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FOR IMMEDIATE RELEASE

City of Weatherford unveils newly designed organizational and economic development brand to stimulate engagement

New visual brand includes new logo/tagline to increase public engagement that positions Weatherford as an economic and municipal leader in North Texas.

WEATHERFORD (CITY OF WEATHERFORD), Texas - The City of Weatherford officially announced a visual rebrand, "True Texas" and "True Texas Business," during a regularly scheduled City Council meeting on Oct. 10.

The new brand was developed within a six-month timeline in collaboration with economic development firm, Marketing Alliance, Inc. Input was collected through two site visits by Marketing Alliance, Inc. representatives with five focus groups on each occasion; an online, anonymous "20 Questions" survey; input and insight from City Manager Sharon Hayes and her team; interviews with civic and city leaders/residents; hundreds of personal comments and suggestions from residents via social media; and research/industry expertise from Marketing Alliance, Inc.

"The City's existing logo was developed approximately 20 years ago and it was time for a refresh," said City Manager Sharon Hayes. "We approached the process with an open mind and sought input from outside the organization to create something unique for Weatherford. We discovered that the brand had to be progressive in nature with respect for tradition and I feel that we were able to accomplish that goal."

The City of Weatherford delivered an anonymous survey to 595 people. Response rate was impressive with 397 completed surveys returned, for a response rate of 67 percent. Keywords and phrases that arose during the research period included, "Texas," "Frontier Spirit," "Friendly" and "Community," to name a few. These key terms collectively described unique and treasured attributes of Texas culture.

The history of Weatherford is almost as extensive as that of the state. Weatherford was founded just 13 years after Texas joined the union. Throughout history, characteristics that have withstood the test of time include integrity, pioneering, reliability and a sense of tradition. "True Texas" was born out of these features that align Weatherford's values with the Lone Star State.

"Weatherford is known for so many great things," said Director of Communications and Marketing Blake Rexroat. "It was a challenge to create a brand that gives a 'tip of the hat' to



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Weatherford's heritage, yet remain modern and progressive for future generations. I feel we accomplished that with the new brand and tagline."

The reveal marked the official brand launch. Residents can expect to see City materials, signage, social media and other communication channels transition over the next weeks and months. For questions, contact Director of Communications and Marketing Blake Rexroat at brexroat@weatherfordtx.gov or 817-598-4209.

Editor's note: A high-res image of the City's new logo is available upon request.

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****City of Weatherford****

Weatherford, Texas is a service oriented, yet still "small town" community that upgrades its infrastructure, celebrates and shares its rich history, and fosters quality economic growth – in a fiscally-responsible, even revenue-generating fashion.