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FAYETTE COUNTY UNVEILS NEW LOGO

Uniontown, PA – Fayette County Commissioners, in partnership with the Fayette County PR Initiative, unveiled the county's new logo Thursday as part of an ongoing rebranding process.

Commissioner Vincent Vicites said the county needed a new logo for the future to encourage people to visit and consider living here.

"Fayette County has so much to offer. It's a great place to live, work and play. We have world-class tourism sites," Vicites said. "This rebranding process is the start of the effort to change perceptions to more positive ones here in Fayette."

Every aspect of the logo represents the county's strengths and their significance, Vicites added.

"If used consistently with government entities, businesses, organizations and citizens, the logo will help us continue to move forward in a positive direction and let the world know how much Fayette County, Pennsylvania has to offer," he said.

Fayette County Commissioner Angela Zimmerlink said the county's logo has unofficially been the county and courthouse seal, but the county is about more than that.

"(It's) about a community made up of a diverse group of residents with bountiful assets and amenities that all should be proud of and work to encourage sustainability and growth," Zimmerlink said.

Commissioner Dave Lohr said a new brand was necessary to coincide with new attitudes developing across Fayette.

"There is an excitement about the county that is going to take us up the ladder," Lohr said. "Things that are visual and great people working together are going to make that happen, and I feel all things like the rebranding reflect a positive image."

The new brand and logo will also help residents "think better of their county," Lohr added.



“It is classy and very positive,” Lohr said. “If it helps change attitudes just slightly, it will be a success that will move us in the right direction, and that will help our image.”

The logo was created over the course of about one year and involved county-wide research and stakeholders meetings, conducted by Red House Communications of Pittsburgh, followed by work with Reach Marketing and Design of Uniontown to create the final graphic image.

Reflecting both who we are as a county and who we aspire to be, the logo depicts Fayette County’s strong foundations in agriculture, history, business, tourism and more.

Both whitewater and stillwater recreation, mountains and trails are all represented beneath the county name and focused on a beautiful, rising sun.

Commissioner Lohr said he believes the logo encompasses all Fayette County has to offer.

“I can also see friendliness, beauty and pride - all traits that will move the county in a very strong direction for businesses and people to come here and make Fayette County their home,” Lohr said. “I want to say a big ‘thank you’ to all who worked on this.

“Sometimes it is tough gathering all the different opinions and putting those ideas on paper. You did great!”

Wendy Gaither of Reach Marketing and Design said she’s excited about the new logo, as it was “so much fun” to make.

Fayette Chamber of Commerce Executive Director Muriel Nuttall said that while the county seal has been appropriately used on official documents for many years, this may be the first time commissioners have adopted an official logo.

She said creating a logo that represents the full breadth of the county is exciting.

“We are proud of the final design and excited to get it out there into our community,” Nuttall said. “Wendy should be very proud of the work she did. She really formulated the logo into something very nice and I’m very proud of her work.”

Nuttall said the objective from the very beginning of the process was to find a way to showcase the county’s best attributes in a way that was visually appealing and exemplified a growing, developing community.

Stakeholders, or groups of community members, were brought together for many meetings to discuss those attributes, as well as the challenges residents face.



“Listening to our community was the absolute best part of the process. Those conversations were fascinating. There is so much hope here,” Nuttall said. “People proved that they care deeply about each other and about the county as a whole.”

The biggest challenge in the process was building all of those shared ideas into one visual representation, Nuttall added.

“I’ve learned to think about Fayette County like a vast tapestry, (with) many differences - ages, beliefs, colors, likes, jobs, ideas, et cetera - all woven together to create this beautiful work of art that we call Fayette,” she said.

For more information, call Nuttall at 724-437-4571 or visit www.reachmarketingdesign.com.

To learn more about Fayette County, visit www.fayettecountypa.info.

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This communication is part of Fayette County’s PR Initiative, which is funded through the 2016 Fayette County Local Share Account (LSA) in cooperation with the Fayette County Board of Commissioners, Fayette Chamber of Commerce, The Redevelopment Authority of the County of Fayette, The Redstone Foundation and other partners. This funding has been designated for the continued promotion and marketing of Fayette County, PA.