



## Amazing Columbus Brand Adoption Kit





[amazingcolumbusga.com](http://amazingcolumbusga.com)

## Community Branding

Community branding is about creating a unified story that can be shared. Branding positively affects the city's reputation and positions the city towards growth. Columbus' "We Do Amazing" community brand is not limited to a single organization or business. It is shared by all. And everyone has a story or experience.

Columbus' community branding campaign emphasizes its people, places, businesses and organizations. "We Do Amazing" is a part of the culture and fabric that makes the city one of those destinations in the southeast poised to compete on the global platform.

The next step in the strategy of the "We Do Amazing" branding campaign is to engage local businesses and organizations — to adopt the brand in some capacity. This Branding Guide will act as a resource. This Guide will provide a few examples, but the possibilities are endless. You're encouraged to get your creative, marketing and public relations teams within your business or organization involved and have fun exploring the new brand — its elements — and how to incorporate it into your company culture or story.

The Branding Guide is a resource for employee recruitment, internal engagement, community engagement and more. Thank you for your consideration and thank you for being a part of the Amazing Columbus story.



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## Amazing Brand Overview/Guidelines/Interactions

## Behind the Logo

The word “Columbus” is composed of multiple typefaces that represent surprise and the variety of experiences and people that make up the Columbus community. The text is anchored by abstract geometric shapes to suggest the Columbus skyline and its diversity. Inspiration for the color palette was drawn from the canopies that line the Frank Martin Pedestrian Bridge — Olympic gold, Coca-Cola red, military green, the blues of Ma Rainey, and the red brick that makes up so many of the historic and repurposed buildings in the city’s original business district.



## Amazing Brand Overview/Guidelines/Interactions

The tagline “We Do Amazing.” is in itself is a declarative statement. The tagline follows the path of others such as Nike’s “Just Do It,” the California Milk Processor Board’s “Got Milk?,” and Apple’s “Think Different.” Today, with so many platforms for communication, new words, sentence structure and even emojis are used in day to day living and business. The tagline parallels this thinking.

“We Do Amazing.” should always be written as one sentence with a period at the end. Do not use an exclamation point because this changes the intended tone. Based on the branding research, the tone of the Columbus brand is meant to imply that everything’s said with a “quiet confidence.” Not a shouting brag.

## Amazing Columbus Logo

### Full Color

The logo may be represented in full color using either 4 color (CMYK) process printing techniques, or RGB for on-screen use.

### One Color

One color version substitutes a rule for the color blocks.

### Logo on Color Background

The contrast must be sufficient when printing a color version of the logo on a photo or color background. On photos, if needed, a small and subtle drop shadow may be used. Drop shadow opacity is recommended at 37%. The Columbus, Georgia Logo may also be isolated in a white box when overlaying photos if sufficient contrast is not possible.

### Reversed Logo

The white-reversed version is preferred when the logo is printing on a dark photo or color background. There are two versions of the reversed logo—with and without color blocks. Please use whichever version reads better against the background. On photos, if needed, add a small and subtle drop shadow. Drop shadow opacity is recommended at 37%.





## Secondary Graphics

### Geometric Shapes

The abstract geometric shapes from the Amazing Columbus logo may be used as a separate design element in association with the full logo.



### Amazing Word Graphic

The Amazing Word graphic can be used in a variety of ways to support the Amazing Columbus brand message. For example, on signs, menus, posters, banners, etc.



## Examples



GREATER COLUMBUS GEORGIA  
CHAMBER OF COMMERCE

VISIT COLUMBUS



## Social Media

Interact with Amazing Columbus by sharing content posted by Amazing Columbus social media pages, or create your own content using suggested tagging and hashtags mentioned below.

### Where to find Amazing Columbus on Social Media



Instagram: @AmazingColumbusGA



Facebook: @AmazingColumbusGA



Twitter: @Amazing\_Ga

## Interact with Amazing Columbus

**Tagging Amazing Columbus:** Interact from your organization and business social media platform pages, by tagging any of the Amazing Columbus accounts in appropriate posts. Tagging allows social media users to engage an individual, business or any entity with a social profile when they mention them in a post or comment.

**Share Amazing Columbus:** Share the Amazing Columbus social media platform pages or individual posts from the platforms to your business or organization pages. Sharing content on social media platforms can help boost your brand and visibility.

**Hashtag:** Use the following Hashtags on social media posts when appropriate. Hashtags are a great tool to use on all social media platforms, but specifically Instagram and Twitter. A hashtag is a word or keyword phrase preceded by a hash, also known as the pound sign (#). It's used within a post on social media to help those who may be interested in your topic to be able to find it when they search for a keyword or particular hashtag.

Hashtags: #WeDoAmazing #AmazingColumbusGa #AmazingColumbus

Examples: #WeDoAmazing Whitewater #WeDoAmazing Barbeque





## Amazing Companies and Organizations

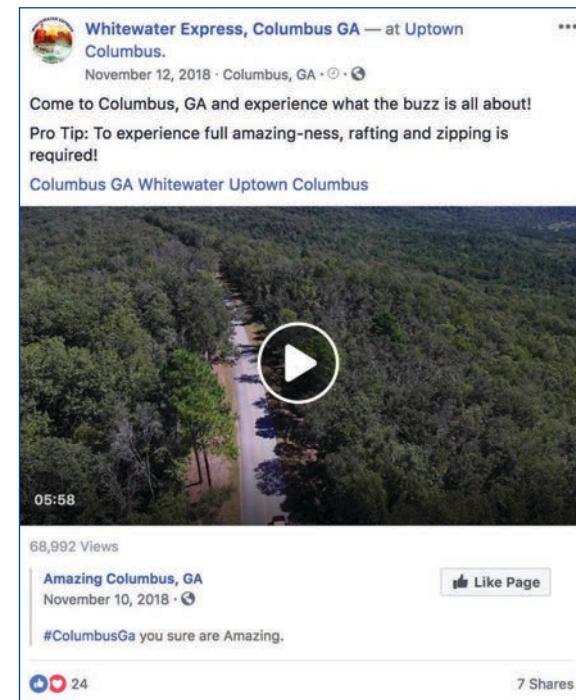
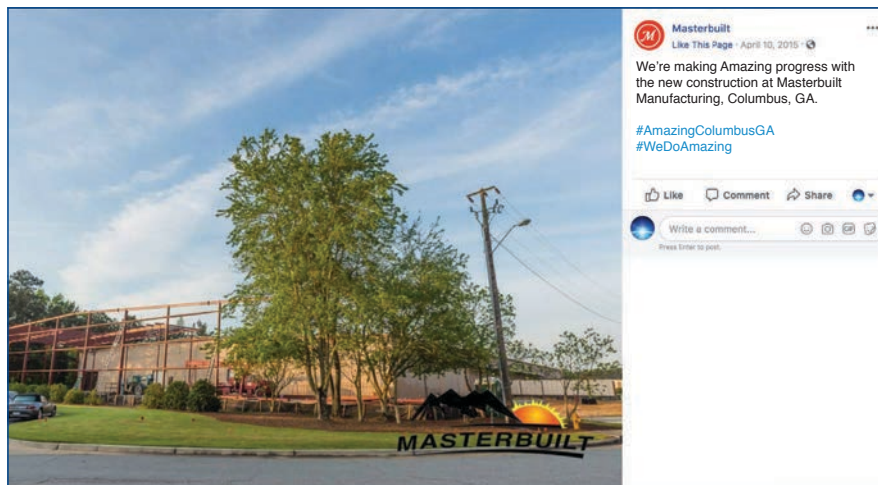


## **We Do Amazing Companies and Organizations**

Columbus is proud to be headquarters for a number of nationally recognized companies. The community branding strategy looks to these companies and organizations to use the brand in some way. Perhaps in the form of social media posts, adding it in recruitment packets, job descriptions, news releases, etc.

## Social Media

The majority of the population spends more than 2 hours a day on social media. Adopting the Columbus brand into social strategies is a great way to engage the brand. Consider integrating the brand into content calendars. Commit to an Amazing Columbus post once a week or month. It could be as simple as a headquarters photo that mentions or tags Amazing Columbus, or uses #WeDoAmazing or #AmazingColumbusGa.



Public Relations, the relationship the company or organization has with the public or its customers, is another opportunity to adopt the Columbus brand. Including the brand “mark” enhances the relationship with the headquarters location and the brand story.

- A. Add a local outreach to the public relations strategy, tying back to Amazing Columbus.
- B. Addition to boiler plate documents.
- C. Add the community brand into press releases.

# PRESS RELEASE

March 29, 2019

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## Pratt & Whitney Adds Over 700 Jobs in Amazing Columbus.

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B

Proud to call Amazing Columbus home.

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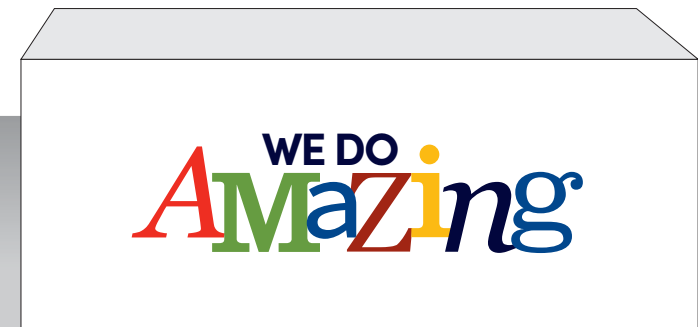
C


## Outreach

The Columbus brand website, social media platforms, etc. are ideal outlets to use with current and prospective employees. Think of these things as resources when needing an easier way to send information about Columbus.

Examples of internal outreach include using the Amazing Columbus brand for promoting employee events and including a link to the “We Do Amazing.” film with online job postings and email communications.

Example: Employee event banner, pop-up banner, table cloth and poster.





## SDET Consultant - Authorizations & Value Added Services

TSYS • Columbus, GA

New • 6 hours ago

Be in the first 30 applicants

Watch Amazing Columbus film.

Apply on company website.

### Job description

Every day, the people of TSYS® and Netspend® improve lives and businesses around the globe through payments. We make it possible for millions of people to move money between buyers and sellers using our payments solutions including credit, debit, prepaid and merchant services. We are "People-Centered Payments", and our team has the unique opportunity to help create a world in which payments make people's lives easier and better. This is both a tremendous honor and an important responsibility for those who accept the challenge. If you are looking to make a valuable difference for people everywhere — and for yourself — we may have the right place for you.

### Seniority level

Entry level

### Employment type

Full-time

### Job function

Engineering, Information Technology

### Industries

Information Technology and Services, Computer Software, Financial Services

Example: Job posting on LinkedIn.

### Graphic Designer Position in Amazing Columbus GA

kathryn.williams@me.com

### Graphic Designer Position in Amazing Columbus GA

Kathryn,

Thank you for your response. Your resume and portfolio are very impressive. I feel you will be a good fit with our company as we expand our creative team. Where you live is as important as where you work. Please click the link below to watch a short video about our amazing community.

I look forward to hearing back from you.

[Click here to watch the Amazing Columbus Film.](#)

Thank you.

James

James Scott  
Creative Director  
The Design Firm  
627 1st Avenue  
Columbus, GA 31901  
706.322.2006  
design.com

Example: Recruitment email.

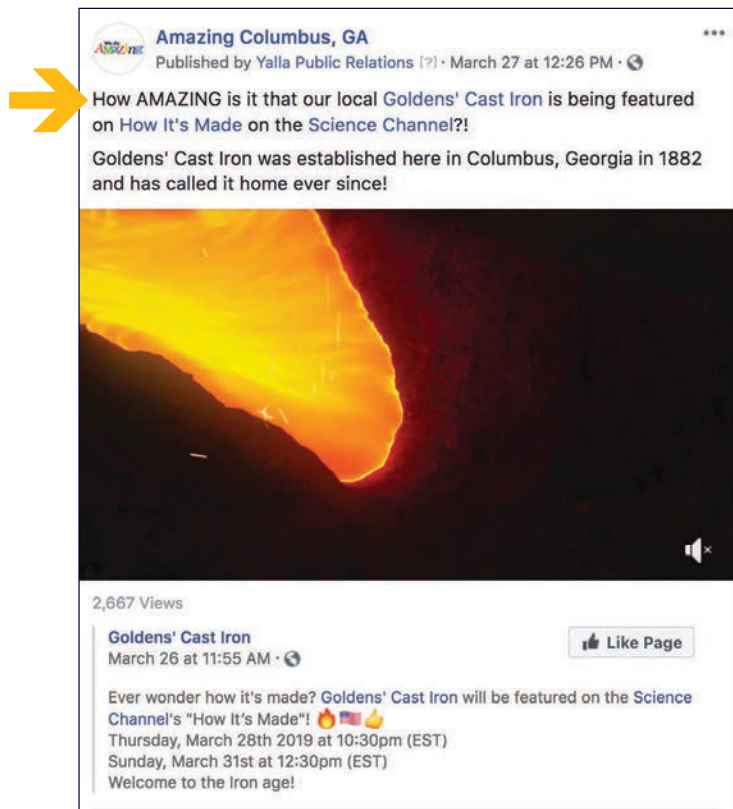
## Amazing Media Partnerships

COLUMBUS  
GEORGIA

We do amazing.



Local media are key to sharing the Amazing Columbus story. The Columbus brand strategy envisions local media outlets as partners — who support the community with stories about amazing people and places. Media can focus, expand and tell these Amazing Columbus stories. Incorporating the branding mark (or tagline) is another way for brand adoption by media partners.



Implement Amazing Columbus GA into your social media strategy; i.e. once a week/month mention Amazing Columbus or #WeDoAmazing.

➔ "Reporting live from Amazing Columbus."



Incorporate Amazing Columbus into on-air scripts or sign-ons/offers.

Brand a segment or element of the news as Amazing.



## Amazing Small Business



Small business can benefit by adopting and engaging with the Columbus brand by creating a sense of community within the company while gaining additional exposure through the branding strategy and campaigns i.e., social media posts, news releases, etc.



Implement into social strategy;  
i.e. once a week/month mention or tag  
@AmazingColumbusGa.

**Thank You**



Community branding is not about a logo, but about creating a unified story.  
Everyone can be a Columbus brand ambassador.



[amazingcolumbusga.com](http://amazingcolumbusga.com)

Katie Bishop | Yalla Public Relations | [katie@yallapr.com](mailto:katie@yallapr.com) | 706-442-9029  
Stephanie Woodham | Yalla Public Relations | [steph@yallapr.com](mailto:steph@yallapr.com) | 706-681-3162