

**CHAPTER VIII**  
**Vision Statement, Logo, and Tagline**

A vision statement puts into words the collective ideas a group has about what they want the future to look like and the work they are willing to do to make that future happen. At the very first meeting, words such as “protect”, “save”, “small town”, “state of mind”, “natural”, “scenic”, “unique” were mentioned when people described their community and what they wanted to see happen along the corridor.

At the second meeting, other vision statements were reviewed that used similar words. From this, the group was able to come up with the following vision statement:

*“To protect and enhance the Corridor’s natural, scenic, and experiential qualities; to safeguard the community’s sense of small town southern charm and unique character; and to manage existing and potential threats along the Corridor... Always remembering Bluffton as a State of Mind and a privilege to visit.”*



**Bluffton is a State of Mind...**  
**A place to protect and a privilege to visit.**