

Rebranding Initiative

BOROUGH OF PEAPACK & GLADSTONE, PG2020 BOROUGH ENHANCEMENT PROJECT

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Borough Rebranding



Objective: To identify and implement branding and improvement projects that strengthen our identity and image and enhance the look of the Borough.

Review:

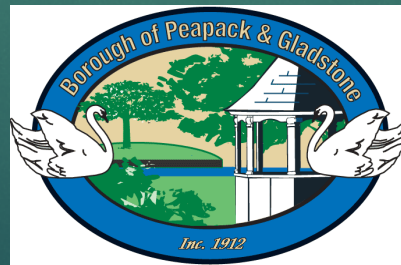
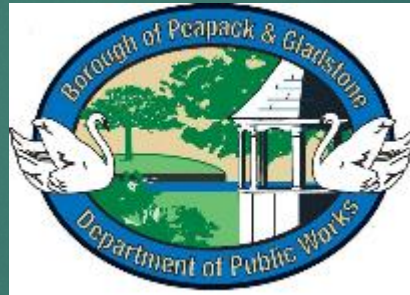
- ▶ Visuals that best represent the Borough now and in the future
- ▶ Historical impacts and tradition
- ▶ How residents identify with PG

Actions:

- ▶ Refresh the Borough's branding and image including look, logo, tagline
- ▶ Update stationary, cards, signs, printed matter, website and vehicles and building labeling unifying our image

Existing Logo

- ▶ Dated
- ▶ Does not reflect our best assets in a clear manner
- ▶ Too many variants



The Process: Marquee Consulting Alliance

- PG engaged Marquee for the re-branding effort.
- Marquee gathered information through 20-minute, one-on-one phone interviews with designated individuals. The information was summarized as directional guidance for the rebranding efforts.
- The recommended logos are being provided to the Council for consideration, input and selection.

What is Peapack Gladstone?

PG is a caring/neighborly/cozy/quaint/laid back, safe, rural small town/close knit community with its own unique/special charm that serves as an escape/refuge from outside stresses.

The location is also unique as it is unlike any nearby town, has reasonable access to cities, mountains, beaches and all the amenities you need. It is quiet/sleepy, beautiful with rolling hills and verdant scenery.

The people are friendly, everyone knows one another, and the residents are getting younger. Families mix and mingle outdoors and kids play together outside in parks.

It is old-fashioned and traditional, yet forward thinking.

Life is good in PG. Residents are very happy, appreciative and proud of their town. It is a bit of a step back in time and slowly progressing forward without damaging what makes it so special.

Single best attribute?



If the town were a human being...

This person is a middle aged (with a younger mindset) friendly female (nurturing, caring) with some masculine qualities, that is family oriented.

She dresses casually and practically, with an understated elegance that is not flashy.

Similarly, she drives a used SUV that is unpretentious and practical.

She vacations in quiet solitude and nature in the mountains or at a beach (Maine, Nantucket).

What would
you like the
new logo to
convey or
represent?

A modern representation with a nod to the past that combines the people (friendly, welcoming, supportive, etc) and the natural beauty, serenity and peacefulness of the landscape and architecture.



75%



If you had a magic wand, what would you change about the town?

The town would be more diverse and inclusive in terms of its population and it would have an expanded but connected and defined downtown that does not change its character. It would have more defined greenery.

There would be even more community events and a local government that was more progressive, timely and transparent in its strategic and action plans.



75%



First Round

PEAPACK & GLADSTONE



You're Welcome!

PEAPACK & GLADSTONE



Our Little Town!

PEAPACK & GLADSTONE



Simply Charming!

PEAPACK & GLADSTONE



A Great Place to Live!

PEAPACK & GLADSTONE



*Peaceful • Charming • Friendly
You're Welcome!*

PEAPACK & GLADSTONE



Our Little Town!



IG *You're Welcome!*
PEAPACK & GLADSTONE

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A Great Place to Live!



Second Round

PEAPACK &
GLADSTONE



*A peaceful, friendly community...
You're welcome!*



PEAPACK & GLADSTONE
A peaceful, friendly community



A peaceful, friendly community.

PEAPACK & GLADSTONE



PEAPACK &
GLADSTONE

*A peaceful, friendly community...
You're welcome!*



PEAPACK & GLADSTONE

*A peaceful, friendly community...
You're welcome!*



PEAPACK &
GLADSTONE
A Tight-Knit Community.



PEAPACK & GLADSTONE
A peaceful, friendly community

Third Round



A peaceful, welcoming community.



A peaceful, welcoming community.



PEAPACK & GLADSTONE
A peaceful, welcoming community.

What would you like the new logo to convey or represent?

A modern representation with a nod to the past that combines the people (friendly, welcoming, supportive etc) and the natural beauty, serenity and peacefulness of the landscape and architecture.



Application & Use



Vehicle Graphics



- Letterhead, Biz Cards
- Forms
- Website
- Welcome Signs
- Vehicles
- Apparel