



VILLAGE OF MARVIN

10006 Marvin School Road | Marvin, NC | 28173 | Tel: (704) 843-1680 | Fax: (704) 843-1660 | www.marvinnc.gov

FOR IMMEDIATE RELEASE:

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Wayfinding & Branding Project FAQs

What is the wayfinding and branding project and why did the Village Council initiate it?

It's best to think of these as two interconnected projects. The branding project is to design new logos for the Village to use on promotional materials and event banners. Additionally, Marvin Parks and Recreation, Marvin Efird Park, and events including the Marvin Day Celebration could all have logos to help better promote events and facilities.

The wayfinding project consists of the composition of a plan for the design, fabrication, and phased installation of directional signage in future years. The branding project will help decide on the elements used in the signage, including the colors, font, sign shape, and posts. All of these elements will be consistent with the new community logo.

The intent behind these projects is to promote Marvin's identity and to continue to develop a sense of community. The project is not about creating a new identity for Marvin, but allowing residents to show and help promote what makes Marvin a great place to live.

What was the purpose of the Community Branding Survey? Who wrote the questions? When will results be available?

The Community Branding Survey was the public's first opportunity to participate in the branding project. The Village's vendor, Arnett Muldrow and Associates, has worked with municipalities and counties across multiple states, including North Carolina, South Carolina, and Virginia. They use similar survey questions for all of their surveys in order to efficiently learn about each client jurisdiction. Results of the will be presented to the Wayfinding and Branding Committee during the last week of October.

Does this project mean that the current Village of Marvin logo will be discontinued from use?

Don't worry! The Village Seal is not going away! In the same way the universities have both academic and athletic logos, this project will result in Marvin having both a governmental and community logo. The Village Seal will be retained as Marvin's governmental logo to be used in official settings and on governmental documents. The new logos/brand will serve as Marvin's "community logos" and will be used on promotional materials and signage.



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For what municipalities and counties have Arnett Muldrow and Associates completed branding projects?

Below are samples of brands created by Arnett Muldrow:



A different side of Virginia

Southwest Virginia



Indian Trail, North Carolina



Lake Lure, North Carolina



Set Your Course

Troy, North Carolina



Pineville, North Carolina



Get in Your Element

Travelers Rest, South Carolina

Will this project affect neighborhoods that have recently replaced their street signs with versions that include the current Village logo?

The Village has paused the installation of new signs, in light of this project. The Council has not yet decided whether to continue to use the new signs with the Village Seal or to replace them with signs featuring the future community logo.

How can I participate in this project?

If you participated in the recent Community Branding Survey, then you have already participated and helped shape the outcome of the branding project! Additionally, there will be a public input meeting on Monday, October 24 at 6:30pm at Marvin Village Hall (10006 Marvin School Road). Our vendor will be present to hear from the public regarding what makes Marvin an amazing place to call home! Your participation in this project is greatly appreciated.

Where will the wayfinding signs be installed and what sites will be listed on the signs?

Installation locations for the wayfinding signs will be recommended by the project vendor after thorough research. Generally, signs can be expected to be installed along major thoroughfares. The sites listed on the signs are yet to be determined. The Wayfinding and Branding Committee will discuss both the installation locations and listed sites at future meetings. The installation of the signs will be dependent on the Village's budget. Installation may be phased over multiple years.

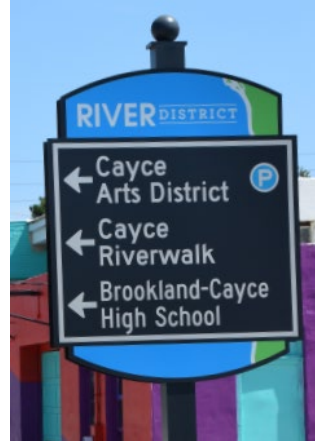


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What are some examples of wayfinding signs?

Below are a few examples, including the designs of wayfinding signs for Albemarle, North Carolina.



Vehicular Signage



Parking & Pedestrian Signage



Park Signage



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