
Case Studies | Government Marketing

Client

Greater Hickory Metro
Hickory, NC

Client Description

- Alexander, Burke, Caldwell and Catawba Counties
- The cities of Hickory, Conover, Claremont, Newton, Morganton, Valdese, Lenoir, Maiden, Catawba and Statesville
- Hickory Metro Convention Bureau

Objective

To develop a unifying brand for the region encompassing the Hickory Metropolitan Statistical Area.

Challenges

To create a logo that each participant would incorporate into their individual marketing tools. The City of Hickory possesses the greatest name recognition of the cities in the region, so the name “Greater Hickory Metro” was chosen. We were also given two basic project parameters:

- The City of Hickory requested forest green that appears on their existing marketing materials.
- To promote the area’s accessibility to surrounding vacation destinations and adjoining states.

Solution

Gotham’s creative staff developed eight logos, five of which were ultimately presented. In the final logo, the municipalities are represented by four equal blocks resembling buildings, which convey a sense of commerce. The equal space between the four blocks forms a “plus” sign and subliminally communicates balance, equality and unity. The compass symbolizes Hickory’s desirable geographic location. The Foothills’ soft, rounded appearance:

- Defines the area’s identity as the gateway to the Blue Ridge Mountains.
- Balances the structure’s foreground imagery.
- Alludes to the area’s leisure opportunities.
- Works in conjunction with the sunrise/sunset image to evoke a sense of energy and growth.

The phrase “Connectivity, Commerce, Creativity and Community”:

- Balances the brand.
- Reinforces the logo’s visual metaphors.
- Represents the business community, accessibility, culture and warmth of the people of the region.

Results

The brand was introduced at The Greater Hickory Classic at Rock Barn, a PGA Champions Tour Event. It was used locally to promote the tournament in signage, on embroidered shirts, in specialty advertising, on a website representing the region and nationally on the Golf Channel. The brand continues to be used by each of the government entities who were all very pleased with the results!