



NEWS RELEASE

NOVEMBER 12, 2025

The City Of Norcross Recognized Internationally With Silver Davey Award

NORCROSS (GWINNETT COUNTY), GA (NOVEMBER 12, 2025) — The City of Norcross is proud to announce it has received a Silver Davey Award for Integrated Campaign: Government & Municipal, an honor recognizing creative excellence among more than 2,000 international submissions.

Winning a Davey Award demonstrates that Norcross' creative work ranks among the best in the industry and reaffirms the city's dedication to delivering thoughtful, high-quality communication that connects with its community. The recognition highlights the importance of maintaining a strong, cohesive brand that captures the city's energy, celebrates its diversity and fosters a genuine sense of place for residents and visitors alike.

The city's submission showcased how Norcross' vibrant brand identity comes to life across every touchpoint, from ads, posters, campaigns, event logos and brochures to social media and digital content, telling the story of a community that is alive with culture, creativity and connection.

Much of this creative storytelling is brought to life through Accent Creative Group, a Lawrenceville-based full-service design and marketing studio that serves as the city's outsourced creative partner. Accent Creative Group works behind the scenes to make all the visual magic happen, ensuring Norcross' brand remains consistent, engaging and uniquely its own.

"Our brand is more than a look, it's how we share who we are," said Mayor Newton. "This award celebrates the power of consistency, collaboration and creativity in shaping a community that people are proud to call home."

This achievement reflects the collective pride and passion that define Norcross. By investing in a brand that unites its visuals, messaging and values, the city continues to strengthen its identity and deepen its connection with the people who live, work and visit here. The Silver Davey Award is not just a recognition of creative excellence, it is a celebration of community spirit and the story of Norcross itself.

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ABOUT THE CITY OF NORCROSS

Incorporated in 1870, the City of Norcross has been very busy securing a solid standing as both an eco-conscious community and world-class art district in the nearly century and a half since. Voted Gwinnett County's "Best Arts & Cultural Scene" by Gwinnett Magazine, Norcross has become well known for its unconventional public arts projects. Norcross was recognized by the Atlanta Regional Commission as one of only three Platinum-Certified Green Communities in the region and was named a "Best Green Government" by Gwinnett Clean & Beautiful and "Tree City USA" by The Arbor Day Foundation. The Sustainable Norcross Commission has earned regional applause for its efforts to spearhead the city's local pro-environment practices. The city's famed tree canopy, 13 parks and more than 31 acres of beautifully maintained public green space serve as popular gathering spaces for residents and visitors alike. A jam-packed calendar of events and eclectic collection of shops and restaurants serve to keep the historic downtown area bustling year-round. Creative souls from all walks of life are encouraged to "come unwind" and enjoy the positive energy that earns Norcross its reputation as "a place to imagine."

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ABOUT ACCENT CREATIVE GROUP

Accent Creative Group (ACG), located in Lawrenceville, GA, was formed in 2004 as a full-service design and marketing studio, with a focus on custom publishing and branding. For more than 20 years, ACG, a metro Atlanta-based company, has designed brand identity and marketing campaigns for tourism and hospitality organizations, chambers, government, and more. Services include marketing and communications, advertising, custom publishing, brand development, web design,

event planning, public relations, and more. Their work has garnered more than 30 regional, national, and international recognitions.

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