



APPENDIX B – BRANDING

DRAFT November 17, 2022

Goochland Small Area Plans Branding Report

1. Purpose

The Goochland Small Area Plans included creating distinct brand identities for the Courthouse and Centerville Villages as part of a larger effort to promote each district. The brand systems are based on the existing county brand and serve as enhanced placemaking tools to identify each as a unique character district. They also can serve as marketing tools to help promote events and business, while also recruiting desired businesses.

Both brands include:

- Consistent color palette and typefaces
- Market position statement
- Unique logo
- Brand extension
- Environmental graphic tools

2. Existing County Brand

Consistency and connectivity are the most important considerations when creating a brand system. It is therefore important to use the established Goochland County brand and its logo as the platform for the district identities. The circular logo uses imagery that reflects industry and commerce as well as open space and agriculture.

In addition to the two primary colors of blue and green, the county brand has an expanded color palette as shown below:



Primary Colors



Secondary Brand Colors



Finally, the brand has a single primary typeface (Arrow Extra Bold) and two secondary typefaces (Franklin Gothic and Arial).

Arrow Extra Bold

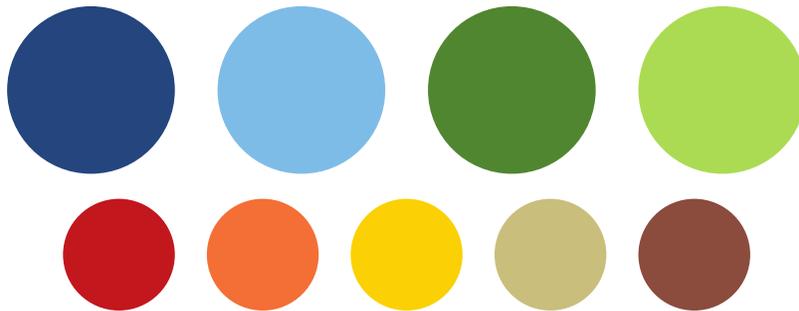
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

3. Village Branding

Both village logos were designed with consistency in mind and connectivity to the County logo. This includes:

- Sampling colors from the County color palette
- Using Arrow Extra Bold typeface with two complementary typefaces
- Reflecting the circular shape of the existing County brand.
- Building a logo that fits into the County system, while creating a unique look for each village.
- Utilizing an icon graphic that can be used in varying applications.



Primary

Causten Extra Bold
Causten Bold
Causten Medium

Secondary

Kinescope Regular

Accent

Arrow Extra Bold

4. Centerville Village Brand

The Centerville Village brand is described below including the market position, graphic identity, brand extension, and environmental applications.

Market Position

Market positioning presents the values that make the district a unique place.

Centerville Village:

- Is a vibrant, dynamic community with a great quality of life.
- Has exceptional neighborhoods and is an attractive place to live for new residents.
- Is also attractive for new investment, with quality, high-end commerce, employment, and medical on its eastern end.
- Still retains a rural character, with rolling hills, pastures, trees, and wooden fences,
- Is a welcome break from the pace of Henrico and Richmond

Centerville Village; A Breath of Fresh Air

Centerville Brand



Like Courthouse Village, the Centerville brand uses the color palette, complementary typefaces, and circular composition used for the Goochland County logo. It uses brighter colors with the

green and orange to reflect the dynamic character and vibrancy of the district. “Center” and “ville” are different shades of blue to help solidify the name of the district, as some people refer to the area by other names. The icon includes a fence common to the farms in the area as well as a horse, often seen within the district. This reflects not only Centerville’s rural character, but also its equestrian heritage. Finally, the tag line “A Breath of Fresh Air” connotes the quality of life in Centerville and positions it positively in comparison to the rapid suburban growth of the metro just to its east.

Single Color Variations

The primary logo above would be used in the majority of applications. However, some applications may require a single color or reverse variation. Single color logos have been created using each of the colors of the expanded palette.



Wayfinding Signage Concepts

The signage below shows vehicular directional signage as well simple pole-mounted gateway signs that would illustrate entries into the district. The vehicular trailblazers use the Centerville Village logo at the top, with the Goochland County logo as its base. A consistent wayfinding system would utilize a similar framework, with signage *outside* of each character district using the Goochland County logo as the primary graphic with a plain base. There is also an example of a redesign of the existing Centerville gateway.



Brand Extension

Brand extension refers to using the graphic elements of the main logo (colors, typeface, and composition) to create unique but connected logos for other events and destinations that may be included in the system. The logo below illustrates a potential new logo for the Manakin

Farmers Market. It should be noted that the existing market is part of RVAg who manages a series of six markets throughout the region with their own connected branding. The graphic below simply illustrates how the village branding can be extended to other destinations.



Brand Collateral

The brand can be applied to additional placemaking tools such as water tower graphics and banners along the Broad Street Road corridor. It could also be used for brochures, social media, advertisements, etc.

