



Brand Credo - copy that clarifies the philosophy of the brand and sets the tone for creative communications.

While frontiers brings to mind the expansive heritage of the old west, it also brilliantly captures the driving spirit and indefatigable energy of the City of Abilene. Long ago, the wide open spaces and rugged landscape of Abilene shaped the character of its settlers. In turn, through the centuries, the people's character has shaped the fabric of the city.

This character and "can-do" attitude is far from history. It's alive in Abilene. And the people who live here continue to push the boundaries -- of education, technology, transportation, energy, culture, healthcare and so much more.

It is this modern version of the pioneer spirit that diversified and rebuilt a strong economic engine after the energy bust of the 80's; that implemented the first Tax Increment Financing District in the state of Texas; that birthed and supports an amazing array of cultural opportunities. The result?

An enviable quality of life for Abilene residents, fertile ground for businesses to grow and a wide array of interesting attractions for visitors.

You'll discover this frontiers spirit in everyone who lives in Abilene. More than a century after the areas first "frontierists" staked a claim in the region, it's still in their blood. And it's why they come together everyday, working together to push the boundaries further.

Abilene. Frontiers.