



CITY OF MCKINNEY, TEXAS

Legislation Text

File #: 18-508, **Version:** 1

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, MCDC, 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