



Legislation Text

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Branding Initiative Update

PURPOSE/BACKGROUND:

Hampton has been using a variety of logos and images that do not work together or promote an identity or personality for the City. After research into how the City is viewed by residents, business leaders, regional leaders and potential visitors from out-of-state, we have developed a new brand that emphasizes Hampton's many assets in a coordinated but flexible brand that can be adapted to any usage - from building signs to letterhead to T-shirts.

Recommendation:

Receive Briefing.