

A NEW SHADE OF RED: REBRANDING GEORGIA GOP FOR THE FUTURE



BUILDING A BRAND FOR A BOLD FUTURE

When the Georgia Republican Party sought to redefine its identity, the stakes were high.

The party's previous branding, crafted over a decade earlier, had grown outdated and unwieldy, reflecting a bygone era. A cluttered website, stale visuals, and an urgent need to move past the divisive headlines of recent years underscored the necessity for a fresh start.

With new leadership at the helm, the **Georgia Republican Party turned to Stoneridge Group (SRG)** to develop a forward-focused vision, bridging tradition with modernity.

The goal was clear: reimagine the Georgia GOP as a contemporary and aspirational brand. The party needed to resonate with core conservatives while broadening its appeal to minority Republicans, younger voters, suburban families, and key donors.



BEFORE



**GEORGIA
REPUBLICAN
PARTY**

AFTER



UNUSED CONCEPTS

SRG'S STRATEGIC APPROACH

CRAFTING A COHESIVE VISION

Understanding the unique challenges of revitalizing a political brand, SRG leaned into its expertise as the premier creative consultancy for Republican campaigns. The rebrand centered on:

- **A Fresh Look:** A sleek, modernized logo and a visually striking color palette.
- **Enhanced Digital Presence:** A fully reimagined website designed for accessibility, intuitive navigation, and engagement.
- **Holistic Branding:** Collateral such as signage, pens, lanyards, and a newly designed convention program book to create a unified aesthetic across all touchpoints.



STRIKING THE RIGHT BALANCE

With a clean slate of leadership, the Georgia GOP offered an environment eager for innovation. However, the task required an intricate balance: designing a brand that **reassured long-standing members** while simultaneously **reaching new audiences**. SRG tackled this challenge by blending timeless design elements with fresh, bold visuals that resonated across demographics.



RESULTS THAT RESONATE

Understanding the unique challenges of revitalizing a political brand, SRG leaned into its expertise as the premier creative consultancy for Republicans. The rebrand resulted in:

- **Elevated Perception:** Party members and stakeholders embraced the updated identity as a professional and forward-focused representation of Georgia Republicans.
- **Digital Engagement:** The revamped website saw increased traffic and user engagement, reflecting its streamlined usability and compelling design.
- **Fundraising Momentum:** Paired with a refreshed pitch to donors, the rebrand revitalized financial support, positioning the party for future success.

