

Albany, California Brand Reveal May 4, 2011



plan.preserve.promote.

ARNETTMULDROW
& ASSOCIATES

Brand Elements

- Typeface
- Logo
- Colors
- Tagline

We Are Albany

- We are a community that values education. From our very beginning we have felt that providing excellent schools for our children is the most important commitment to the future we can make. Our places of learning are the proud centerpiece of our community and we rally to support them, our teachers, and our young people.

We Are Albany

- We are a diverse community. Our people come from many backgrounds, nationalities, and ethnicities. Our cultural mix is evident in our neighborhoods, our shops, and our cuisine. We value one another and believe that it is through cultural understanding that we grow strong as a community and foster a unique sense of place.

We Are Albany

- We are a green community. We understand that Albany has a commitment to our region and to the earth to use our resources with wisdom. We are restoring our creeks and watersheds, supporting our local and independent businesses, and enhancing our walking and biking community.

We Are Albany

- We are one square mile; we are a unique place in the spectacular natural and urban setting of the San Francisco Bay; we are a true community; a place of people and relationships.

We are Albany, California... the urban village by the bay.



ALBANY

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ALBANY
CALIFORNIA



ALBANY
THE URBAN VILLAGE BY THE BAY

ALBANY
CALIFORNIA



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CALIFORNIA



ALBANY
THE URBAN VILLAGE BY THE BAY



The City of **ALBANY**
CALIFORNIA



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COMMUNITY DEVELOPMENT

The City of **ALBANY**
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PLANNING & ZONING





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ALBANY
FARMERS
M A R K E T



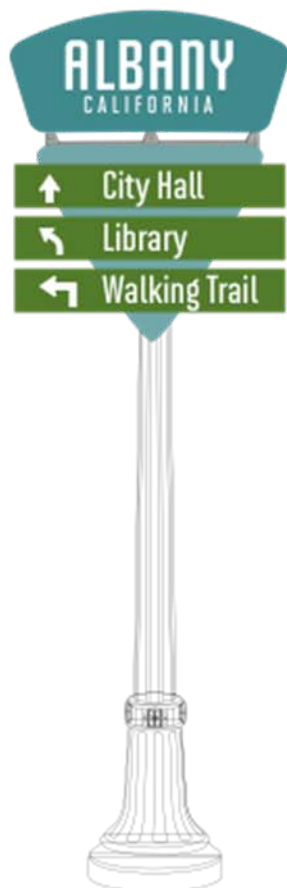
SAN PABLO
Avenue

SOLANO
Avenue



SIMPLY GREEN
SIMPLY SMART





Creative Toys. Engaging Games. Simply Smart.



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Safe Streets. Friendly Neighbors. Simply Smart.



ALBANY

THE URBAN VILLAGE BY THE BAY

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Local Art. Native Craft. Simply Smart.



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Locally
Owned.

Always
Green.

Simply
Smart.

ALBANY
THE URBAN VILLAGE BY THE BAY

Flowing Water. Native Plants. Simply Smart.



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Simply Stunning.



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Simply Home.



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