

GERMANTOWN VISIONING WORKSHOP

***YOUR VOICE SHAPES OUR  
COMMUNITY***

# BRIDGING THE GAP

## REACHING OUR DIVERSE COMMUNITY

**Germantown is the most ethnically diverse city in the county, almost equally split among major ethnic groups**  
24% white, 25% Black, 24% Hispanic and 22% Asian.  
43% of residents born outside the USA. (1)

**These statistics only scratch the surface of our community's diversity.**  
For example, the Federal Government categorizes those of Middle Eastern and North African decent (MENA) as white but a study from PNAS found that many people of MENA decent don't categorize themselves as such. (2)

The Federal Government also acknowledges over 20 countries of origin within Hispanic ethnic group, and 20 countries in the Asian ethnic group with over 20 languages spoken within the Asian ethnic group. (3)

**Beyond culture, Germantown is socio-economically diverse, and not everyone has the same access to programs and opportunities to be heard- groups like**  
the Core Foundation and support from PTA's like Waters Landing, a Title One School, has been instrumental in furthering our outreach.

1. [Germantown is America's most ethnically diverse city \(3 of top 10 are in Montgomery County\) - WTOP News](#)
2. [What race are Middle Eastern, North African people? U.S. government says white : NPR](#)
3. [Broad Diversity of Asian, Native Hawaiian, Pacific Islander Population](#)

# WHAT IS NEXT?

**With this in mind, we have some exciting opportunities to continue to reach more people including:**

- Handing out flyers and food with the Upcounty Hub at Germantown E.S. (Volunteers welcome!)
- Holi Celebration at BlackRock Center for the Arts (Volunteers welcome!)
- Joining Unity of Gaithersburg for service and post service breakfast (A Pro LGBTQ Spiritual Organization that serves many Germantown residents- Volunteers Welcome!)
- With BlackRock- popping up at MoComCon (Pop up at Germantown Library was very successful- Volunteers Welcome)
- Meeting at the Chinese Culture Association and Community Service Center (Volunteers Welcome- Support with translation of survey responses greatly appreciated!)
- Tabling at Commotion Dance in Germantown! (Commotion Dance, GTown Styles, Mission Barbeque, Tortacos, and We Art Fun- who have been vocal advocates and avid supporters of our community meetings!)
- Joining the Islamic Center of MD for an Iftar

**If you would like to join us OR have more ideas for other organizations that would work with us, we would love to connect!**

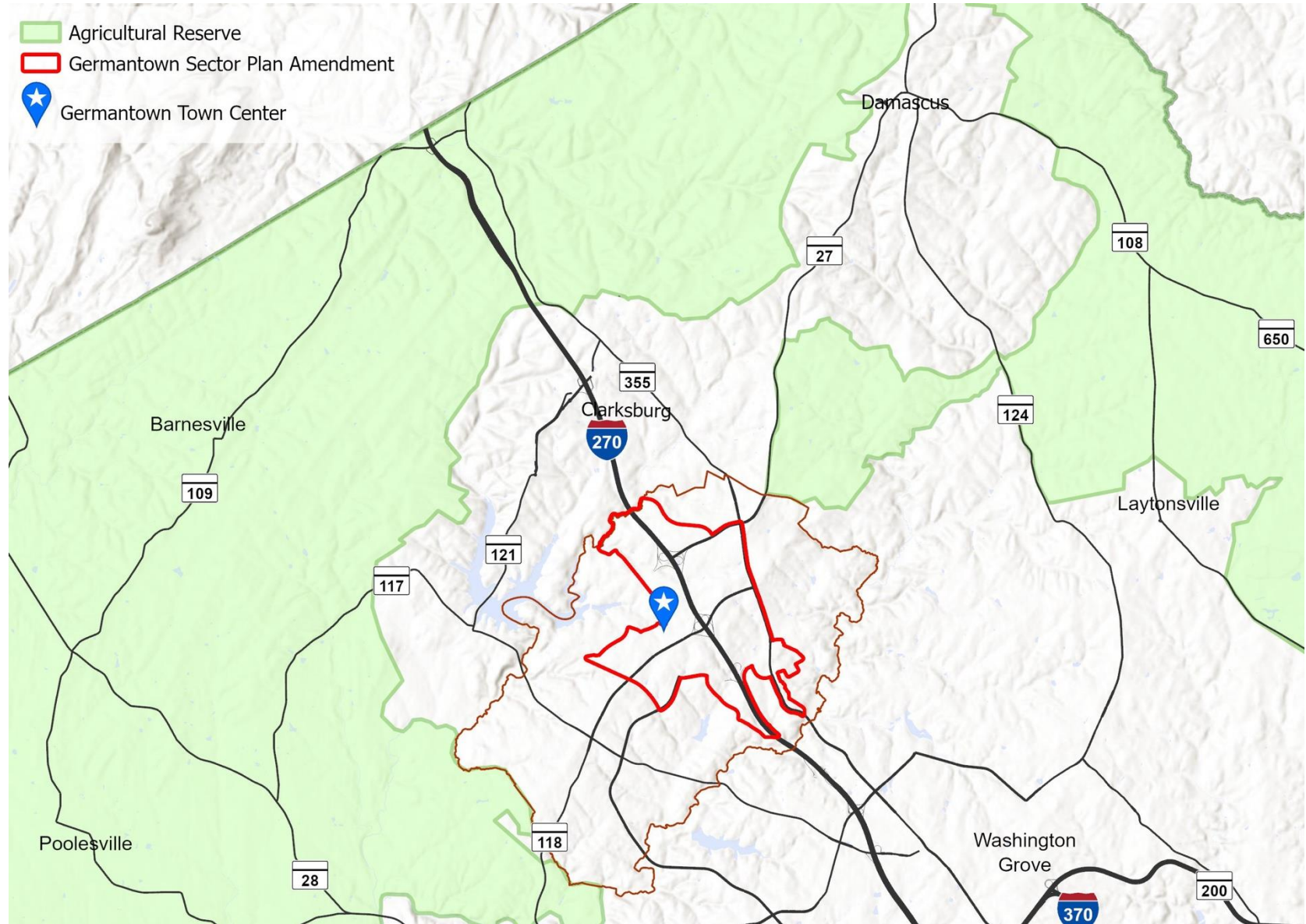
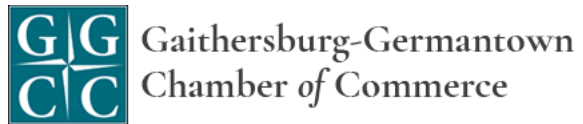
For these community meetings, we will have one more that will include a reveal of our mission, vision, and brand. Because of the participation necessary we wanted our two workshops to be in person, but moving forward our meetings will be hybrid.

Please make sure to follow us on Instagram and, if you didn't RSVP, to give us your email so that we can send you a recap of the meeting and work.

***Special thank you to BlackRock Center for the Arts on their hospitality.***

***Please take a moment to enjoy their exhibit- Deconstructed & Reestablished,  
curated by Safiyah Cheatam & Daniel Flounders from the Islam & Print CoHort.***

# Collaborative Initiatives



# Outreach Methods

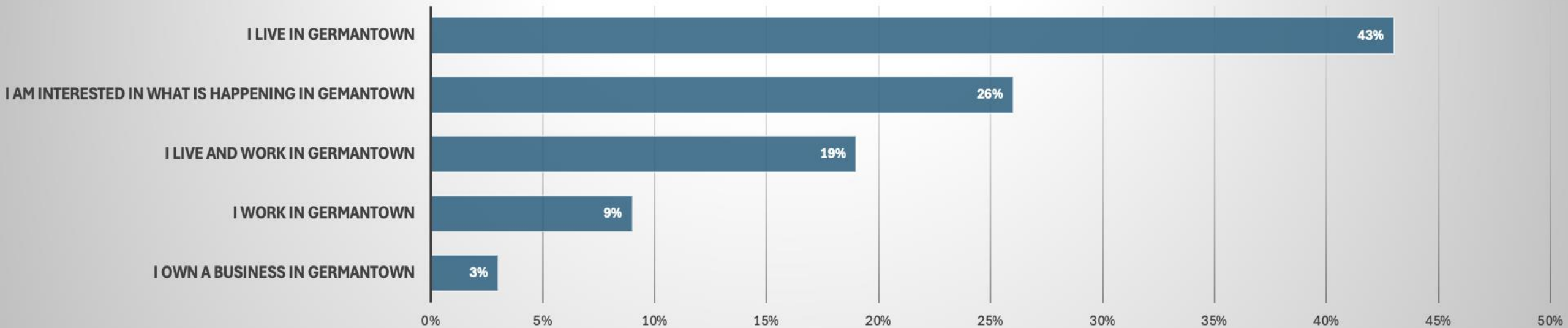
- Community meetings
- Phone calls
- Emails
- Door-to-door
- On-site tabling at community events
- Chamber website
- Event Brite events (2)
- Survey
- Flyers in English, Spanish and Chinese
- E-blasts to email lists
- Social media graphics and posts
- Posters and interactive activities
- QR codes

# Community Outreach

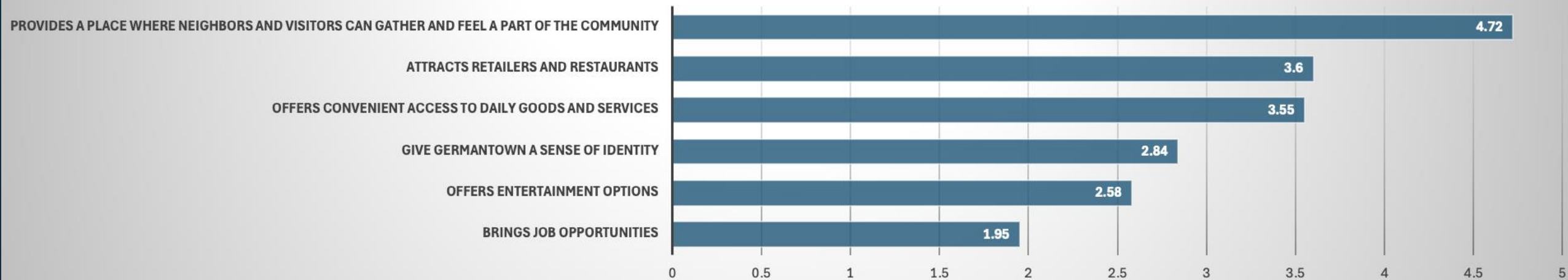
- Community meeting on February 19
- Chamber mailing list and social media
- Database of event attendees and vendors
- Up County Regional Services Center
- BlackRock mailing list
- Local school PTAs and principals
- Parents of Scouts and Sixx Cool Moms
- Attendance at Library book sale
- Door-to-door business interaction
- Mother Seton Parish
- Hispanic Chamber
- Park & Planning
- Seneca Valley Green and Gold newsletter
- Patch, MoCo Show and MyMCMedia
- Social media influencers
- Montgomery College
- Holy Cross
- Mother Seton Vietnamese Church
- Fountain Hills HOA
- Germantown HELP
- Germantown Boy and Girls Club
- Africa 55
- Mother Seton Youth Group
- Unity of Gaithersburg
- The Chinese Culture & Community Center
- SportsPlex
- Seneca Valley Multicultural Fair
- HOA presidents
- Aquatic Center
- Visit Montgomery
- Seneca Valley Wellness Center
- Seneca Valley Digital Bulletin Board
- Germantown Rec Center
- Seneca Valley SGA
- Seneca Valley African Student Organization
- Seneca Valley Hispanic/Latino Student Union
- Pinnacle Apartments
- Germantown Facebook page
- Up County Community Resources
- Acclaim Apartments
- Ashmore Townhomes
- Knights of Columbus
- Quilting Angels Ministry
- Germantown Baptist Church
- Sheppard Pratt Community Wellness Hub
- Up County Hub
- The Islamic Society of MD

## What is your association with Germantown?

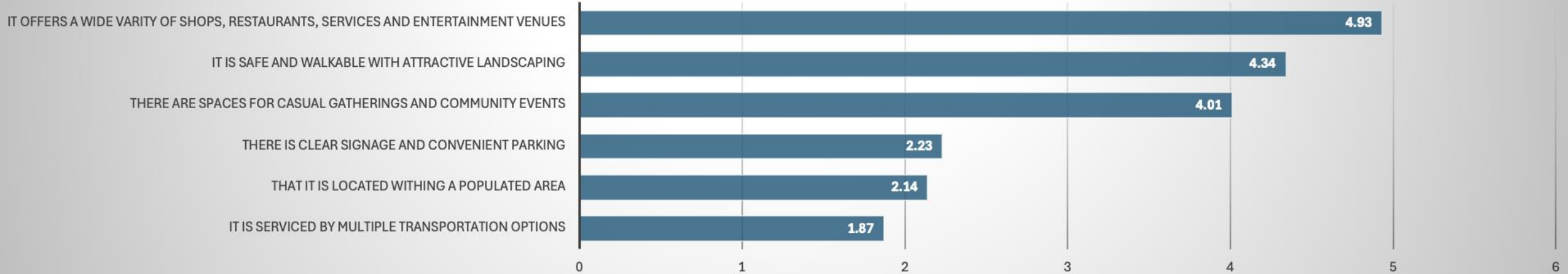
*145 Respondents*



## MISSION: What is the purpose of a Town Center?

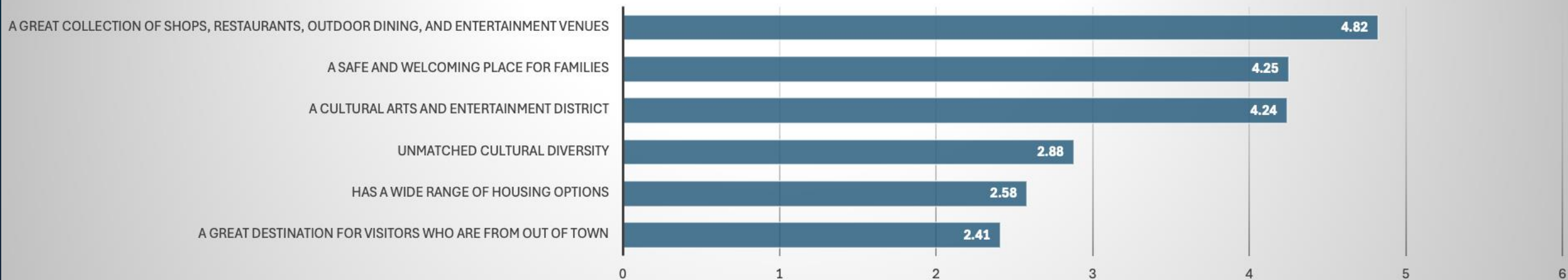


## MISSION: What is the most important elements necessary for a successful Town Center?

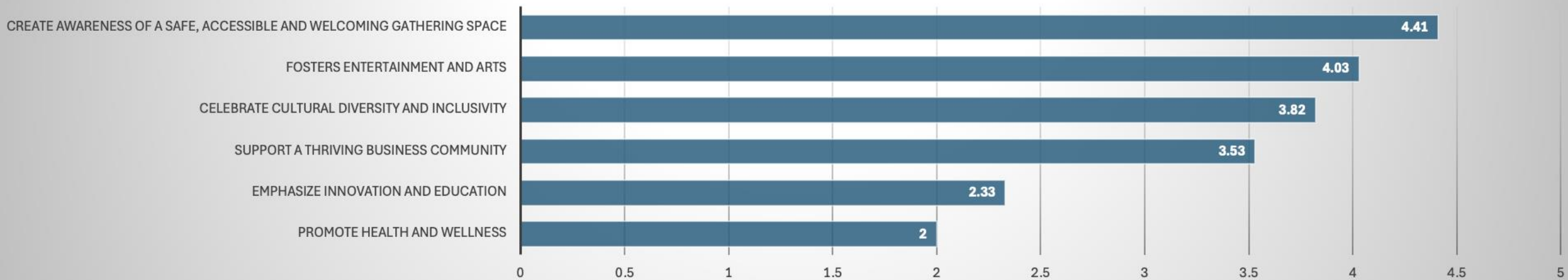


concerts  
entertainment  
family  
outdoor  
families  
gathering  
quaint  
lights  
safe  
playground  
natural  
inclusive  
bakery  
plants  
laughing  
spaces  
flowers  
ships  
parking  
friends  
diverse  
coffee  
busy  
trees  
crafts  
bustling  
brewery  
markets  
sharing  
boutiques  
happy  
dining  
restaurants  
people  
shops  
lawn  
jobs  
lighting  
community  
benches  
events  
landscaping  
garden  
cafes  
signage  
wifi  
fountains  
library  
grass

## VISION: How can our Town Center influence the impression of Germantown?



## CORE VALUES: What core values should be reflected in the marketing and branding of our Town Center?



entertainment  
concerts  
lighting  
markets  
nature  
flags  
education  
food  
music  
art  
signage  
spaces  
Art  
events  
colors  
banners  
festivals  
fairs

# Mission Statement

## **The purpose of the Town Center in Germantown is to:**

1. provide a beautiful, vibrant, walkable and welcoming streetscape
2. offer a wide variety of shops, restaurants, and entertainment.
3. provides convenience to daily necessities and services.
4. fosters community engagement.
5. give Germantown a distinct identity and celebrate being the most diverse city in America.
6. be a central hub for neighbors and visitors to gather and build community.
7. to provide a place that is safe, easy to navigate and welcoming.
8. be located in a place that is visible and easily accessible.

# Vision Statement

## **The vision for the Town Center in Germantown is:**

1. to be recognized as the upper Montgomery County destination for shopping, dining and entertainment.
2. to celebrate a dynamic cultural, arts and entertainment hub.
3. to honor the history while laying the groundwork for future generations.
4. to be a place where the community comes together for events and community celebrations.
5. to be known for its clean, safe, walkable environment .
6. to be reflective of Germantown's cultural diversity.
7. to become a place that is attractive and purposeful for all ages.
8. to be a place that provides the necessary population to attract and sustain businesses and jobs.

# Core Values

1. **Community Engagement:** Fostering a sense of belonging and community through regular events, public art, and spaces for social interaction.
2. **Inclusivity and Diversity:** Celebrating and embracing the diverse cultures, mix of incomes and age groups.
3. **Safety and Accessibility:** Ensuring a safe, welcoming, and easily navigable environment for all ages and abilities.
4. **Economic Growth:** Supporting and attracting businesses and housing options
5. **Sustainability:** Promoting environmentally friendly practices and green spaces that enhance the town center's appeal and longevity.
6. **Embrace History:** recognize historical assets that are a critical part of the Germantown story.

**Germantown  
Town Center  
Visioning  
Workshop Part II**

March 13, 2025

# **AGENDA**

- Introduction & Overview
- Presentation of Design Concepts
- Breakout Session – Feedback Collection
- Group Discussion & Open Q&A
- Closing Remarks & Next Steps

# INTRODUCTION & OVERVIEW

- Meet Branded
- Overview of Branding Process
- Today's Goals

A black and white photograph of four people standing in front of a light-colored brick wall. From left to right: a woman with long dark hair wearing sunglasses, a dark jacket, and jeans; a man with a beard wearing a light-colored jacket over a dark shirt and light-colored pants; a woman with short dark hair wearing a dark cardigan over a light shirt and dark pants; and a man with glasses and a beard wearing a dark sweater and light-colored pants. A dark rectangular box with the text 'ABOUT BRANDED' is centered over the group. On the right side of the wall, there is a plaque that reads 'AUTOMATIC SPRINKLER', 'FIRE DEPT. CORP. 101', and 'GRINNETT, MD. 1904'.

## ABOUT BRANDED



**Branded is a full-service marketing agency  
that focuses on five core services:**

**+ WEBSITE DEVELOPMENT**

**+ DIGITAL MARKETING**

**+ CONTENT CREATION**

**+ BRANDING**

**+ CONSULTING**



# OUR TEAM



**CORY LUCKETT**  
CEO



**ALISON  
DENNER**  
DIRECTOR OF  
OPERATIONS



**JOHN LOVELL**  
DIRECTOR OF  
MARKETING SERVICES



**MELISSA  
SWANCHARA**  
GRAPHIC DESIGNER



**JESS TALAMO**  
MARKETING  
SPECIALIST



# BRANDING PROCESS

1. Discovery & Research
2. Initial Design Concepts (Moodboards)
3. Logo Design
4. Brand Guidelines



# NEXT STEPS: LOGO

1. Initial concepts of logo and color combinations
2. Iterations of logos based on feedback
3. One final iteration of logo based on feedback



# TODAY'S GOALS

- Present 3 initial design concepts based on previous feedback and future goals
- Discuss design concepts and answer questions

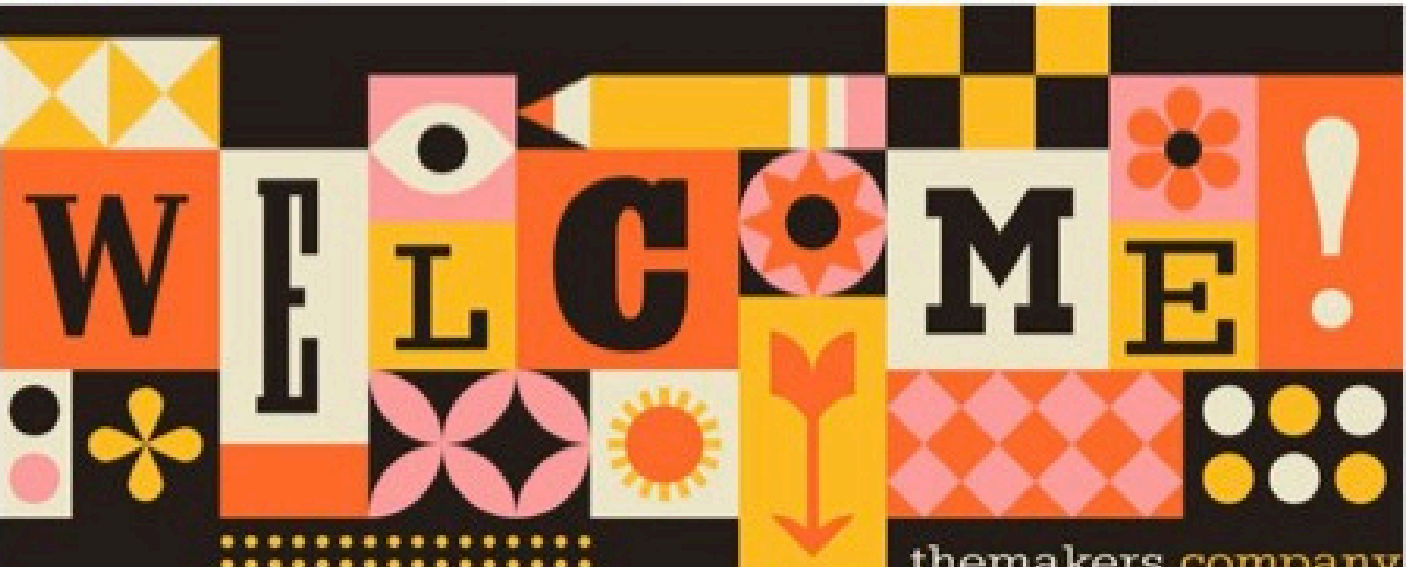
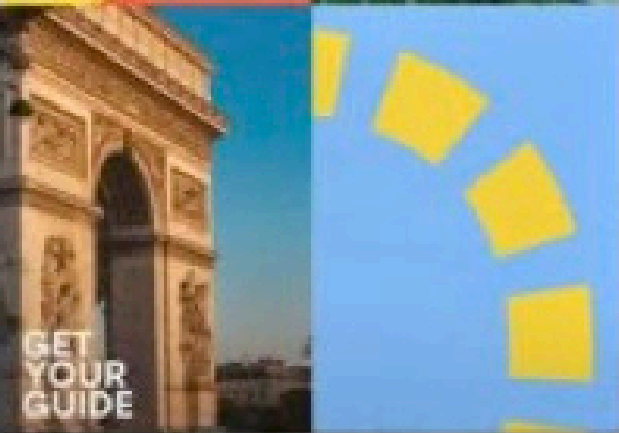
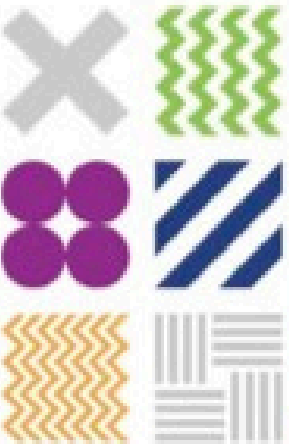
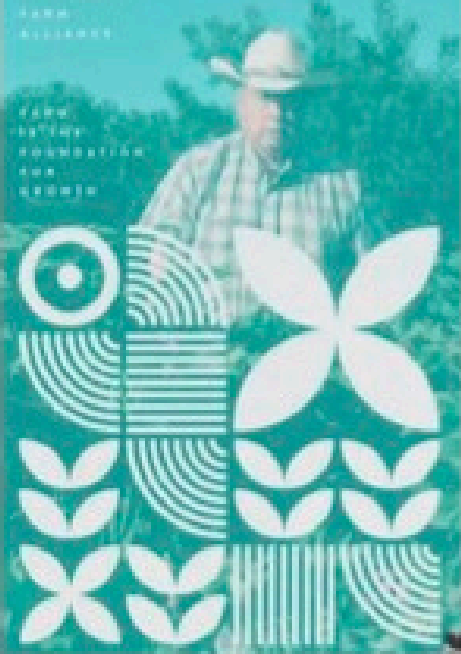
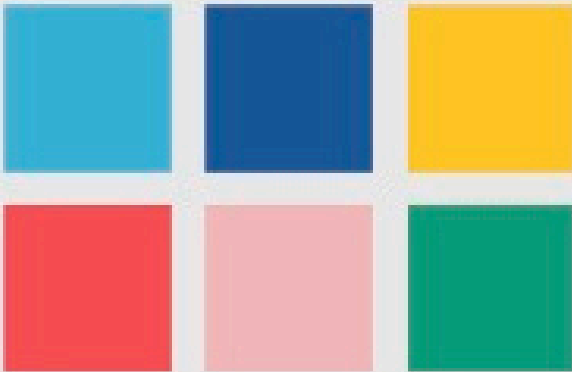
# MOODBOARD

## #1

### CONCEPTS:

- Bright and bold color palettes are naturally inviting and invoke safety, reflect diversity and inclusivity.
- Modular illustration shapes in a grid design system that incorporate the iconic landmarks and elements of Germantown's identity that have been discussed, like arts, soccer, food, culture.
- Shapes representing different elements of Germantown's identity, like soccer, music, books, nature and food.
- Photographic elements inserted in grid design system to enhance messaging.

### COLOR PALETTE CONCEPT:



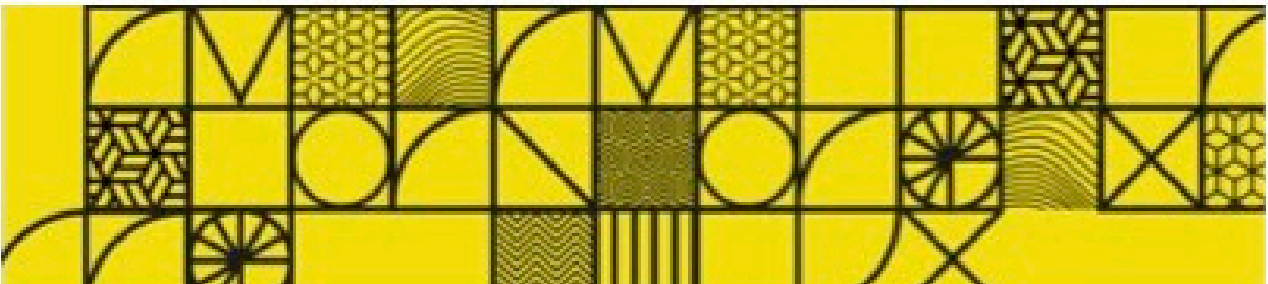
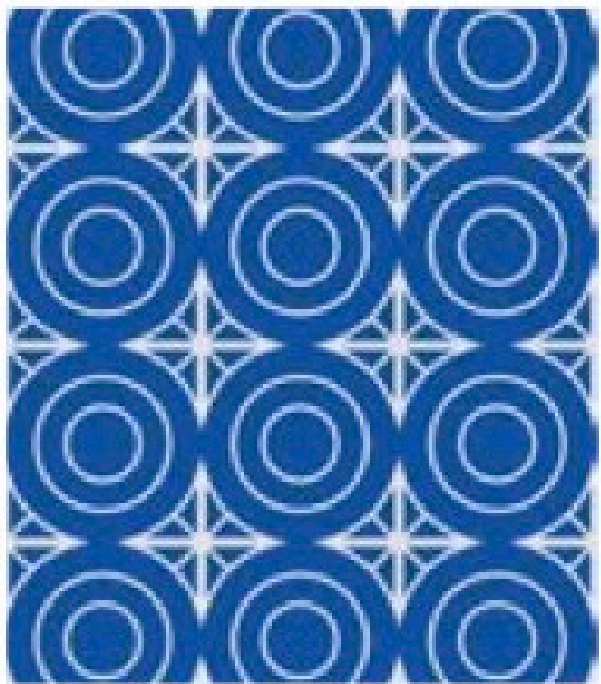
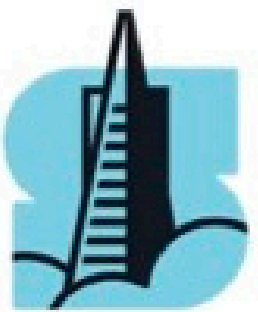
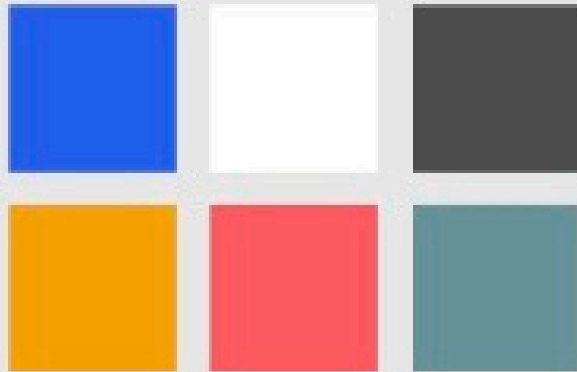
# MOODBOARD

## #2

### CONCEPTS:

- Color use is contrasted with white and black and strong pops of color to make illustration and text stand out.
- Hand-drawn elements evoke strong senses of familiarity, approachability and community.
- Illustrative elements provide an emphasis on the arts
- Patterns can be used as eye-catching backgrounds and textures

### COLOR PALETTE CONCEPT:



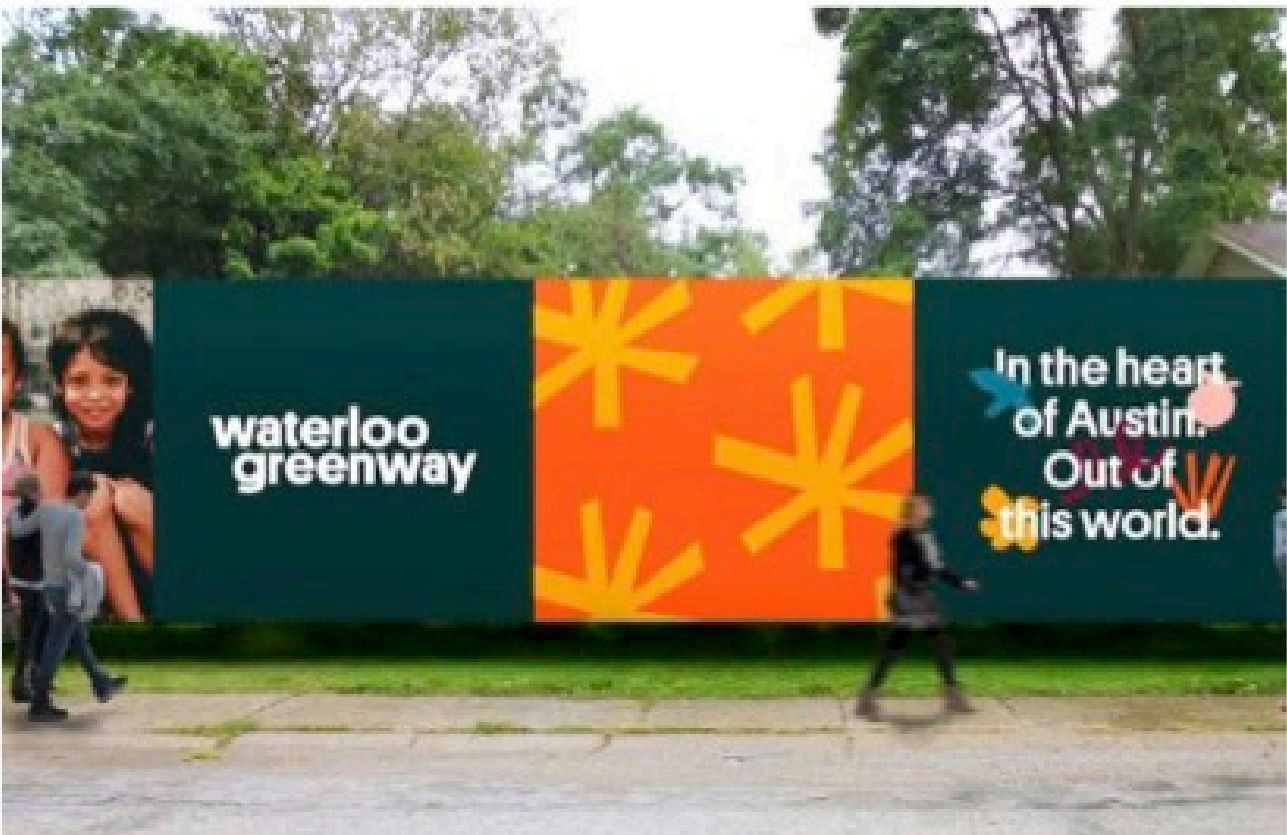
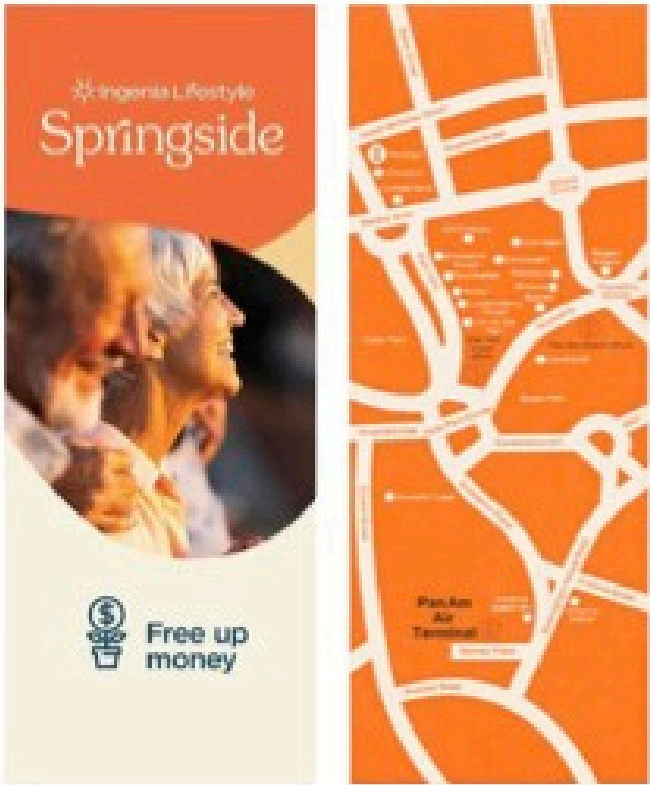
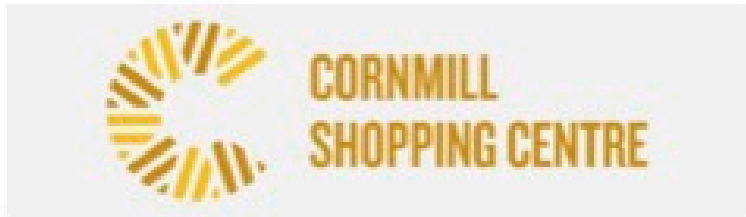
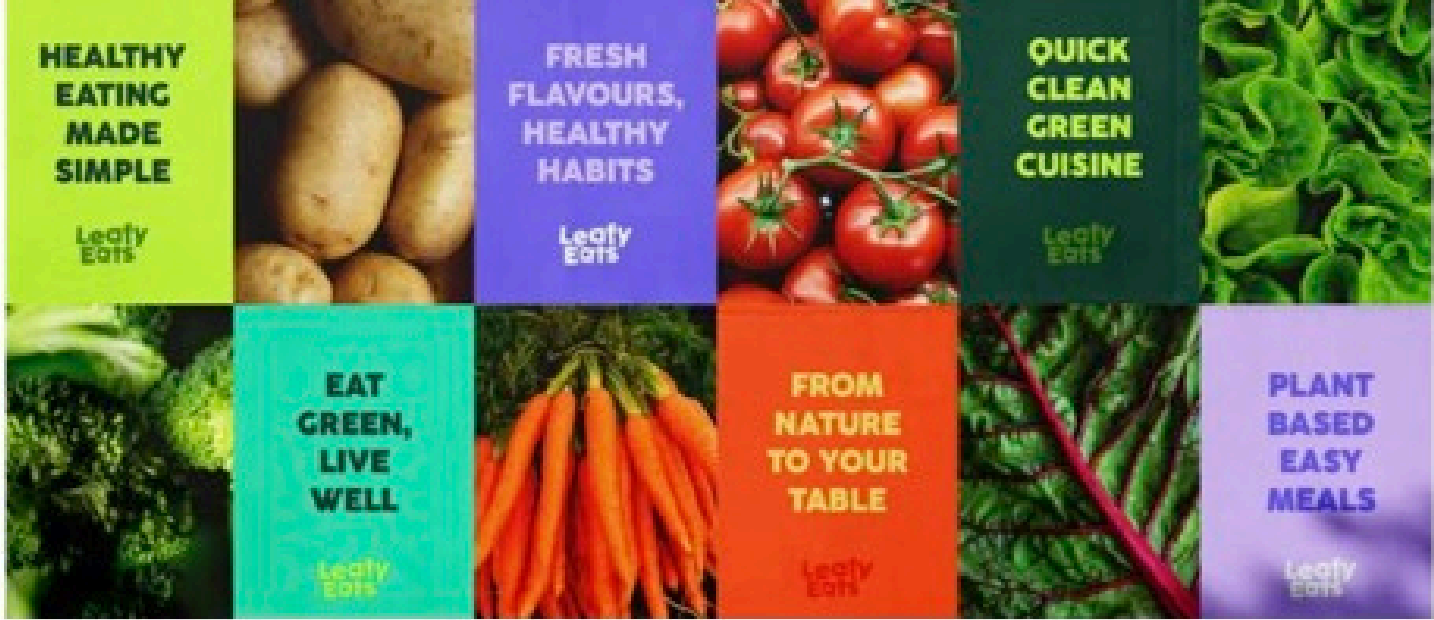
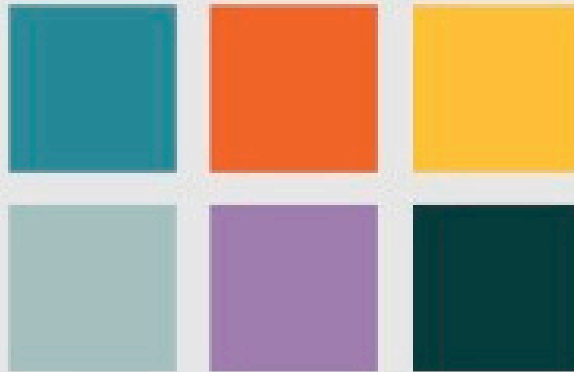
# MOODBOARD

## #3

### CONCEPTS:

- Mixed media (graphic and photo) approach with emphasis on bold typography that lends itself to visible messaging
- Bold words can be drawn from our research
- Photographic elements can showcase core values and identity elements alongside marketing messaging.
- Maps are a central element, and can be put into in any concept, but in this case could be part of the logo and brand elements themselves

### COLOR PALETTE CONCEPT:



# DISCUSSION QUESTIONS

1. What feelings does each mood board evoke? Do these feelings match what you feel the Town Center should be?
2. Which design elements resonate most? Why or why not?
3. What colors do you feel reflect the Town Center's core values?
4. What images reflect or mean something to Germantown?



[illegible]

The collage features several distinct graphic design projects:

- Food-Themed Posters:** A grid of eight posters with food-related text and images. The text includes: "HEALTHY EATING MADE SIMPLE", "FRESH FLAVOURS, HEALTHY HABITS", "QUICK CLEAN GREEN CUISINE", "EAT GREEN, LIVE WELL", "FROM NATURE TO YOUR TABLE", "PLANT BASED EASY MEALS", and "WELCOME" (part of a larger poster).
- Cornmill Shopping Centre:** A logo consisting of a stylized sunburst or mill wheel next to the text "CORNMILL SHOPPING CENTRE".
- Book Covers:** Three book covers with titles in Italian: "PERCORSI D'ACQUA", "LA RISERVA DI CACCIA DEL RE", and "OLTRE IL MUSEO".
- City Map:** A stylized map of a city area with various icons representing different locations or points of interest.
- Ohio City Poster:** A poster for "OHIO CITY" featuring a star and a person holding a book, with the text "SINTAGGE LIVRE LEVE ALEGRE AUTENTICA UNICA".
- Waterloo Greenway Banners:** Two large outdoor banners for "waterloo greenway". One banner features a green background with a white starburst pattern and the text "In the heart of Austin. Out of this world." The other banner features a yellow background with a green starburst pattern.

# SCAN TO VIEW

