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## OGDEN CITY COUNCIL APPROVES NEW BRAND

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In a joint effort with Mayor Mike Caldwell, the Ogden City Council has approved the City's new brand strategy, style guide, and strategic development and marketing approach that will shape our community for years to come.

The City contracted with a renowned leader in community branding, Roger Brooks International, to facilitate an extensive community-involved process to identify Ogden's brand. This included an assessment of the city, an online survey that received an overwhelming response from 1,712 people, group interviews with nearly 100 individuals from various sectors of our community, and the engagement and input of a Brand Development Team made up of 24 community stakeholders.

The new brand includes messaging, economic development efforts to draw people to the downtown area, city beautification, a new way-finding system, a logo and style guide, and many visuals to enhance our identity.

"Ogden's brand is in its people," City Council Chair Marcia White said. "We are fiercely independent and unafraid to shake things up; we are innovators; we are diverse; and we are unconditionally welcoming."

"The new brand really captures who we are and why we love it here," Mayor Mike Caldwell said. "We are eager to use the tools we have been given to tell our story and continue the work we have already started to make our city even better."

[Click here](#) to watch a video about the new brand.

[Click here](#) to access the Joint Resolution and Style Guide.

For additional information, please contact Ogden City Council Communications Manager Brittany Griffin, [brittanygriffin@ogdencity.com](mailto:brittanygriffin@ogdencity.com); 801-629-8103.

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