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MEDIA ADVISORY

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Cartersville-Bartow County Chamber of Commerce Unveils New Brand Reflecting Growth, Collaboration, and Community Momentum

Cartersville, GA — January 30, 2026 — The Cartersville-Bartow County Chamber of Commerce proudly unveiled a new brand identity designed to reflect the organization's evolution, expanded impact, and forward-looking vision for the region's business community.

Revealed during an exclusive event, the new brand represents a bold step forward for an organization that has grown alongside the Cartersville-Bartow community. Over the past several years, the Chamber has broadened its programs, partnerships, and influence — prompting the need for an updated identity that authentically reflects who the Chamber is today and where it is headed.

"This new brand is more than a fresh look, it's a renewed commitment to the businesses and leaders we serve," said **Cindy Williams**, CEO of the Cartersville-Bartow County Chamber of Commerce. "Our community is growing, our businesses are evolving, and this identity captures the energy, collaboration, and momentum that define our Chamber."

The rebrand was the result of an in-depth strategic process that included member and stakeholder interviews, community input, competitive analysis, and a comprehensive brand audit. The Chamber partnered with **Veugeler Creative**, a branding and marketing agency, to guide the discovery process and bring the new identity to life.

The new logo and brand system feature shapes representing the small business owner, industrial leader, and nonprofit partner; coming together in a cohesive symbol of collaboration and shared purpose. Alongside the visual identity, the Chamber developed a comprehensive brand story that clearly defines its purpose, value, and role within the community. The narrative brings alignment across messaging, programs, and communications, ensuring the Chamber presents a unified and consistent voice that reflects its mission and momentum.

The brand story brought clarity to the Chamber's purpose and priorities, distilling its role within the community into a clear and focused mission:

Fueling Business.
Equipping Leaders.
Strengthening Community.

As part of the rebrand, the Chamber also launched a redesigned website that brings the new brand to life through a more modern, vibrant, and engaging digital experience. The updated site is more intuitive and user-friendly, making it easier for members and the community to explore events, programs, and opportunities while reflecting the energy and momentum of the Chamber.

The new brand and website are now live across the Chamber's digital platforms and communications, with members and partners beginning to see the updated identity reflected throughout the organization's materials and outreach.

To learn more about the Cartersville-Bartow County Chamber of Commerce and explore the new website, visit www.cartersvillechamber.com.

Photos and logos for your use: