



## Legislation Details (With Text)

**File #:** ID 18-191      **Version:** 1      **Name:** City Seal - new branding  
**Type:** Action Item      **Status:** Passed  
**File created:** 8/20/2018      **In control:** City Council  
**On agenda:** 9/11/2018      **Final action:** 9/11/2018  
**Title:** Consider adopting the City-Wide Branding Initiative

**Sponsors:**

**Indexes:**

**Code sections:**

**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.