



# CITY OF MCKINNEY, TEXAS

## Legislation Text

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**File #:** 22-0433, **Version:** 1

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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