



City of Harrisonburg

City Hall
409 South Main Street
Harrisonburg, VA 22801

Legislation Text

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Subject:

Consider adopting the City-Wide Branding Initiative

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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.