



# City of Harrisonburg

City Hall  
409 South Main Street  
Harrisonburg, VA 22801

## Legislation Text

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**File #:** ID 18-191, **Version:** 1

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**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.