

BUSINESS BRIEF CASE

+ Robinson agency to develop Chamber logo

The St. Johns County Chamber of Commerce has selected + Robinson Better Business Ideas of St. Augustine to develop a new logo and brand identity for the Chamber.

Chamber Chairman Fred Halback announced the selection of + Robinson on Friday.

Earlier, the Chamber consolidated its name from St. Augustine and St. Johns County Chamber of Commerce to the St. Johns County Chamber of Commerce.

"The Chamber issued a request for proposals to a list of leading local and regional agencies and design firms, and 11 responded with proposals," Halback said in a news release.

"We chose + Robinson Better Business Ideas because agency president Tom Robinson truly grasped our new direction and what we are trying to accomplish.

"His experience with the University of North Florida re-branding and previous work for the Jacksonville Regional and Richmond (Virginia) chambers gave us the confidence to undertake such a significant project here in St. Johns County."

Robinson expressed gratitude for his firm's selection.

"The new logo and visual identity system will enable the Chamber to bring together the Economic Development Council, all the area councils and other initiatives under one banner, demonstrating the Chamber's impact to St. Johns' County businesses and residents alike," Robinson said.

Preliminary work has already begun, Halback said.

The Chamber plans to introduce the new logo and visual identity system at its annual dinner on Oct. 18.

+Robinson Better Business Ideas, based in St. Augustine, is a branding, marketing and public relations agency.

The St. Johns County Chamber of Commerce serves more than 1,300 members representing historic St. Augustine, the South Beaches, Ponte Vedra Beach, the northwest and Hastings through area councils. Its Economic Development Council arm is responsible for helping retain businesses, making them healthier and attracting targeted businesses to the county, including Rulon Co., Ring Power and Medical Development International.