



Gloucester Community Engagement & Public Information

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FOR IMMEDIATE RELEASE

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Gloucester County Unveils New Logo

Gloucester County is pleased to present its new logo, which represents the green of our beautiful parks and the importance of Gloucester's pristine waterways.

The logo was unveiled in a Board of Supervisors meeting on Tuesday night, April 4. It was designed by Tourism Coordinator Susan Ammons as part of a wider branding initiative for the county.

Ammons chose shades of green and blue that matched Gloucester County's seal, which has a beehive on a green field, surrounded by a blue circle. The new logo keeps that history in mind while being clean, modern, and locally relevant.

It's important to note that this logo doesn't replace the county seal, which has been used throughout history to authenticate official documents.

Gloucester is joining the ranks of many other Virginia localities, including James City County, Richmond, and Virginia Beach, which use logos to represent their identities to residents and visitors.

"The bottom line is that Gloucester County has so much to offer, not just to tourists, but to those of us who call it home," said Quinton Sheppard, the county's Community Engagement & Public Information Manager. "We have beautiful waterways, open farmland, community parks, and our rich history that complements those assets."

In all, Gloucester anticipates the cost to be minimal for the logo implementation.

For more information, contact Gloucester's Community Engagement & Public Information Department at sm.commed@gloucesterva.info or 804-693-5730. To view the presentation, visit <https://youtu.be/tTNuo1aGCNM>. The presentation begins around the 11:30 timestamp.



GLOUCESTER COUNTY'S NEW LOGO

Our county's new brand is clean, modern and highlights the green of our beautiful parks and the importance of Gloucester's pristine waterways.