



**Date:** March 21, 2013  
**To:** Bruce Glasscock, City Manager  
**From:** Mary Vail-Grube, Director of Marketing and Community Engagement  
**Subject: Consideration of Changes to the City Logo/Tagline**

During the past year, staff has been going through a process to develop a recommendation for a new brand and logo for the City in response to City Council Strategic Vision – Goal #4 “Work with other entities to develop a branding campaign to better market the benefits of living and working in Plano”. During the past year, both the Convention and Visitors Bureau and Marketing and Community Engagement have been working with the Atkins Group. We conducted a series of focus groups with stakeholders in the community, through the CVB and Marketing. These stakeholders represented: business, hospitality industry, non-profits, the arts community, faith based groups, schools, and the Chamber; as well as internal groups representing the management and executive teams from City of Plano staff. Approximately 175 people participated in these focus groups (both external and internal).

Using the input received from these sessions, Steve Atkins, of the Atkins Group, developed a matrix of the Benefits of Plano culminating in our brand promise “A community that supports the pursuit of excellence”.

Building upon that, the slogan or tagline proposed by Mr. Atkins, that would convey this promise and all of the opportunities in Plano is: “People Connect Here” in all manner of ways; through excellent education, high quality city services, customer service driven companies, international business, arts and culture, sports, parks and a multitude of public amenities, the City of Plano creates a community where connections are made in the pursuit of excellence. Mr. Atkins presented the results of the focus group input and research that his staff conducted, culminating in this recommendation to the City Council in December 2012.

Along with the identification of this brand promise, which conveys the intention of the City of Plano and the community to be a place of excellence, a logo that might convey this message in a fresh new way is being considered. In the process of considering many totally new logo options we came to the conclusion that there was a lot of equity, positive identification and good emotion associated with the iconic symbol of Plano the “P”. So, instead of an entirely new symbol, several options for updating the colors and font have been presented. This update would allow for the gradual introduction and change to a new logo over several years as signs, uniforms and equipment are replaced, thus creating a minimal budget impact.

At the Council's direction, we posted the question about a new logo and the tagline on Engage Plano, now available directly on the city website at [plano.gov](http://plano.gov). We asked residents to register their thoughts and opinions about the new logo and tagline. We also encouraged citizens to join the conversation through social media, including Facebook and Twitter.

A decision to adopt a new logo, with or without a tagline, requires an amendment to the current Ordinance No. 2010-10-13, Section 2-1 Official Logo of the City of Plano, setting out guidelines for use both by the city and others associated with the city, and incorporating the adopted logo as an exhibit to the ordinance. Once final direction regarding the logo and tagline is received an amended ordinance will be placed on a regular City Council agenda for action by the Council.