

### ROWAN COUNTY

Tourism Development Authority  
Salisbury, North Carolina

*Be an original.*

Miller Davis worked with the Rowan County Tourism Development Authority (TDA) to implement its new branding strategy. We developed more than 30 logos with accompanying style guides, videos to carry out the brand story, and integrated delivery of collateral across all platforms, including print and digital.

### ROWANEDC

PARTNERSHIP for ECONOMIC DEVELOPMENT  
SALISBURY, NC

*Be an original.*



*Be an original.*

### ROWAN COUNTY PUBLIC HEALTH

Prevent. Promote. Protect.

*Be an original.*

### ROWAN COUNTY SMILE CENTER

*Be an original.*



### MID CAROLINA REGIONAL AIRPORT

*Be an original.*



*"Over the past year and a half Miller Davis Agency has far exceeded our expectations on all efforts in implementing the 'Be an Original' brand. Their work ethic, partner relation, communications and deliverables are of the highest quality and are an exemplary example of dedication to excellence."*

– Tara Ludwig, Chief Marketing and Communications Officer,  
Rowan County Tourism Development Authority