



VILLAGE OF MARVIN

10006 Marvin School Road | Marvin, NC | 28173 | Tel: (704) 843-1680 | Fax: (704) 843-1660 | www.marvinnc.gov

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Branding Project FAQs

What is the current status of the branding project?

The branding half of the project is complete and staff is eagerly approaching implementation of the new brand. At their January 26 Work Session, the Village Council approved the style guide for the new brand. This guide will be used to implement the new brand and contains fonts, the color palette, logo variations, much more.

What is Marvin's new brand?



Village of Marvin *Enriched by Nature*

Marvin's "new" community brand is "Village of Marvin, Enriched by Nature!" The brand is only new in the sense of its usage, as it's derived from our history, our love of nature, and the high quality of life we provide to our residents. Below is our new brand statement, which explains who we are as a community.

"We are the Village of Marvin, North Carolina.

Chartered as a village in 1994, our rich history runs deep in Marvin. We were originally inhabited by woodland Indians who lived among the forest and thickets, and abundant wildlife of the Union County wilderness. Early European settlers found our area and soon established a prosperous agrarian economy and simple lifestyle defined by cotton farming and building of community. Our foundation of faith and productivity is still seen in the historic churches and homesteads in the Marvin Heritage District, and our legacy of diversity handed down by Maggie Ross lives on to this day.

Also handed down is a deeply rooted appreciation of land and nature. We are surrounded by suburbia in one of the largest metros in the south, yet have sustained our natural riches and plentiful landscape. It



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is the stately oaks in our neighborhoods, our pastoral trails providing relaxing strolls throughout our community, and even the greenery preserved along our roadways and communities. Perhaps most of all, it is the idyllic scenery of Marvin Efird Park with its lush gardens, flowers, and wildlife. The Village of Marvin truly is a bubble of green and nature in the middle of a sea of urbanization.

It is this nature and upscale quality of life that has drawn our residents to choose to live here. We are a proud community, and the accolades we've received as the best town in North Carolina is on display in our beautiful homes, exceptional schools, and diverse neighbors. We love to come together in Marvin, at events and celebrations in the park, gatherings in our neighborhood clubhouses, and community functions at the Village Hall. The Village of Marvin is proud but unpretentious, affluent yet understated. We are a retreat from the metro and have a wealth of amenities that define us as a place. We are active and green, content and comfortable. That is our nature and our nature is flourishing.

We welcome you to experience the Village of Marvin, Enriched by Nature!"

Has the Village Seal changed as part of the branding project?

Yes, the Village Seal has been redesigned to focus on the new Marvin Village Hall, which was built to serve as the central gathering place for the Marvin community. The seal includes "1994," which denotes the year in which Marvin was officially incorporated as a municipality. The new seal will replace the old seal on official government documents and publications. The old seal will be retired from use.



What are some of the other logos that residents will begin seeing soon?

Below are examples of some logos that residents can expect to see in the future, including logos for departments, parks, and events.

 <p>VILLAGE of MARVIN Parks & Rec Marvin Parks and Recreation</p>	 <p>Marvin Efird Park Marvin Parks & Rec Marvin Efird Park</p>	 <p><i>Marvin Day</i> JUNE 3, 2023 Marvin Day</p>
 <p>MARVIN WISE NEWSLETTER Marvin Wise Newsletter</p>	 <p>COFFEE with Council <i>at Village Hall</i> Coffee with Council</p>	 <p>Friendship Tree a Village of Marvin & MARSH Partnership Friendship Tree</p>



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Now that the branding project is done, what's the status of the wayfinding project?

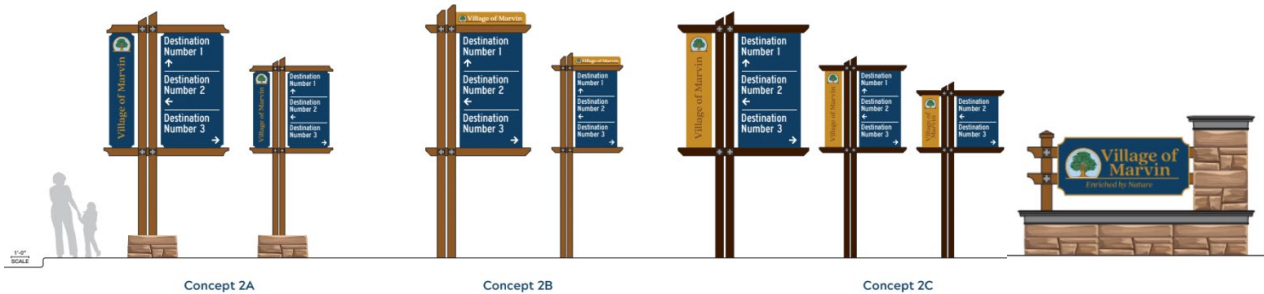
With the conclusion of the branding project, the wayfinding project will now truly kickoff. The vendor will bring design concepts for the wayfinding signs to the Committee for review. The Committee will discuss these designs, as well as installation locations at their future meetings. Generally, signs can be expected to be installed along major thoroughfares and at entry points into the Village's boundaries. The Committee is expected to meet through April.

When can residents expect to see the wayfinding signs installed?

The installation of the signs will be dependent on the Village's budget. Installation will almost certainly be phased over multiple years.

What are some examples of wayfinding signs?

Below are some concepts for wayfinding signs, but please note that these designs are neither approved nor final. The final designs will be the result of discussions in multiple meetings of the Wayfinding and Branding Committee, as well as meetings of the Village Council.



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