



CHAMBER

MADISON COUNTY

OF COMMERCE

PROPOSAL FOR THE MADISON COUNTY CHAMBER OF COMMERCE 40TH ANNIVERSARY LOGO AND BRAND TRANSITION

OVERVIEW

The Madison County Chamber of Commerce is celebrating its 40th anniversary, marking a significant milestone in its history. This proposal outlines a strategy to design and implement a new 40th-anniversary logo that bridges the past and future of the Chamber's identity. The new logo will honor the Chamber's legacy while introducing visual elements that will seamlessly transition into the updated Chamber logo after the anniversary year.



CURRENT LOGO AND IT'S CHALLENGES

The current logo, which features the state of Georgia outline, a star indicating Madison County, and a banner reading “Madison County Chamber of Commerce,” has served its purpose for many years. However, it presents challenges:

Limited Adaptability

It does not scale well across digital and print mediums, making it difficult to use on modern marketing materials.

Outdated Design

The current logo lacks versatility and modern design elements that align with the forward-looking vision of Madison County.

Visual Inconsistency

The design does not reflect the Chamber’s current branding initiatives, such as MADICO Made, Top 5 in 5, and Move Around MADICO.

To address these issues, the 40th-anniversary logo will serve as a transitional mark, honoring the Chamber’s legacy while preparing for the future rebrand.







MADISON COUNTY
CHAMBER OF COMMERCE



ANNIVERSARY LOGOS | LOGO BREAKDOWN

A Large '40'

This focal point celebrates the Chamber's 40 years of service, community, and economic growth.

Six Stars

Representing the six cities within Madison County, the stars honor the unity and collaboration of the communities served by the Chamber.

The Steeple from the Madison County Courthouse

The steeple is a recognizable local icon that reflects the county's history, culture, and pride. It anchors the design with familiarity and tradition.

Color Palette

The maroon red, already established through the Chamber's current branding and MADICO Made, will remain a foundational color. Additional complementary colors introduced through recent initiatives (e.g., Top 5 in 5, Move Around MADICO) will gradually be integrated into the new Chamber identity.

Font

A new modern and professional brand font, Asen Pro, will be used for the anniversary logo. This font enhances legibility and provides a contemporary feel that aligns with the Chamber's forward-looking vision.

Madison County Outline

This element ties back to the MADICO Made branding and reinforces county-wide identity, ensuring brand cohesion.



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MADISON COUNTY
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ANNIVERSARY LOGOS | **BLACK**



MADISON COUNTY
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ANNIVERSARY LOGOS | **WHITE**



MADISON COUNTY
CHAMBER OF COMMERCE





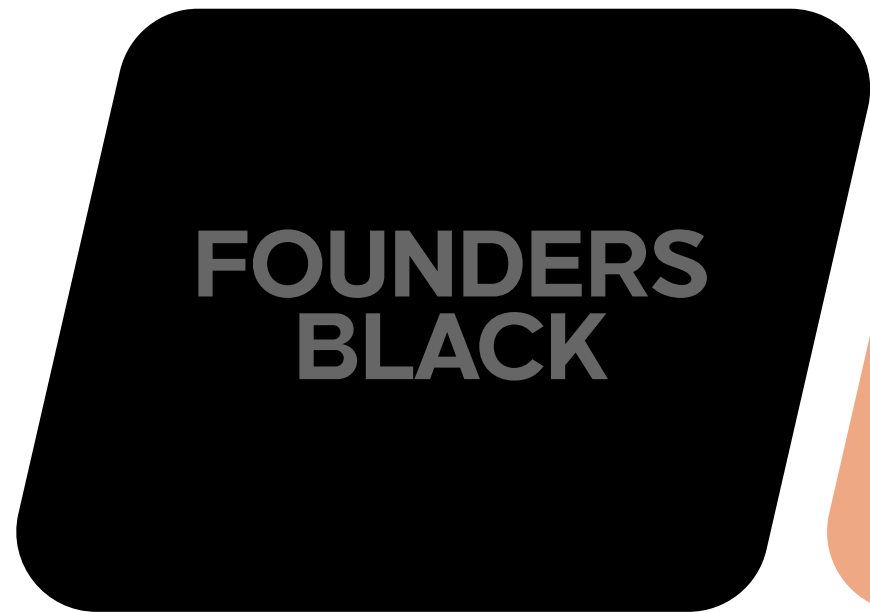
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CHAMBER OF COMMERCE



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ANNIVERSARY LOGOS | **ICONS**





Aspen Pro

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ANNIVERSARY LOGOS | MOCKUPS



TRANSITION STRATEGY: FROM ANNIVERSARY TO FUTURE REBRAND

The introduction of the 40th-anniversary logo offers a strategic opportunity for a gradual brand transition:

Ease of Introduction

Implementing the new design during a milestone year avoids sudden or jarring changes. The celebratory nature of the anniversary helps the community embrace the updated look with pride and excitement.

Building Familiarity

By incorporating core elements of the upcoming Chamber rebrand (e.g., courthouse steeple, stars, and county outline), the anniversary logo serves as a visual “soft launch” for the future logo.

Members, stakeholders, and the community will have time to become familiar with these elements, fostering recognition and trust.



Gradual Introduction of Colors

The anniversary logo will utilize maroon red as the anchor color while incorporating additional hues seen in other recent initiatives. The new Courthouse Copper color will play a key role in this process, modernizing the palette while respecting current brand equity. This measured approach builds cohesion across the Chamber's programs, creating a consistent and modern visual language.

Unified Messaging

Throughout the 40th-anniversary year, messaging around the milestone will emphasize growth, longevity, and forward momentum. When the official new logo is introduced after the anniversary year, it will naturally align with the community's expectations and understanding of the Chamber's evolving brand.





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CHAMBER OF COMMERCE

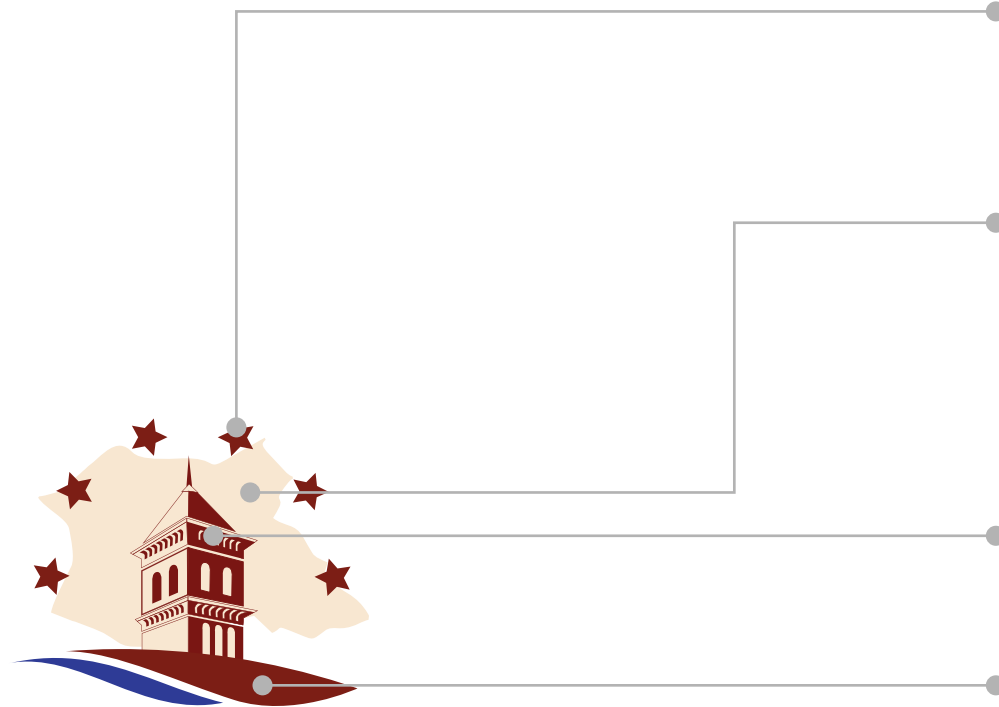


MADISON COUNTY
CHAMBER OF COMMERCE



MADISON COUNTY
CHAMBER OF COMMERCE

REBRAND | LOGO BREAKDOWN



Six Stars

Representing the six cities within Madison County, the stars emphasize unity, collaboration, and the collective strength of its communities.

County Outline

A callback to the successful MADICO Made logo, the Madison County outline establishes a sense of place and pride, grounding the Chamber's identity in the community it serves.

The Courthouse Steeple

A recognizable and beloved local icon, the steeple of the Madison County Courthouse signifies tradition, legacy, and the central role the Chamber plays in connecting the community.

Wave Graphics

Broad River Wave

A subtle nod to the Broad River, which runs through parts of Madison County. This wave symbolizes flow, progress, and connectivity.

Rolling Farmland Wave

Representing Madison County's agricultural heritage, this wave evokes the rolling fields and rural landscapes that define the county's charm and economy.

Font

The refreshed Chamber logo will feature Asen Pro, a clean, modern, and highly legible font that balances professionalism with approachability. Asen Pro provides flexibility for print, signage, and digital use, ensuring a cohesive look across all mediums.

MADISON COUNTY CHAMBER OF COMMERCE

REBRAND | MAIN LOGO



MADISON COUNTY
CHAMBER OF COMMERCE

REBRAND | WHITE



MADISON COUNTY
CHAMBER OF COMMERCE

REBRAND | BLACK



MADISON COUNTY
CHAMBER OF COMMERCE



MADISON COUNTY
CHAMBER OF COMMERCE



MADISON COUNTY
CHAMBER OF COMMERCE

REBRAND | ICON



REBRAND | COLORS

FOUNDERS BLACK

COURTHOUSE COPPER

MADISON BRICK

COTTON BLOSSOM

HARVEST WARM

PATRIOT'S NAVY

CEDAR GROVE

BROAD RIVER FOAM

OAK SHADE

MEADOW GREEN

Color Palette

The colors in this collection are an intentional extension of the Madison County brand identity. They are not intended to be used all at once or to replace the core logo colors. Instead, they are part of an adaptable arsenal for use across specific campaigns, events, initiatives, and programs. This ensures that while each initiative can have a distinct personality, all visuals will remain cohesive and tied to the greater Madison County identity.

Aspen Pro

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Renatta

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REBRAND | MOCKUPS



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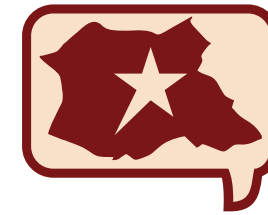
New Logo Proposal

Lower level logo of a small, contemporary, minimalist and yet so timeless design. The logo is a stylized building with a red roof and a blue base, surrounded by five stars. The text 'MADISON COUNTY CHAMBER OF COMMERCE' is positioned below the logo.

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MADISON COUNTY
CHAMBER OF COMMERCE

REBRAND | INITIATIVES



MADISON COUNTY
CHAMBER AMBASSADOR





MADISON COUNTY
AGRICULTURAL PROMOTIONS



MADISON COUNTY
GOVERNMENT AFFAIRS



MADISON COUNTY
LEADERSHIP DEVELOPMENT



MADISON COUNTY
**WORKFORCE DEVELOPMENT
& EDUCATION**



MADISON COUNTY
**WOMEN'S BUSINESS
CONNECTION**



MADISON COUNTY
YOUNG PROFESSIONALS



MADISON COUNTY
LUNCH & LEARNS



MADISON COUNTY
CHAMBER OF COMMERCE
Foundation

The new Madison County Chamber of Commerce brand reflects the community it serves: timeless yet forward-thinking, traditional yet dynamic. By integrating the courthouse steeple, county outline, stars, and symbolic wave graphics, the refreshed logo and visual identity honor Madison County's rich heritage, connect its six cities, and pave the way for a vibrant future. This modern approach ensures that the Chamber not only preserves its legacy but also inspires a sense of unity, pride, and progress among all stakeholders.

With its cohesive design and meaningful elements, the refreshed brand will effectively communicate the Chamber's mission while staying true to the heart and history of Madison County. We believe this thoughtful, phased approach—transitioning from the 40th-anniversary logo to the refreshed identity—will provide continuity and resonate deeply with the community as we embark on this exciting new chapter together.

Thank you for your time, consideration, and commitment to helping the Madison County Chamber of Commerce thrive. We look forward to collaborating with you on bringing this vision to life.

The Madison County Chamber of Commerce: *Rolling Forward Together.*

