

Original Mount Vernon High School Redevelopment Renovation and Adaptive Reuse

Branding Community Meeting
June 18, 2024



Agenda

- Welcome by Supervisor Storck
- Vision and Goals
- Branding Process
- Community Survey Results
- Concept Designs
 - Name and Word Explorations
 - Brand Design Examples
 - Color Palettes
- Workshop



WELCOME

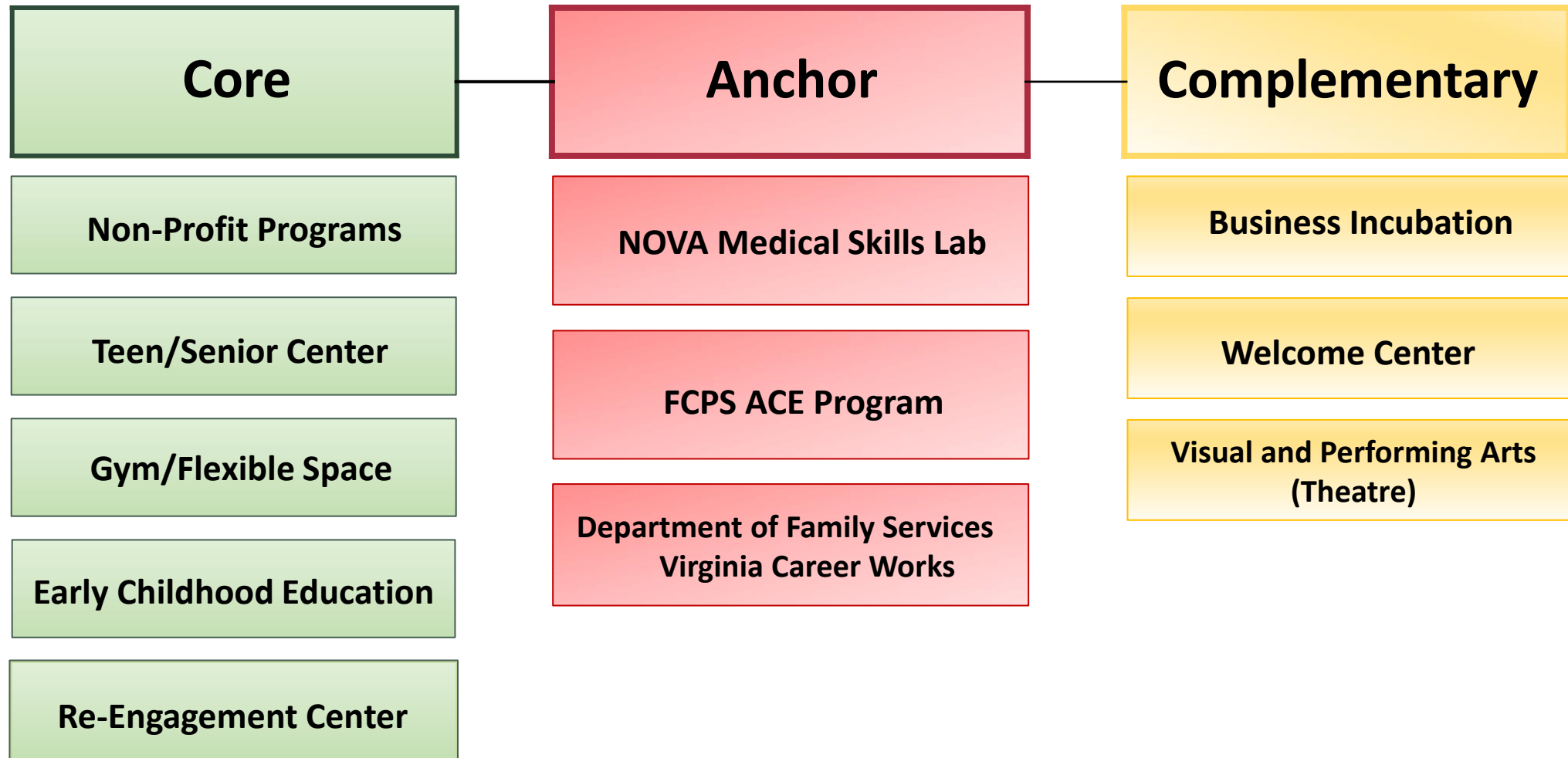
Supervisor Dan Storck
Mount Vernon District Supervisor

Vision & Goals

- Create a “Human Development Center”
- Provide Pathways to Opportunity through education, workforce development, and life skills development programs.
- Create shared, multi-generational community spaces.
- Building community through creation of a vibrant place.
- Delivering services effectively, allowing flexibility to adapt to future needs.
- Consistency with the vision of One Fairfax and the County Strategic Plan.

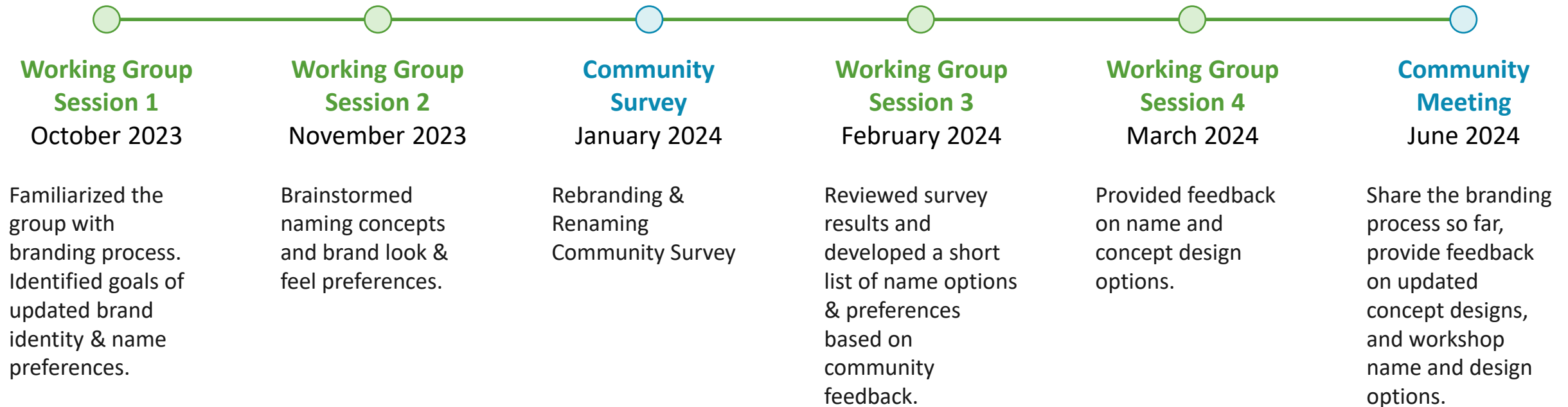
Building Use

Creating Pathways to Opportunity



Branding Process

Working Group & Community Engagement Timeline



Branding Process

Rebranding Goals

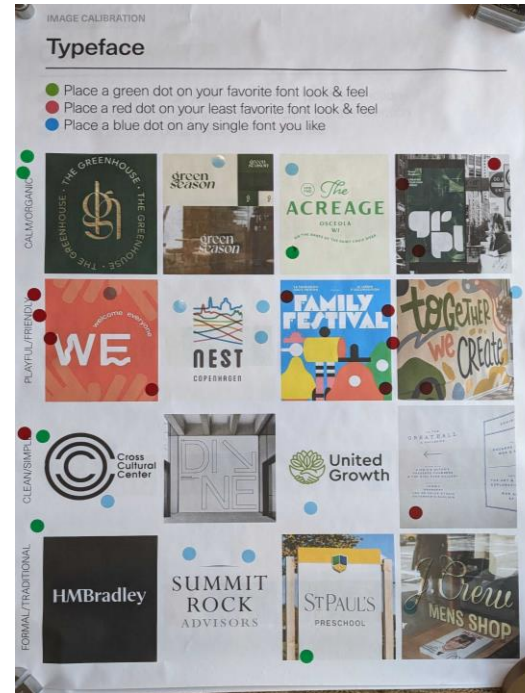
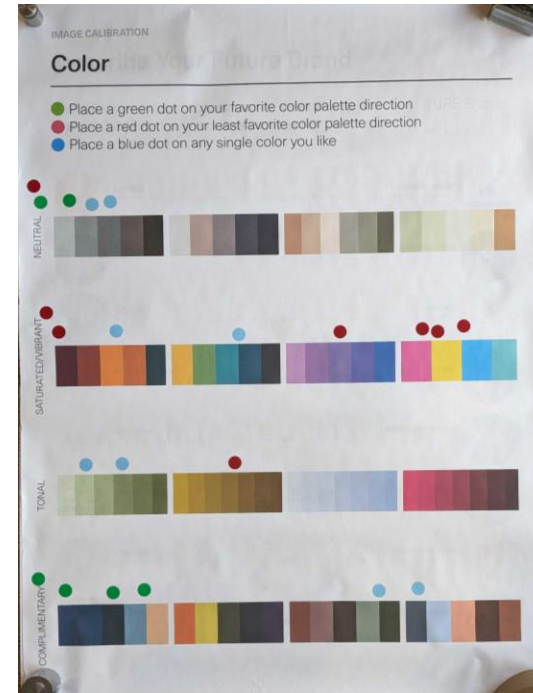
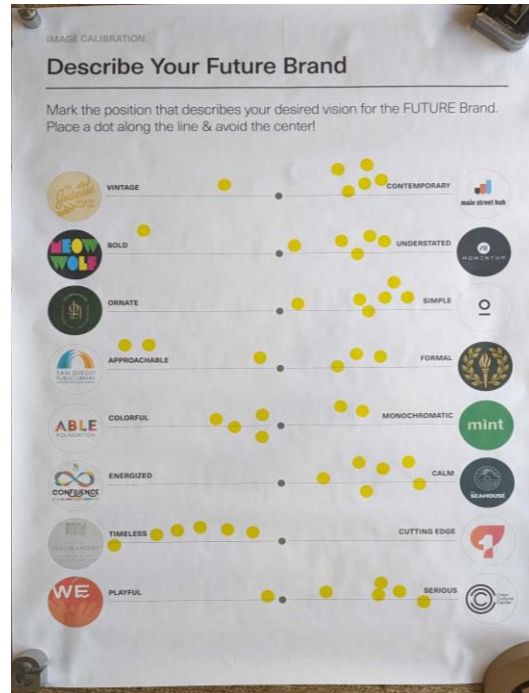
- Highlight the strengths of the community and build excitement for the programs that will be offered
- Reframe the current name's placeholder feel, institutional connotations, and associated stigma
- Honor the school's history, particularly its association with Mount Vernon
- Clear up any confusion about the function of the building

Core Values

- Integrity
- Equity
- Community

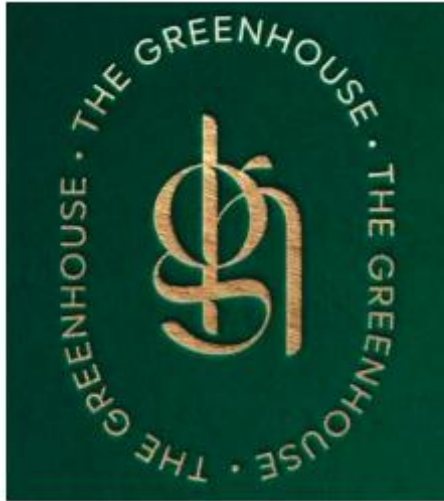
Branding Process

Identified Graphic Preferences



Branding Process

Identified Graphic Preferences



Community Survey Results

The majority of the 517 respondents indicated:

- The new name should make them feel **welcomed** (69%)
- It is important to keep **“Mount Vernon”** in the name (84% ranked 3 or higher)
- The most important categories are **“Location or Landscape”** and **“Program or Building Use,”** followed closely by **“Historical References”**

Majority Vote
Close second

Original Mount Vernon High School Rebranding & Renaming Survey

This survey should take 2 minutes to complete and is anonymous.

1. How should the new name of this facility make people feel? Circle your top (2) choices:

- Welcomed
- Excited
- Calm
- Nostalgic
- Comfortable
- Hopeful
- Motivated



2. Below are categories that can be used as inspiration for the new name of this facility. Please rank the following categories from most important (1) to least important (5):

Rank	Naming Categories
_____	Location or Landscape
_____	Nature
_____	Program or Building Use
_____	Positive Values
_____	Historical References

3. Below are groups of words that could be used in the new name of this facility. Please rank the following word pairings from most appealing (1) to least appealing (5):

Rank	Word Pairings
_____	Accotink, Heritage, Washington, Engleside
_____	Center, Learning, Community, Hub
_____	Beacon, Bright, Evolve, Grow
_____	Cherry, Fox, Eagle, Dogwood
_____	Potomac, Zephyr, The One, Mount Vernon

4. On a scale of 1-5, with (1) as “not important at all” and (5) as “very important,” how important is it to keep Mount Vernon in the name of this facility? Please put an X on a number:



5. What was your reason for selecting the number above?

6. Are there any other words or ideas you would like the County to keep in mind? Anything we missed?

Thank you for your time!

Key Recommendations

Design

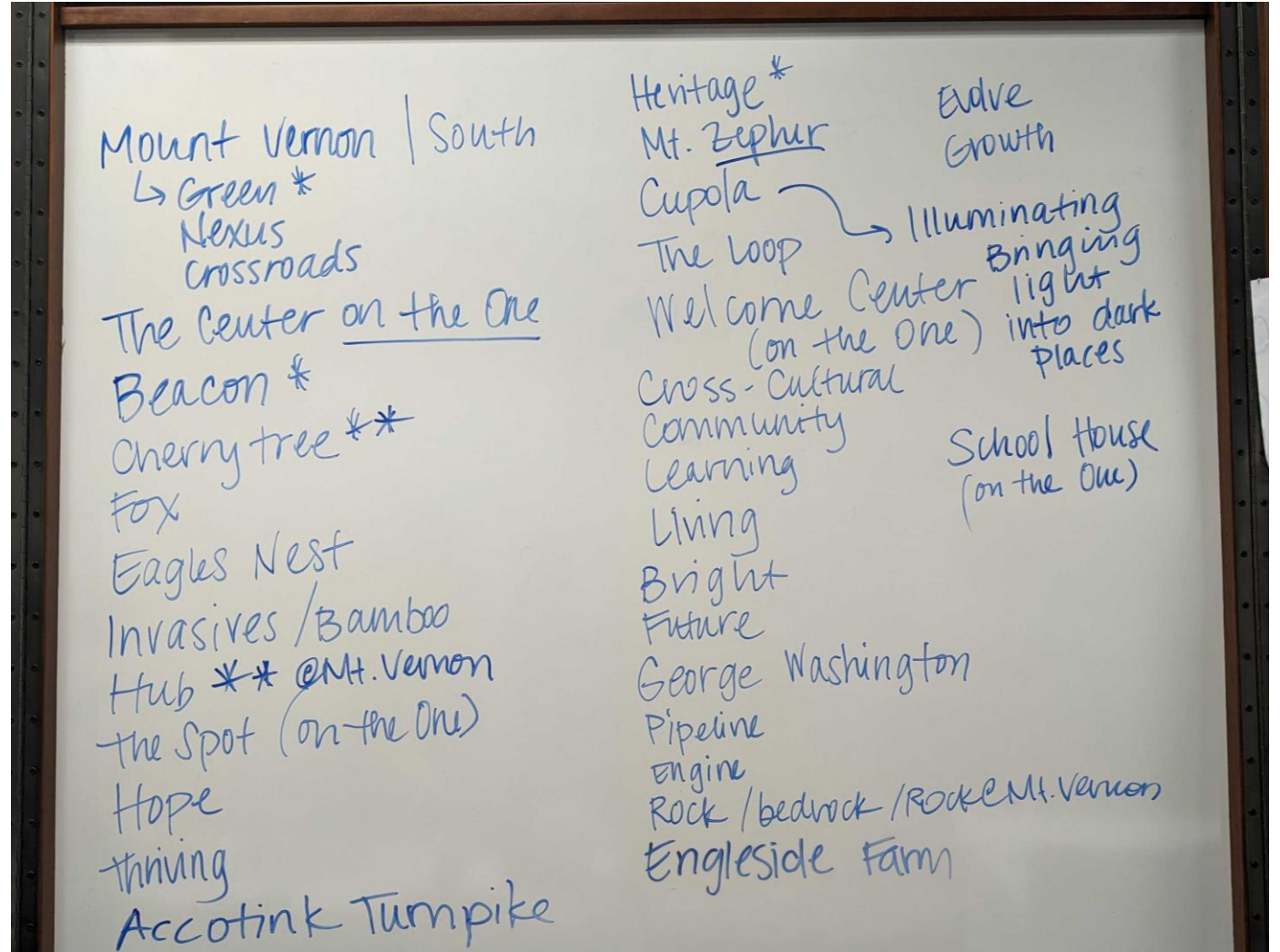
- Contemporary, but not trendy
- Explore blues with pops of accent color
- Avoid combining too many bright & bold graphics

Name

- Feel welcoming
- Include the historic location (i.e., “Mount Vernon” or "OMVHS")
- Reflect the facility’s functions
- Explore opportunities to assign themed names to rooms and common spaces

Name and Word Explorations

- Campus
- Commons
- CommonPoint
- Hub
- Mount Vernon
- The One



Brand Design Example 1

Methodology

- Contemporary logo within more traditional emblem
- “MVC” acronym is the focus
- Opportunity to highlight the re-establishment of the building in 2026
- Balance of contemporary and traditional elements



Aa Bb Cc
0123456789



Brand Design Example 2

Methodology

- Contemporary lettermark logo with emphasis on “CO”
- Highlight “co-” words: **community**, **connect**, **collaborate**, etc.
- Use of clean fonts paired with gradients and transparencies feels fresh and current



COMMONS
on the **ONE**



COMMONS
on the **ONE**

community connect
collaborate confidence
commitment co-create
cooperate contribute
construct continue



Aa Bb Cc

0123456789



Brand Design Example 3

Methodology

- Classically styled symbol logo paired with a wordmark
- References the point of the cupola and a place of coming together
- Recognizable symbols and classic fonts evoke a sense of tradition



Aa Bb Cc
0123456789



Brand Design Example 4

Methodology

- Bold, contemporary logo with 3D elements
- Geometric elements, dynamic shifts of plane and orientation evoke a sense of innovation and creativity



Aa Bb Cc

0123456789



Brand Concept Design Compilation

Example 1



Example 2



Example 3



Example 4



Color Palettes

Palette A



Palette B



Palette C



Workshop

- Which name or word best represents the new facility?
- Which design looks most exciting to you?
- Which color palette is the most appealing to you?

Redevelopment Timelines

Schedule

- Design Completed Fall 2023
- Construction Summer 2024 – Summer 2026
- Occupancy Fall 2026



CONTACT INFORMATION

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