

22-0433



TITLE: Educational Series Presentation on the McKinney Brand/Logo

COUNCIL GOAL: Operational Excellence

MEETING DATE: May 17, 2022

DEPARTMENT: Communications and Marketing

CONTACT: CoCo Good, Communications and Marketing Director

RECOMMENDED CITY COUNCIL ACTION: N/A

ITEM SUMMARY:

- Educational series presentation requested during City Council strategic retreat

BACKGROUND INFORMATION:

- The city's award-winning Unique By Nature brand represents a promise of what our community stands for and what we are committed to being. It speaks to the unique nature and inherent character of our community, as well as our natural assets, and serves as a central messaging platform for storytelling. This presentation will cover how the brand and logo were developed using a data-driven approach, how it has evolved in subsequent years, and how the community has embraced our valuable 18-year investment into being Unique By Nature.

FINANCIAL SUMMARY:

- N/A

BOARD OR COMMISSION RECOMMENDATION:

- N/A

SUPPORTING MATERIALS:

[Presentation](#)