



Visit Dublin GA has announced a unified Dublin Community Brand together with partners City Of Dublin, and Dublin Downtown Development Authority.

Thursday, June 1st, 2023 Dublin, Georgia: Visit Dublin GA and partners announce the launch of a community brand for Dublin, identifying who Dublin is, and where it is growing to...a unified brand representing all of Dublin and Laurens County.

The branding committee made up of representatives of [Dublin Downtown Development Authority](#), [The City Of Dublin](#), and [Visit Dublin GA](#) formulated and released a Request For Proposals (RFP), August 2022. The goal of the RFP was to seek proposals to develop a comprehensive brand and marketing strategy for the greater Dublin and Laurens County Community. The branding and marketing initiative were to be reflective of all existing economic development activities, and convey a common message and image to audiences both inside and outside of Dublin.

“Aligning our efforts into a cohesive brand family with partner organizations like the City of Dublin, Visit Dublin and Downtown Dublin will place our community in a uniquely elevated position to communicate our story in a way it never has before. Through this branding effort, each organization retains its individual mission while collaborating on ways to better serve our residents, support commerce, and attract visitors,” said Dublin City Planner Tara Bradshaw.

Good Grit Agency was selected, and began their work with internal and external surveys, strategic audits, and community visits. Good Grit Agency, with input from the branding committee, created a unique community mark consisting of images representing history, architecture, the Oconee River, Downtown, and workforce. The simplistic truth represented by the tagline “Good People Live Here” was born, has been echoed in sentiment of locals and visitors alike.

Good Agency CEO Laura Quick said, “It was such an honor to get to know the community of Dublin through the branding process—and after our first visit, we weren’t surprised to find our key discovery was that “Good people live here.” In working with cities across the South—and even across the world—at Good Grit Agency, we recognize that the number one resource of a place is its people.

It was wildly exciting to watch this community brand give way to a new look and feel for Visit Dublin, City of Dublin, and Downtown Dublin. Dublin already had the right answers—we just had to ask the right questions to birth these legacy brands into existence and help Dublin get where they are growing: the best small town in America.”

Along with a community brand, the selected agency was tasked with creating individual marks rebranding each entity, Downtown Dublin, City Of Dublin, and Visit Dublin GA. The individual entities will be launching their marks during phases through the summer of 2023.

For media requests, please contact:

Miriam Ponton Lewis, Executive Director
Visit Dublin GA
miriam@visitdublinga.org
478.272.4002