



Legislation Details (With Text)

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Title: Consider adopting the City-Wide Branding Initiative

Sponsors:

Indexes:

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Attachments: 1. Memorandum, 2. PowerPoint presentation

Date	Ver.	Action By	Action	Result
9/11/2018	1	City Council	approved as amended	Pass

Subject:

Consider adopting the City-Wide Branding Initiative

Presented By: Mary-Hope Vass, Harrisonburg public information officer; Peirce Macgill, assistant director Economic Development; Brenda Black, tourism manager - Harrisonburg Tourism

The city's Tourism Office, Harrisonburg Economic Development, and Harrisonburg Parks and Recreation partnered to hire a consultant to conduct a branding assessment and recommendations. The consultant, Arnett Muldrow and Associates, created a branding campaign that included an updated city seal, new logos for city departments, new logos for the city's Tourism Office, a new color palette, and new marketing slogans. The branding will provide unified branding and signage for the city, as well as create a recognizable marketing brand and slogan.