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## **Eustis approves new logo design** **Logo replacement will be utilized in rebranding and marketing campaign**

**EUSTIS** – The City adopted a new logo at its regular City Commission Meeting on April 2, 2009 through Resolution #09-43. The new adopted logo, featuring a silhouette of the heron sculpture in Ferran park, the downtown area, and the waterfront, replaces the former City logo and will be utilized in the effort to rebrand Eustis.

The City hired Glatting Jackson to develop a new logo design for the City, and Engauge was hired to develop a marketing and brand plan, brand video, and provide consultation on the logo design in order to make sure it is consistent with the rebranding of the City. The City formed a steering committee, made up of the Executive Management Team and representatives from the Bay Street Players, Lake Eustis Area Chamber of Commerce, and Eustis Main Street to facilitate the process.

The steering committee met approximately every two weeks, often with consultants, over a period of four months to work on the logo, video, and the marketing and brand plan. One of the roles of the Steering Committee and City Staff was to ensure that the logo design was representative of the uniqueness of the community, as well as its future aspirations. Another role of the group was to ensure that the new logo design be consistent with the rebranding effort.

“The logo design, in conjunction with the brand video, will give the City a good start on rebranding the City,” said John Schneiger, Deputy City Manager for Economic Develop. “We are still working on the other components of the branding and wayfinding projects.”

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**Media contact information:**

Richard Hoon  
Assistant to the City Manager / Community Relations  
Phone: (352) 483-5430 • Email: [hoonr@ci.eustis.fl.us](mailto:hoonr@ci.eustis.fl.us)