



# CITY OF MCKINNEY, TEXAS

## Legislation Details (With Text)

**File #:** 18-508 **Name:** McKinney Branding  
**Type:** Agenda Item **Status:** Agenda Ready  
**In control:** City Council Work Session  
**On agenda:** 6/18/2018 **Final action:**  
**Title:** Update on the McKinney Brand and Logo - History and Current Strategy  
**Indexes:**  
**Attachments:** 1. Presentation

Date	Ver.	Action By	Action	Result
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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