parks. The location of red at the open end of the globe-styled ‘C’ represents leadership pushing the county forward into the future.

-More-

Jeffrey E. Turner
Chairman
Gail B. Hambrick
Vice-Chair
Dr. Alieka Anderson
Commissioner
Felicia Franklin
Commissioner
DeMont Davis
Commissioner



Valerie L. Fuller
Communications Administrator

Office of Communications
121 South McDonough St.
Jonesboro, GA 30236
www.claytoncountyga.gov

Board of Commissioners

The tagline, *Clayton County is Cc: Clayton connected*, which reflects Clayton County’s connectivity to the world via interstate highways and Atlanta Hartsfield-Jackson International Airport. It also reflects the sense of community that proliferates throughout Clayton County and its seven municipalities (College Park, Forest Park, Jonesboro, Lake City, Lovejoy, Morrow, and Riverdale). Additionally, Cc: Clayton connected plays off the common email abbreviation “Cc:”, which references Clayton County’s digital infrastructure as the county moves toward the future.

The marketing slogan for Clayton County, *“Where the World Lands and Opportunities Take Off”*, serves two distinct purposes. It serves as a reminder that Atlanta Hartsfield-Jackson International Airport, the world’s busiest airport, is in Clayton County. Additionally, it takes an optimistic view for various opportunities. Whether it is a business or personal goal, it can be achieved in Clayton County.

For more information about the award-winning logo, tagline, and marketing slogan, access www.claytoncountyga.gov, or contact the Clayton County Board of Commissioners Office of Communications, 770.473.3834. For more information about 365 Degree Total Marketing, contact, 1.800.697.5568 or email info@365degreetotalmarketing.com.



###