



## NEWS RELEASE

Contact: Valerie Lough

P: 937-324-7300

E: [vlough@springfieldohio.gov](mailto:vlough@springfieldohio.gov)

### FOR IMMEDIATE RELEASE

#### City of Springfield Unveils New Brand, Logo

SPRINGFIELD, OH (Jan. 21, 2020) — The City of Springfield has unveiled a new brand and logo, city officials announced today.

The logo features blue and white tones with a tagline “FORWARD TOGETHER,” a brand that reflects the community’s commitment to progress and unity, said City Manager Bryan Heck.

“Two years ago, we committed to better communication with the community, and having a new brand is a critical component of that consistency in messaging,” said Heck. “We spent a lot of time with community stakeholders and staff to arrive at a brand that represents who we are as a community and where we’re going.”

Community Information Coordinator Valerie Lough said that a brand encompasses more than a logo and color palette.

“A brand is an identity, a reflection of an organization’s mission and values,” said Lough. “We are proud to have included community members and staff in this process. Our new brand is a result of those discussions, and thus, a genuine brand.”

Over the last several months, The City of Springfield has been engaged with award winning and local Springfield branding firm, Hucklebuck Design Studio on the comprehensive branding project.

“Having worked with many local entities in Springfield over the last 15 years, I am excited and proud to have had the opportunity to work on the new city brand,” said Andy Hayes, Hucklebuck Design Studio. “I believe in the positive impact that an authentic and strategic brand can have on an organization, or in this case, community. This one has been truly special.”

The brand project started with a series of discovery and focus group meetings that included city staff and community leaders. These initial meetings helped define the strategic approach and identified the key messages for the brand. Messages like unity, civic engagement, hopefulness, an evolving city and resilience rose to the top of the list. These are things that the new brand will help communicate. As a community, Springfield is experiencing many exciting new developments. The new tagline, “FORWARD TOGETHER” is intended to convey the positive momentum happening is for all Springfield residents.

The new City of Springfield logo incorporates the ideas of unity, resilience with a bold modern wordmark that signifies the forward momentum that is currently underway. The current city seal will remain for all

official governing documents. A brand rollout is planned over the course of 2020 beginning on January 21, 2020.