

The [Explore Gwinnett](#) team was thrilled to officially unveil a new logo, which has been months in the making. As the destination marketing organization for Gwinnett County and its cities, Explore Gwinnett tasked The Kru, a design firm out of Augusta, Ga, with creating a meaningful logo that would represent Explore Gwinnett, while helping them stand out as a destination.

The vision for this project was to showcase the bold and playful identity of each of Gwinnett County's unique communities. The main goal of the new logo is to represent the vibrant life, connection and rich culture found throughout the county while maintaining the recognition and trust built over the years by Explore Gwinnett.



"All of us at Explore Gwinnett are elated with the final product of this months-long process, which included close collaboration with our partners at The Kru," said Lisa Anders, chief operating officer of Explore Gwinnett. "We feel our new logo offers a fresh look and will help inspire both locals and visitors to continue exploring our ever-evolving communities."



"It's always an honor to be trusted to reinvent the visual identity of an already well-established and trusted brand. Working with Explore Gwinnett has been a breath of fresh air through the entire process — from discovery to now launching their new visual brand — and we are excited to see the reception and reaction from the residents and partners from all the beautiful communities that make up Gwinnett County. The Kru is grateful to be a part of Explore Gwinnett's legacy and continued success," The Kru team said when asked about the experience of creating the new logo.

Explore Gwinnett is thankful for the support over the years and encourages you to please begin utilizing this new logo as you wish. If you need additional information, or the logo file in a certain format, please contact Victoria Hawkins by emailing victoria@exploregwinnett.org.

For more information on Explore Gwinnett, visit ExploreGwinnett.org. Stay up-to-date on the latest news by following [@ExploreGwinnett](#) on Instagram or [ExploreGwinnett](#) on Facebook.