



CLERMONT COUNTY MASTER BRAND GUIDELINES

CLERMONT COUNTY MASTER BRAND KEY VISUAL OVERVIEW

An umbrella, or master brand, was created for Clermont County to bring together several groups within the County to show the collaboration and unity within and among each other. The Clermont County master brand key visual overview is a visual representation of how individual groups within the county can cohesively live together to represent the unique fabric of Clermont County. Each section is represented by a photograph, pattern and playful illustrated graphic that is specific to that group, but most importantly are connected with the County logo and a headline.



BRAND ATTRIBUTES

Through attributes, we take the immense amount of information, insights, beliefs, symbolism, imagery and practices we've gathered through the branding process, then examine the many associations and relationships between them. We look at stimuli from every angle and pair things together until unique patterns begin to emerge. We then use these patterns to create the brand's unique thumb print, the Attribute Wheel.



MODERN-RURAL

Clermont County is a place of balance, where you can live the best of both worlds, and where a high quality of life comes without compromise. Beyond the allure of the land and the little-bit-country charisma, there's so much more that makes this a place you really can have it all.

Here you have access to farms, mountains, state parks, all things outdoors, blue ribbon schools, innovative businesses, the city in under 30 minutes, warm and welcoming faces alongside forward thinkers and change-makers. And that's just the beginning of all that makes this place special, with everything we need, want and can imagine woven together in harmony.

Here we can embrace our rural roots and take comfort in the uncomplicated, but also feel connected to the times, the energy and activity of modern urban living. And this duality doesn't divide us, it defines us.

Everything from our people to our landscapes, institutions, traditions and culture color our communities with distinct character. Abundant yet charming, laidback yet full of life, Clermont County is home to the proud yet humble, who believe there's no better place to be.

BRAND ATTRIBUTES



INTERTWINED

We may all see Clermont County differently in terms of what it means to us or why we're here, but the choice to make it home is something we share. Whether that choice was made for our families or business, or in the search for a certain lifestyle or sense of belonging, it has connected us to one another, to what is most important, to the dreams we wish to create and live every day.

It's an underlying thread of connectedness that cannot be drawn on map, it's a feeling we carry within us wherever we go, a closeness that you can only find if you're looking for it in the right places and with the right intentions. We are where we're meant to be, in the company of those we understand, trust and respect, where our shared values of compassion, patriotism, faith and family intertwine to create a bond that cannot be broken.

RALLY AROUND

One thing that is undeniably Clermont County is spirit. We are people of action. We don't wait around for the grass to grow, we join together to make things happen, to inspire, champion and work toward the highest good. There's no need too great and no goal too bold. You don't have to know who is involved, where things come from or how things get done, you just trust that they will.

We go the distance to see things through for one another, no questions asked. Our thoughts, choices and actions affect us all, and we can rely on each other to live and breathe this truth. Together we have what it takes to make big things happen today that can empower action, ignite growth, and influence generations to come. Here, everyone has a hand and a heart in building our fabric and our future.

BRAND ATTRIBUTES



WARMTH

For every storm, there's a brightly patterned umbrella. For every scraped knee, there's a neon bandaid. If you're looking for a little light, there's a smiling face, a warm embrace or a homemade pie nearby to brighten your day. Sometimes it's the little things that can bring us the most joy, that we can count on to make us feel safe, welcome and hopeful.

And no matter what corner of Clermont County you're in, you're surrounded by a simplicity, honesty and authenticity that always feels good, and feels like home. Where even the smallest gesture can leave an impression that will echo and extend far beyond the moment. There's a certain level of care, kindness and appreciation that everyone carries through their daily lives for each other and their communities, and that is something you don't find everywhere.

DISCOVERY

For most, Clermont County is known for the quiet, friendly and familiar. Yet this hidden gem is thriving with people, places and experiences that can surprise and enlighten. No matter where you come from or what you're searching for, we have endless ideas, avenues and open arms ready for the taking and for making your own.

This is a place with rich history, diverse landscapes, active communities, big-hearted folks, and much more that can't always be captured in words, and we want to share it with the world. For us, it's about opening eyes, minds and hearts to everything that's here, ready to be discovered, explored and appreciated, so they too can recognize the full potential and be a part of making Clermont County be all it can be.

CLERMONT COUNTY MASTER BRAND ARCHITECTURE

MASTER BRAND



SUB BRANDS



THE MEANING BEHIND THE MARK

- GPS pin made from Clermont 'C' to bring to life the magnetism and attraction to Clermont
- 'Clermont' nestles in the GPS pin to show a sense of place and belonging
- Colors show collective impact of all groups coming together and add energy and vibrancy; also brings to life the fabric and the mosaic of people, places and things Clermont County offers all being unified
- 'Clermont' is in a strong, confident and bold font balanced with 'County' having personality and warm humanism
- Heritage is brought in through not only the fabric of colors, but also the EST. 1800
- Subgroups use master brand icon as a unifier, but also introduce a unique and individual secondary icon that represents attributes specific to those people and groups





CONTACT

For access to the brand assets shown in this document and for more information on how to use the Clermont County master brand and/or the Clermont County Chamber of Commerce brand, contact the below:

ALLISON COTTRILL

CLERMONT COUNTY CHAMBER OF COMMERCE
DIRECTOR OF MARKETING & COMMUNICATIONS

P: 513 576 5013

E: allison.cottrill@clermontchamber.com

MATT VAN SANT

CLERMONT COUNTY CHAMBER OF COMMERCE
PRESIDENT/CEO

P: 513 576 5003

E: matt.vansant@clermontchamber.com