



18-508

**TITLE:** Update on the McKinney Brand and Logo - History and Current Strategy

**COUNCIL GOAL:** Operational Excellence  
Enhance the Quality of Life in McKinney  
(2C: Identify Opportunities for Internal Efficiencies and Continuous Improvement to Effect a High Performing Organizational Culture)  
(5C: Continue to Market and Highlight McKinney as a Unique Destination for Residents and Visitors Alike)

**MEETING DATE:** June 18, 2018

**DEPARTMENT:** Communications and Marketing

**CONTACT:** CoCo Good, Director

**RECOMMENDED CITY COUNCIL ACTION:** Receive Update

**ITEM SUMMARY:**

- Topics covered will include:
  - Brands and their purpose
  - Process for arriving at McKinney's brand
  - Creating sub-brands and specific marketing campaigns for targeted markets/audiences under the overarching brand umbrella
  - Keeping it fresh while maintaining consistency

**BACKGROUND INFORMATION:**

- On February 1, 2005, the City Council adopted a corporate logo and slogan that conveyed the essence and spirit of McKinney as a whole.
- A research-based and data driven marketing and branding initiative was implemented to aggressively market the City of McKinney.
- The MEDC, MCDL, Main Street, and MCVB agreed to all work collectively under the brand umbrella - with individual marketing campaigns coordinated within to maximize reach, realize financial efficiencies and reduce overlap and redundancies.

**FINANCIAL SUMMARY:** N/A

**SUPPORTING MATERIALS:**

[Presentation](#)