



COURTHOUSE
VILLAGE

The Heart of Goochland

APPENDIX B – BRANDING

DRAFT November 17, 2022

Goochland Small Area Plans Branding Report

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

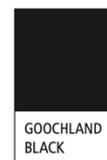
Existing County Brand

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

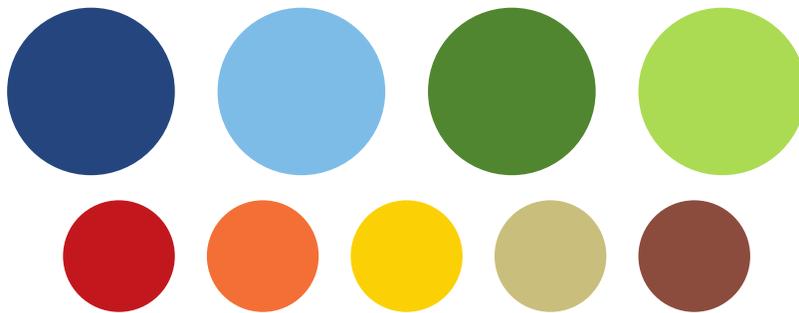
abcdefghijklmnopqrstuvwxyz1234567890

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

Courthouse Village Brand

The Courthouse 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.

Courthouse Village:

- Is an authentic small-town and quaint community.
- Has unique history on display with its historic courthouse and singular architecture.
- Has great access to the James River, one of this country's most historic waterways.
- Is the center of government, education and activity of the County.
- Is the heart and soul of Goochland County and the place for ALL of Goochland residents to come together to gather, celebrate, learn, and be active

Courthouse Village; The Heart of Goochland

Courthouse Brand



The Courthouse Village Brand uses blues from county color palette to reflect the historic character of the district. The iconic architecture of the historic courthouse is used as the icon within the circle lock up. The blue stroke that is the foundation of the courthouse represents the historic James River that lies at the southern boundary of the Courthouse Village. The “Heart of Goochland’ tag line positions the courthouse village as the place for all Goochlanders, new and old.

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 Courthouse 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.



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 Farmers Market, as well as a rendering of the existing monument sign for the market. It should be noted that the existing market is part of RVA 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.



Similarly, the logo below is a suggestion for renaming the dog park in Tucker Park along the James River at the edge of the Courthouse Village.



Brand Collateral

The brand can be applied to additional placemaking tools such as water tower graphics and banners with the Courthouse Village’s historic core. It could also be used for brochures, social media, advertisements, etc.

