

- UPDATED AS NEWS HAPPENS
- NEWS ALERTS VIA EMAIL
- CLEANER DESIGN

- WORKS ON ALL DEVICES
- MORE PHOTOS AND VIDEO
- MORE IN-DEPTH COVERAGE



# Roswell Neighbor

CELEBRATING **45 YEARS** AS NORTH FULTON'S TRUSTED NAME FOR LOCAL NEWS

WEDNESDAY, JUNE 1, 2016

ONLINE @ [ROSWELLNEIGHBOR.COM](http://ROSWELLNEIGHBOR.COM)

50 CENTS | VOL. 45, NO. 22

## ROSWELL ■ BRANDING

### Roswell's new logo to feature old water wheel

**ROSS WILLIAMS**  
rwilliams@neighbornewspapers.com

Roswell has reinvented the wheel.

The city's newly approved logo will once again feature the familiar water wheel.

The original wheel logo, adopted in 2004, was replaced in December 2015 with a logo bearing the slogan "Modern spirit, southern soul." When that logo proved unpopular, city council directed staff to come up with a replacement a month later.

"I remember standing here and saying 'What did you do, get a committee of third graders and give them magic markers?'" said resident Janet Russel of the interim logo.

Russel spoke at the city council's May 23 meeting during which the new logo was approved.

The new logo was designed by a city council-appointed committee including Roswell residents with experience in design and marketing. The members looked over data used to develop the interim logo and conducted their own meetings.

"The water wheel icon was consistently recognized and referenced as something critical to connecting our identity for tomorrow with that of the past," said Community Relations Manager Julie Brechbill.

"I chose to take a more conservative approach to evolving the 2004 logo, which so many residents

have become attached to," said Roswell graphic designer Ben Frye. "I wanted to reduce the number of elements within the logo to make it cleaner, friendlier and easier to reproduce."

Councilman Don Horton initially expressed problems with the design.

"I still have some concerns that the water wheel doesn't, to me, look like a water wheel," he said. "It sort of represents it, but without that three-dimensional look, it's really hard to know if it's just a wagon wheel or a water wheel."

Horton and others suggested adding small buckets to the wheel to make it more recognizable. Other suggestions from members of the public included reducing the size of the river and capitalizing Georgia.

Brand strategist Laura Ries, who served on the logo committee, said the council should approve the new logo as-is. She said it was designed by professionals and making further changes would be gilding the lily.

"We battled and battled," she said. "Buckets or no buckets. Uppercase or lowercase. We battled every miniscule part of that logo."

The city council members were convinced. They voted unanimously to approve the new logo.

Brechbill said the new logo will be rolled out gradually over the course of a few years. Eventually, it will appear on city letterhead, vehicles and signs, as well as gifts and souvenirs.

## LEST WE FORGET



United States Marine Corps Staff Sergeant Sinclair Williams is honored during the Armed Forces tribute at the Roswell Remembers Memorial Day Ceremony. / Staff Lindsay Moscarello

