



August 6, 2010

## Oneonta's new brand unveiled

**By Mark Boshnack**

Staff Writer

"There is nothing like seeing your town through the eyes of outsiders to realize how beautiful it is," said Maggie Barnes of Otsego County Economic Development on Thursday.

She was presenting the new brand for the city and town at the Oneonta Theatre to more than 50 people before a scheduled concert.

The "Life Enjoyed" brand was developed by The Glen Group of North Conway, N.H., the winner of a \$20,000 contract awarded by stakeholders, including business, health care and city officials, in April.

The image was displayed at the end of a short video. It includes a picture of a black-eyed Susan, which is a flower native to the area, said Nancy Clark, owner of the design firm.

Barnes noted that she had worked at every step of the way on the project with Otsego County Tourism Director Deborah Taylor, who could not be at the unveiling for health reasons.

Main Street Oneonta, the downtown retail and arts agency that Barnes works with, will be the "guardians" of the brand campaign. But all organizations will be encouraged to use it, exactly as presented, so it will become synonymous



The New Branding Logo for Oneonta is displayed on the screen of the Oneonta Theater on Thursday evening. Julie Lewis

Welcome to our story comments feature. We welcome your thoughts and your opinions, including the unpopular ones. We only ask that you keep your conversations clean, civil and on the topic of the story you are commenting on.

Coinciding with our websites redesign, we launched our new story comments feature through Disqus.

Disqus gives users the ability to log into our story comments feature so that they may be able to track their conversations, receive emails when their comments get a reply or to even have your comments update onto your Facebook or Twitter accounts.

For the time being, our story comments feature will continue to have the ability to post comments anonymously. We reserve the right to require registration in the future using your name and verified email address.

Not all comments are deemed printable. Some are disqualified at the newspaper's discretion for a number of different reasons. Please follow our Online Rules of Conduct at all times.

### **RULES OF CONDUCT:**

We reserve the right to remove comments that are unacceptable, to wit:

1. False and inaccurate statements.
2. Personal attacks. Explicit name-calling.
3. Harassing, harmful, vulgar, obscene and defamatory language.
4. Threatening statements or statements that

with Oneonta, she said.

She will be working with the Glen Group to develop the details of how the campaign will be pursued.

It will not happen overnight, but when it becomes familiar to the public, it will be an important tool for marketing the city and town, she said.

Oneonta Mayor Dick Miller said that he will do all he can to make sure "the brand will be a part of everything we do." He "fell in love" with Oneonta when he became president of Hartwick College in 2003, he said.

The brand captures the spirit of "who we are," he said.

He was excited that "in two words they (the agency) captured so much about what so many feel about Oneonta," he said.

Also during the presentation, Oneonta musician Doug Decker and his band performed a song, "Life Enjoyed," that will be part of the campaign.

He wrote the song with his wife, Michelle, and said he was glad it would be a part of promoting Oneonta.

suggest violence.

- 5. Hate speech of any kind.
- 6. Intolerant comments on religion, race, age, gender, sexual preference or disabilities.
- 7. Accusations of criminal activity.
- 8. Content that is harmful to children and minors in any way.
- 9. References to any type of sexual activity and other private matters.
- 10. Random and inflammatory statements that are off topic.
- 11. Advertising of any kind.
- 12. Typing in all caps.

**WE ENCOURAGE REASONABLE AND COURTEOUS COMMENTS THAT:**

- 1. Create conversation on issues of interest and concern to fellow readers and local community members.
- 2. Express opinions and contrarian views.
- 3. Stimulate debate with respectful language.
- 4. Stay within the boundaries of these rules.

**WE RESERVE THE RIGHT TO SUSPEND OR TERMINATE ACCESS FOR:**

- 1. Violating any of these Online Rules of Conduct.
- 2. Deliberately disrupting discussions with repetitive messages, meaningless messages or spam.
- 3. Misrepresentation of identity or impersonating another user.

**WE WELCOME:**

- 1. Flagging violations of these rules that you observe to our attention.

**MONITORING:**

We monitor comments regularly Monday - Friday, 8 a.m. to 5 p.m. Approval of comments outside of this time will be sporadic.

1 person liked this.

**Add New Comment**

---