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NEWS RELEASE

For Immediate Release

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County Showcases New Branding with Gateway Signs and Fleet Decals

(Roanoke County, VA—December 1, 2017) Officials from Roanoke County today unveiled new gateway signs and fleet decals that showcase the County's new Branding Mark.

The new branding was developed earlier this year by County staff within the Public Information Office and from the Parks, Recreation & Tourism Department. The branding mark features the blues and greens that reflect our community's mountain, river and open spaces, along with the iconic profile of Roanoke County's McAfee Knob. The "VA" abbreviation for Virginia helps set our community apart from localities in West Virginia, Texas, California, and others across the country that share the name "Roanoke."

The new branding has been showcased for several months on the County's website and social media sites, and is gradually making its way through the County's vehicle fleet and onto gateways signs at County entrances.

Roanoke County Board of Supervisors Chairman Joe McNamara remarked how the new brand reflects the 2016 Board of Supervisors vision statement of making Roanoke County "a vibrant, innovative, and scenic community." The vision statement was crafted by the Board in 2016 and was an important part in Roanoke County's recent Community Strategic Plan. Chairman McNamara also recognized the work of staff to develop and launch the new brand with no additional funding outside the existing County budget.

Virginia's Blue Ridge President Landon Howard also offered remarks about how the County's new brand reinforces efforts to promote the region as an outdoor destination.

The new Roanoke County gateway signs are installed in three locations so far, with a fourth location designated this spring. The new gateways signs can be seen on 460 West in the

Bonsack area while entering Roanoke County from Botetourt County, on Route 11 West leaving the Salem City limits at Fort Lewis Elementary School, and on Route 419 South (Electric Road) near the intersection with Keagy Road. A fourth sign will be installed in 2018 pending completion of a landscaping project on Route 220 South as drivers leave Roanoke City and enter the County's Clearbrook area.

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Above: Board of Supervisors Chairman Joe McNamara explains how the new Branding Mark reflects the County's vision statement of making Roanoke County "a vibrant, innovative and scenic community."