

May 28, 2020

## **Announcement of the City of Burleson new Logo & Brand Principles**

*Introducing City of Burleson new logo and brand principles*

The City of Burleson is proud to announce the launch of the new city logo as part of the ongoing evolution of the city's brand.

The city branding initiative tells the city's story and implements a plan to incorporate all of the city's various departmental logos under one brand. The city logo has been refreshed to reflect who the city is today and to symbolize its future.



After various public input including, key stakeholder meetings, a city-wide survey and town halls, a new logo was chosen that reflects our community's history while providing a new and fresh look. The maroon was chosen to reflect the current colors in Old Town and to be reminiscent of the bricks that built the city's history. The font was selected to feel historical but also have the ability to be used for years to come.

The city will begin transitioning to the new logo starting June 1, 2020. In the upcoming months, the new logo will replace the current logo on all city collaterals, city facilities, city vehicles, city uniforms, business cards, water towers, etc. The city is also in the process of redesigning the city website to include the updated logo and provide a more user-friendly site. Changing a logo is a process that involves many steps and takes time. The city will finalize it gradually through the use of currently budgeted funds or upcoming budgeted funds in the city's next fiscal year.



In addition to the official city logo, the city is also releasing a new community-wide logo. This is a fun, shorthand logo that gives Burleson businesses and residents something unique to brand themselves with. While it is part of the place badge logo and will be seen in various places, it can also be used on its own as a way to create a sense of community and camaraderie between the city, its businesses and its residents. The BTX Made system can be used by businesses to advertise that they are a Burleson business, while the isolated BTX is to be used as an emblem of civic pride.



If you have used the City of Burleson logo in any of your marketing materials, please assist us in updating them. We appreciate your kind support. If you would like to use the BTX logo, or if you have any questions, please contact us at [branding@burlesontx.com](mailto:branding@burlesontx.com).

### **City Branding Background and Process**

The branding process began in November 2018 when CivicBrand was selected by a Request for Qualifications (RFQ) process for the city's branding project. CivicBrand began meeting with elected officials in February 2019 and spent the following months meeting with council members, BISD marketing team, County Commissioner Howell, industry leaders, small business leaders, residents, city staff, Burleson Chamber of Commerce representatives, teens and Joshua ISD leaders, as well as touring city-owned facilities, tourist attractions and businesses.

A branding survey was opened to the public from June 20 – August 15, 2019. A total of 1,814 responses were given for the survey. A Branding Town Hall meeting, which was open to the public, was held on September 2019 and in November CivicBrand met with the branding committee, city staff, city council, community stakeholders and hosted a teen-targeted town hall meeting in partnership with the Mayor's Youth Council to review proposed fonts, colors and moodboards. In January 2020, CivicBrand hosted nation-wide online testing of the proposed logo and design elements. The updated logo and brand principles were approved by the city council in March 2020.