



## COUNTY OF AMHERST

### Public Information Officer

AMHERST COUNTY ADMINISTRATION BUILDING  
153 WASHINGTON STREET  
P. O. Box 390  
AMHERST, VIRGINIA 24521

TELEPHONE (434) 946-9400  
FACSIMILE (434) 946-9370

**For Immediate Release**

**July 28, 2017**

### Amherst County Branding Initiative

The Amherst County branding initiative was unveiled on June 20th at the Board of Supervisors meeting. The Brand will be used to market and promote Amherst County and its communities to new businesses, tourists, new residents, etc.

Branding is the process of capturing the essence of a community's unique story and character and promoting it in a compelling way. Over the last several months approximately 400 community members and leaders were engaged through interviews, focus groups, social media, and an online survey to gather community input on the values and character that make Amherst County a special place and to tell Amherst's unique story.

A brand is made up of several different components that include the right fonts, colors and wording to use to convey the unique features and culture of the County. The branding team went around to all of the famous landmarks and different places in Amherst to get their own feel of the County. The following brand elements have been approved by the Board of Supervisors. Businesses and nonprofits are encouraged to use the new brand and should direct their proposed uses of the designs to the Chamber of Commerce, whose role is to interpret and approve applications of the brand.



The fonts: Aleo, Georgia and Rested Youth

The Colors:



The Slogan: "Perfect Slice of Virginia"

Attached is the narrative developed to describe the County and its people.

Additional information may be obtained from the Economic Development Authority at (434)946-5200 or Laynee Sandifer at [lesandifer@countyofamherst.com](mailto:lesandifer@countyofamherst.com).

## Brand Narrative

We are Amherst County, VA

Nestled in the heart of Virginia, Amherst County is defined by its rural countryside, rich tradition, and quality of life reminiscent of days gone by. While other communities move at a frantic pace and have lost their sense of place, Amherst County has preserved its pristine landscape, fertile farmland, and picturesque views. Our scenic beauty is second to none, and it draws people here to learn, be inspired, create, and enjoy a peaceful lifestyle.

Amherst truly has something for everyone; from a premier institute of higher learning in Sweet Briar, and a nationally recognized artist community, to an energized creative culture led by Second Stage.

Our agriculture heritage is alive and well in our wineries and orchards. We also have a rich history defined by tobacco plantations, grist mills, and batteaus along the James. And we can't forget the tales of the Revolution, the Civil War, and the bright and vibrant traditions of the Monacan Nation. That history is best experienced within our rolling hills and along our country roads.

Perhaps our best offering is the Great Outdoors. In Amherst County, you are never more than five minutes from the pastoral beauty of the countryside or the seclusion of unspoiled natural wonders. We OWN the James River, and provide outdoor adventures that can't be overlooked. You can launch your boat at Riveredge Park, catch prize catfish in our beautiful freshwater lakes, play golf at award winning courses, hike the Appalachian Trail, or simply enjoy a peaceful drive along the Parkway.

Along the way you can step back in time at Amherst Milling Company, or have a taste of wine at one of our fine vineyards. From the majestic James to the mighty Blue Ridge, Amherst County is a welcome escape.

Global products are made right here, from finely crafted German grandfather clocks, to high-end precision archery components used by world record holders and gold medalists! This niche industry grew out of the huntsman culture in Amherst, as well as the pioneering spirit of our citizens.

That entrepreneurial ingenuity can also be seen in our unique small businesses. From custom-made pies to locally made beer, locals and visitors can get everything they need. If you are focused on achieving an amazing blend of quality of life and professional success, Amherst County has built an environment that offers mountains of opportunity.

Our greatest asset is our people - neighbors who greet you with a wave and a smile, and that welcoming spirit that assures you'll never meet a stranger. Our natural resources shape our natural traditions, and together they offer a place where you can breathe, where the weight of the world lifts away.

Amherst County is both active and passive, wild and cultured, secluded yet connected, and we have all of the things our great state has to offer, right in the place we call home.

We are Amherst.

Perfect Slice of Virginia