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**WILLIAMSON COUNTY CHAMBER OF COMMERCE  
SELECTS LIMPUS COMMUNICATIONS TO DEVELOP UNIFIED BRAND**

**FRANKLIN, Tenn., (July 24, 2013)** – The Williamson County Chamber of Commerce has selected Franklin-based [Limpus Communications](#) to develop a new brand image for the recently combined, 1,300-member business organization.

The project, expected to be completed later this fall, will include a new logo and tagline as well as a complete graphics system for all Chamber collateral and communications.

"The move last year that united the three main Williamson County chambers into one has generated excitement in the business community and we're pleased to be able to play a unique role in capturing that enthusiasm in a new brand," said [Frank Limpus](#), principal of Limpus Communications. "The Chamber prides itself on their innovative approach to building a strong, prosperous business community and we'll do all we can to accurately portray how that looks."

In 2011, the Brentwood Cool Springs Chamber, the Cool Springs Chamber and the Williamson County-Franklin Chamber began merging the three groups into one, a move that was completed October 1, 2012. The [Williamson County Office of Economic Development](#) was also combined into the new Chamber and the membership association has since operated under a transitional brand: [1W1C -- One Williamson, One Chamber](#).

To help develop the group's new positioning, messaging and creative, Limpus has reunited a team that previously worked together on various phases of both branding and marketing communications projects. [DNA Creative Marketing](#) is a creative boutique that serves

a variety of local and international brand clients. [Wheelhouse Marketing Advisors](#) is a solutions-based advisory firm focused on project management, branding and strategy.

Clients have included [Brentwood Greenspace](#), [First Farmers & Merchants Bank](#), [CapWealth Advisors](#), [ThriftSmart](#), [IASIS Healthcare](#) and [Parental Health](#).

All three marketing firms are based in Williamson County.

"Our competitive process led us to Frank and his team, which has a strong branding background," said [Matt Largen](#), , president & CEO, Williamson County Chamber of Commerce.

"But we also liked that as Williamson County entrepreneurs, he and his partners at DNA and Wheelhouse have faced the same challenges all of our members have faced in growing their businesses. They understand today's business climate and the image and positioning we need as business advocates. We're looking forward to their leadership as we seek to develop a bold new brand that accurately reflects the excitement of living and working in Williamson County."

***About Limpus Communications***

*Limpus Communications is a marketing communications consultancy that helps companies, organizations and individuals communicate effectively about themselves, their products, their services or their ideas. With more than 25 years experience, clients have included companies in healthcare, banking, financial services, automotive, consumer products, economic development, higher education, professional services, fundraising and advertising.*

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