

City of Mesquite, Texas

Legislation Details (With Text)

File #: 18-3486 **Version:** 1 **Name:** IH-20 Branding
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Title: Receive briefing regarding IH-20 branding.

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6/18/2018	1	City Council	Received	

Receive briefing regarding IH-20 branding.

One of the City Council's top policy issues is the development of the IH-20 Corridor and a priority of that policy is to create a unique identity for the corridor, one that will enhance the marketing efforts of the comprehensive plan.

Initial branding concepts were developed based on the insights and conclusions produced from the area stakeholders who participated in the 2017 IH-20 Vision and Identity Workshop. The branding concepts were presented to the stakeholders for additional input and review.

During the Pre-Meeting, staff will brief Council on the results of the branding process and request input on draft logos and taglines.

The branding elements and messages will be used in marketing the IH-20 corridor to commercial and residential developers. The goal is to begin building the foundation to create a sense of place and destination to this last undeveloped gateway to the Mesquite community.

Recommended/Desired Action

Provide staff direction as Council deems appropriate.

Drafter

Wayne Larson

Head of Department

Wayne Larson