



## Historic Landmarks Commission Unveils New Logo

### *New Brand to Signify County Preservation Efforts for the 21<sup>st</sup> Century*

For immediate release: Thursday, September 1, 2016

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Charles Town, WV – The Jefferson County Historic Landmarks Commission (JCHLC) has partnered with County, State and Federal entities for over four decades to preserve Jefferson County’s historic resources and now JCHLC is unveiling a new look to accompany those efforts into the 21<sup>st</sup> Century. The new logo features elements that JCHLC has focused on for nearly half a century, with a historic home and rolling fields prominent in the design, signifying the historic homes and landscapes of the County. JCHLC is pleased with the new brand and believe it reflects the mission and the cultural and historic significance of the many sites we have worked to preserve and will continue to preserve moving forward.

The new logo was produced by a local design firm, Eden Design of Kearneysville, WV. Company founder Jen Rolston, who began talks with JCHLC in March 2016, echoed those statements by saying “We’re honored to be a part of the Landmarks Commission’s new branding strategy. Their work to protect historic spaces and structures is so important to our county and its rich cultural and scenic heritage.”

The updated brand will be reflected on JCHLC interpretive materials, brochures and signage, along with a digital presence on JCHLC’s recently updated website and Facebook page. Social media and digital communications are critical to creating awareness for preservation, in keeping with that thought, a cohesive and attractive brand is an essential.

For more information on JCHLC, its mission and historic preservation efforts in Jefferson County, West Virginia, visit the organization’s website at: [www.JeffersonCountyHLC.org](http://www.JeffersonCountyHLC.org).

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The Jefferson County Historic Landmarks Commission (JCHLC) is a branch of the Jefferson County Government and operates under authority granted to landmarks commissions by the West Virginia Legislature. The Landmarks Commission focuses on heritage education and tourism, historic preservation, and historic resource development. JCHLC’s primary mission is to preserve historic sites and structures within the unincorporated areas of Jefferson County and to educate people about the County’s heritage.