



The City of Morgantown

389 Spruce Street
Morgantown, WV 26505
www.morgantownwv.gov

CONTACT: Susan Sullivan, Public Communications Manager
ssullivan@cityofmorgantown.org
304-284-7426

Jeff Mikorski, ICMA-CM, City Manager
jmikorski@cityofmorgantown.org
304-284-7405

DRAFT
January 16, 2014

City to Participate in Rebranding Process

Coming months will bring new logo, motto, all with input from residents and officials.

MORGANTOWN – The City of Morgantown will soon be shedding its old look and feel and taking on a whole new personality – designed with input from all Morgantownians.

City Manager Jeff Mikorski, ICMA-CM, says the City, in conjunction with Main Street Morgantown, has hired city planning and marketing firm Arnett Muldrow & Associates to assess the current brand, gain an understanding of who Morgantown is from officials, administrators, residents, and business owners & patrons, then design a brand that reflects that personality.

“A branding activity like this will allow us to identify and refresh what message we send about the city,” said City Manager Jeff Mikorski, ICMA-CM.



This longstanding “M” Logo has been improved over the years, but soon, residents will notice a big change.

Arnett Muldrow has been gathering information to assess the City of Morgantown and Main Street Morgantown’s assets, destinations, businesses and people. Next, it will gather input from the City and its residents, create a brand identity, and present it for review to a Steering Committee, all in just one short, four-day visit in January.

“A brand identity is a logo, a motto, design and style, but it’s also a personality,” said Susan Sullivan, Public Communications Manager. “Being able to take record of who we are today, and reshaping our look based on today’s businesses, culture, residents, or any type of associations that are made when you think of ‘Morgantown,’ will help the

City be able to more accurately convey to the outside world who we are, what our values are, and what you can find here.”

After feedback is received and processed, the city will receive a digital media package full of new resources, including:

- New logo and tagline
- Coordinated wayfinding signage designs
- Print designs for brochures, guides, etc.
- Web page and ad designs and concepts
- Digital photography of the City
- An Implementation Plan and Final Project Report

Based in Greenville, SC, Arnett Muldrow & Associates is a city planning and marketing firm that specializes in community branding, downtown revitalization, economic development, and historic preservation.

“Our community identity projects seek to draw from the culture, history, and values of each place,” the company says. “This includes marketing strategies to expand each community’s customer base, attract new visitors, and recruit new business based on demand.”

The public is invited to participate in this exciting process, because they are a huge part of Morgantown’s image.

“How a resident sees Morgantown as home may be a lot different than how City Administrators imagines it,” said Mikorski. “Getting everyone’s input will be critical to assuring that our new brand reflects what Morgantown really is.”

Residents and business owners are welcome to attend Public Roundtables with Arnett Muldrow. They will be held Thursday, January 23, in Council Chambers at City Hall, 389 Spruce Street, Morgantown.

- Businesses: Please attend the Public Roundtable held at 9 a.m.
- Residents: Please attend the Public Roundtable held at 5 p.m.

The Public Communications Office will be concurrently measuring brand sentiment before and after the change to determine how residents feel about the new outlook. Watch for survey links to be distributed soon.

We look forward to working with our residents to make sure we are accurately representing Morgantown in our new brand.

###

