



GEORGIA'S RURAL CENTER

Powered by Abraham Baldwin Agricultural College

Berrien County + Nashville, Georgia Creative Strategy

SUMMARY

Georgia's Rural Center completed a branding and creative project with four entities in Berrien County and Nashville: Berrien County, Berrien County Chamber of Commerce and Economic Development, the city of Nashville, and the Nashville Farmer's Market.

For this specific project, a task force was selected by community leadership, and the team represented both city and county views. In addition, center staff led three focus groups to gain deeper insights into the community. The Rural Center worked with an outside branding consultant throughout the entire project to bring the brands to life depicting the various entities and the spirit of the community.

After delivering materials to the community, the Rural Center will continue to partner with Berrien County and Nashville with monthly check-ins for a year to ensure successful implementation of the branding and creative strategy.

ADDITIONAL INFORMATION

Contact the Center for Rural Prosperity and Innovation (Georgia's Rural Center) at info@ruralga.org or 229.391.4847.

AUTHORS + PARTNERS

Jessica Akins, Communication Manager, Center for Rural Prosperity and Innovation, Lecturer, Agricultural Communication, Abraham Baldwin Agricultural College (ABAC)

Eloise Stewart, Owner, Eloise. Design. Co.

Katrina Langford, Designer, Eloise. Design. Co.

Loren Lindler, Communication Specialist, Center for Rural Prosperity and Innovation

Lisa Smart, Executive Director, Berrien County Chamber of Commerce and Economic Development

Jill Wise, Main Street Manager, Nashville Main Street

Berrien County + Nashville Community Project Task Force Members

Hayden Hancock

Margaret Perry

Ada Morgan

Jennifer McMillian

Berrien County

GEORGIA



THE CITY OF

Nashville

GEORGIA

NASHVILLE, GA

FARMER'S
• MARKET •