# Virginia Association of Counties
## ACHIEVEMENT AWARDS

# APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2018.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact Gage Harter.
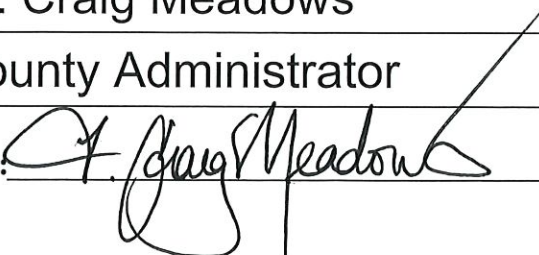
## PROGRAM INFORMATION

County: **Montgomery County**

Program Title: **Montgomery Matters**

Program Category: **Community & Economic Development**

## CONTACT INFORMATION

Name: **Jennifer T. Harris**

Title: **Public Information Director**

Department: **Public Information**

Telephone: **540-381-6887**     Website: **www.montva.com**

Email: **harrisjt@montgomerycountyva.gov**

## SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: **F. Craig Meadows**

Title: **County Administrator**

Signature:

Montgomery County, VA

VACo Achievement Awards Program Category: Community & Economic Development

**Executive Summary**

  The Montgomery County Department of Planning and GIS Services launched

"Montgomery Matters," an update to the Montgomery County 2025 Comprehensive Plan in

2017. During a joint meeting of the Planning Commission and the Board of Supervisors on

September 18, 2017, department staff made the launch of this multi-year project official. In

collaboration with staff from the Montgomery County Public Information Office, a brand was

created including an overall logo, as well as unique branding for each of the six Village Plans

that will be part of the long-range planning update.  The branding extends to a custom website

and a monthly electronic newsletter focused on keeping the public informed and offering ways to

participate.

  "Outsourcing a project as large as this is common in many localities; however, I believe

our County team has the skills, resources, and abilities to accomplish the update to our

Comprehensive Plan. By completing as much as possible in-house, we are saving the county

significant costs, as well as keeping a significant community focus," said Planning Director,

Emily Gibson.

  The Code of Virginia requires that localities adopt Comprehensive Plans and then review

them at least once every five years. "Montgomery Matters" will serve as both a review and an

overhaul of the county's comprehensive plan. The end product will be user-friendly for both

citizens and staff, as well as future applicants or just those wishing to learn more about the vision

of Montgomery County.

**Goal**

Bring a new energy to the update of the Montgomery County Comprehensive Plan, highlighting the skills and abilities of the staff of Montgomery County and their commitment to the community they serve. Performing an in-house branding project and mapping out a multi-year process to long-range planning can be overwhelming for a small staff that is pulled in many directions. Launching "Montgomery Matters" is an effort to both meet the Code of Virginia and to save the county hundreds of thousands of dollars in the process.

**Overview**

The Montgomery County Department of Planning and GIS Services launched "Montgomery Matters," an update to the Montgomery County 2025 Comprehensive Plan. During a joint meeting of the Planning Commission and Board of Supervisors on September 18, 2017, department staff made the launch of this multi-year project official. In collaboration with staff from the Montgomery County Public Information Office, a brand was created including an overall logo, as well as unique branding for each of the six Village Plans that will be part of the long-range planning update. The branding extends to a custom website and a monthly electronic newsletter focused on keeping the public informed and offering ways to participate.

A few months prior to the launch, the Department of Planning and GIS Services meet with the Montgomery County Public Information office to discuss branding and their vision of the "Montgomery Matters" campaign. The result of the interdepartmental collaboration was a name for the campaign, "Montgomery Matters," a new logo with an eight-page brand guide, guidance for the website, electronic newsletter, and ideas for promotional materials to include pens, stickers and cups. The actual launch of "Montgomery Matters" involved organizing a joint

meeting between the Montgomery County Planning Commission and the Montgomery County Board of Supervisors. From there, the Department of Planning and GIS Services then organized community meetings at the Prices Fork Grange in the heart of the Prices Fork Village. At the community meetings, staff asked citizens to share their long-term visions for their community. In addition, custom maps were provided to illustrate existing conditions and trends.

Once launched, outreach began right away with a county-wide online survey seeking feedback from citizens on existing conditions. The Prices Fork Village is the focus of the first village plan update. Open-house-style community meetings were hosted by staff from Planning and GIS Services at the Prices Fork Grange in the heart of the Village in October and November of 2017, whereby custom maps were provided to illustrate existing conditions and trends. Using the specialized web page, social media, and electronic newsletter, staff reached out to the community. However, the most effective outreach proved to be a customized postcard printed and mailed to each household in the village area that included the, "Prices Fork Matters" branding to increase brand recognition. It included meeting information, as well as a link to the online survey, social media pages, and the website so that anyone unable to attend was still able to participate.

The Code of Virginia requires that localities adopt Comprehensive Plans and then review them at least once every five years. In doing so, local governments examine whether the adopted document that guides policy decisions is still relevant to the community it serves. Several reviews have taken place since the current Comprehensive Plan was adopted by Montgomery County. "Montgomery Matters" will serve as both a review and an overhaul. The end product will be user-friendly for both citizens and staff, as well as future applicants or just those wishing to learn more about the vision of Montgomery County.

**Budget**

Costs for the launch of "Montgomery Matters" included: custom printings, website host and domain, and project giveaways including pens, cups, and decals. These items combined total under $600 and some will last the life of the multi-year project.

**Results**

The launch of "Montgomery Matters" has been a success. The online survey has been completed over 400 times. The electronic newsletter that was created has approximately 200 subscribers with a higher-than-average click rate for the monthly messages. At the initial community meeting in the Prices Fork Village in October, 43 citizens attended and engaged in the conversation with the Montgomery County Department of Planning and GIS Services. During the second meeting in November, just under 40 community members attended. Of those in attendance, a Steering Committee of engaged citizens has been created to work with staff on updates. Altogether, the launch and first of the county's Village Plan updates have created a template to use for future plans and projects. County staff is able to track what is most effective and use these practices as the project continues moving forward.

**Eight-Page Brand Guide**

(PANTONE SOLID COATED color book)

## PRIMARY COLORS

**Pantone 7576 C**
CMYK 6, 50, 76, 0
RGB 219, 134, 78
#DB864E

**Pantone 7459 C**
CMYK 72, 9, 9, 13
RGB 66, 152, 181
#4298B5

**Pantone 7715 C**
CMYK 97, 0, 35, 57
RGB 0, 98, 105
#006269

**Pantone 7730 C (70%)**
CMYK 68, 0, 71, 18
RGB 75, 149, 96
#4B9560

## SECONDARY COLORS

**Pantone 624 C (75%)**
CMYK 48, 8, 34, 20
RGB 120, 159, 144
#789F90

**Pantone 7403 C**
CMYK 1, 11, 58, 2
RGB 239, 190, 125
#EED484

**montgomerymatters**
Montgomery County Comprehensive Plan

## TYPOGRAPHY

Avenir Book (Acceptable substitution: Century Gothic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

## Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LOGO VARIATIONS and USAGE (outlines for delineation only)

**montgomerymatters**
Montgomery County Comprehensive Plan

PRIMARY LOGO - FORMAL
Use: "book" covers, official documents where it's
necessary to include "Comprehensive Plan."

**montgomery matters**

**montgomerymatters**

LOGO VARIATIONS - INFORMAL
Use: social media, imprints on t-shirts, giveaways

**montgomery matters**

LOGO VARIATIONS - SINGLE COLOR LINE ART
(use on promotional items only)

montgomerymatters
Montgomery County Comprehensive Plan

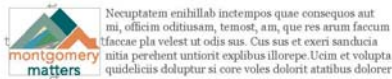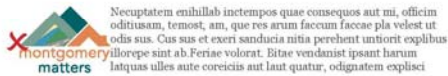montgomery
matters

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montgomery matters

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GUIDELINES FOR LOGOS, TYPEFACES, and COLORS in use

Logos need to breathe. Let them. Provide enough space around the logo. Allow at least the width of approximately one "t" in "montgomery matters." The logo should not be placed directly against any text without its buffer. If you use a white background around the logo, make sure it's even on all sides.

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Keep the scenery/roofline with the "montgomery matters" text. Except in very special cases, do not separate them or use them independently. They are a bonded pair.

You matter to me!

You complete me!

montgomerymatters

When scaling the logo, always maintain its proportions. Do not stretch or squeeze or distort the logo. The "o" should always look like a perfect circle, not an oval.

montgomery matters

montgomerymatters

Do not re-draw the logo or substitute typefaces. Reserve acceptable typeface substitutes for paragraphs and general text, not for the logo. Comic Sans is not an acceptable typeface substitute.

montgomery matters

Keep all the colors as designed. Avoid adding special effects to the logo. If you need a special color or design for a logo, consult with the Public Information Office.

montgomery matters

montgomery matters

For any printed collateral, use the primary colors as highlights or accents. Avoid putting full paragraphs and pages in color.

Meeting Next Week
Necuptatem enihillab inctempos quae consequos aut mi, officim oditiusam, temost, am, que res arum faccum faccae pla velest ut odis sus.

Cus sus et exeri sanducia nitia perehent untiorit explibus illorepe sint ab.Puditamendit as dit adipienti conet voloremquo quiduciunt acerrov itatque nam, consequi dolupta tureperro od et oditaspita corerae necaectur aut dit volore offic tectasi to omnia con ni od modis ea de ommod quatem essinist

Meeting Next Week
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## FILE TYPES, NAMING, and GENERAL INFO

### VECTOR FILES

A vector is used for scaling images up/down in size. They are made up of a series of connected points. It's best to create a logo as a vector file so that it can be printed very large without losing quality/resolution. (Photographs are not saved as vectors.)

- **.ai** - Adobe Illustrator. Most professional printers and designers use this program. If someone has it installed on their computer, they should be able to open the file.
- **.eps** - Encapsulated Post Script can be opened in Illustrator.

### RASTER FILES

A raster file uses colored dots to make up an image. Scaling a raster image larger will cause a loss in quality because the dots are stretched. Saving a graphic, such as a logo, this way could create a very large file size. (Photographs are a type of raster file.)

- **.jpeg/.jpg** - Most everyone can open this file. Do not provide a logo to a professional printer in this format.
- **.png** - Preserves transparency. Typically used on screen media.

### ABOUT PRINT FILES

Multiple .jpg print files have been created. Some are for use in Office programs, such as Word and PowerPoint. (Scaling these images larger

is not recommended.) Avoid sending .jpg for use with in professional printing. You may be charged more if the printer needs to "redraw" it.

### ABOUT .pdf FILES

Special .pdf files have been created for most of the logos. You should be able to open and view them, and a professional printer should be able to open and modify them in Illustrator. File names for .pdf files and .ai files are intended to match so that you use the correct image.

### ABOUT FILE NAMES

Some of our file names will have abbreviations, numbers, etc. in the file names. This is merely for easier organization and not a standard beyond our own use.

- **CMYK** - color mode to use for professional printing.
- **300** - this refers to the resolution or quality of the image. Use this for professional printing.
- **150** - this refers to the resolution or quality of the image. It will work fine for in-house printing on a letter-sized piece of paper.

- **RGB** - use for web and screens (such as computer monitors and televisions).
- **72** - this refers to the resolution or quality of the image. Use this for web and screen only.



**Montgomery County Comprehensive Plan**

This file will have the word "main" in its filename. It is the only logo that includes a tagline in black.



This image style will have the word "horizontal" in its filename.


"rectangle"


"square"

LOGO VARIATIONS - VILLAGES - SQUARE (outlines for delination only)


belview matters


pricesfork matters


elliston-lafayette matters


riner matters


plumcreek matters


shawsville matters

LOGO VARIATIONS - VILLAGES - RECTANGLE


belviewmatters


pricesforkmatters


elliston-lafayettematters


rinermatters


plumcreekmatters


shawsvillematters

LOGO VARIATIONS - VILLAGES - HORIZONTAL

belview matters

elliston-lafayette matters

plumcreek matters

pricesfork matters

riner matters

shawsville matters

**Communication Samples**

*Flyer*



*Postcard:*

*Website*

http://www.mcmatters.org/



**What Matters**

"Montgomery Matters" is the title for the upcoming Comprehensive Plan for Montgomery County, VA.
Planning staff is currently hosting meetings, gathering feedback, and drafting the plan.
The purpose of this website is to provide citizens with any information they may need throughout the process.
Check out the What Matters tab for more information.

*Social Media Platforms*

Twitter: https://twitter.com/montva_matters

Facebook: https://www.facebook.com/montvaplan

*Electronic Newsletter Example*

https://mailchi.mp/02b71760008b/mcmatters?e=%5bUNIQID



**October 2017 Newsletter**

**National Community Planning Month**
Established in 2006, National Community Planning Month is celebrated each
October as a way to highlight the role of planners and the importance of good
planning in our communities. Across the country, communities celebrate
planning through a variety of avenues including a proclamation declaring
October as community planning month. The Montgomery County Board of
Supervisors recently passed such a proclamation. But we aren't stopping there!
We are proud to kick off our Comprehensive Plan Update Initiative, known as
Montgomery Matters, during October. All month long we are celebrating the
lasting value that thoughtful and innovative planning continues to bring to
Montgomery County!

**What Matters**              **Social**

Planning Staff kicked off "Montgomery Matters," an          Follow us for updates,
update to the Montgomery County 2025              facts, and more:

**Giveaways**

*Cups, pens, decals*