



# Introducing our new brand identity

## Why a new brand?

A brand identity gives an organization a cohesive and easily recognizable look and feel. It creates a sense of unity within the organization, and lends credibility to all externally facing documents and materials that the organization creates.

Our priority in creating this new brand was to build a brand that reflects the community it represents. That's why we engaged key community members and organizations from across the county to ensure that our new look was welcoming, inclusive and dynamic.

## A new brand for a modern time

With a County brand that was over 30 years old, we knew that we weren't able to provide the cohesive look and feel that our community members deserved.

## Dynamic and creative: This brand has it all

The new brand sees a large and engaging color palette of six primary colors, four secondary colors, and 4 grays making up the tertiary colors. Such a comprehensive catalogue creates

*"A brand that reflects the community it represents."*

an all-seasons color palette that allows for creativity and expression.



Example of an all-seasons color palette with Benton County's new brand colors.

# New look, still at your service, every day.