



Strapline and Logo Rationale

Strapline Rationale

Good Starts Here.

The strapline works because:

- It simply and clearly conveys Shawnee's history of nurturing new beginnings.
- It gives a nod to Shawnee's strong heritage but instills excitement about the many great things starting today . . . and tomorrow.
- It is very flexible and will work for all public sector entities in Shawnee.
- It is a double entendre, letting you showcase all of Shawnee's "good starts" as well as the "good" that starts here. This allows the brand to also further the goals of non-profit, charitable and civic initiatives.
- Its creative nature lends itself well to marketing campaigns.
- It is simple, unique and memorable.

Logo Rationale



The logo works because:

- The green and blue colors along with the tree image convey the nature that helps define Shawnee.
- The tree is the ideal image to bridge Shawnee's past and present. Its deep roots support your heritage while its growth and branches represent your future.
- The tree is nurturing, strong, friendly and down-to-earth (literally and figuratively) – the described character of your community.
- The font is modern, fun and progressive.

- Consistent use of the tree image and the same font packaged in two separate formats allow for diverse applications of the logo (signage vs. letterhead vs. merchandise).
- It contains graphic elements that lend themselves well to other communication materials.
- It is very flexible and can be customized to identify all public sector entities in Shawnee.