



NEWS RELEASE

Brand Program Distinguishes Frederick as Historic, Progressive, Engaged Community

FREDERICK, MD – July 16, 2019: Frederick's history, commitment to progress, welcoming nature and proud legacy of action stood out as distinctive characteristics during the research and development of its first-ever city brand.

The City, which never had a comprehensive brand vision, now has a brand and graphic identity that are an invitation for all – residents, newcomers and expanding companies – to join Frederick's story of forward motion and can-do spirit in the pursuit of something better.



The City's seal, which was not a logo, will remain in use to designate official legal documents, proclamations and other officially sanctioned materials. Using it more liberally had the effect of diminishing its significance as an official seal.

Without a real brand, theme, or logo, the City's many departments produced publications and presentations about their programs, or even the City as whole, that lacked unifying elements. The lack of continuity, the variety of "looks," in publications was cited as an area to address by members of the public who were involved in strategic planning, on the Strategic Opportunities Advisory Team and in the public feedback on the Strategic Plan.

To better unify the design elements and to capture the City's brand and spirit, Frederick needed a true [brand program](#) and graphic identity.



In a series of visits throughout the City, meetings with focus groups and discussions with a broad spectrum of more than 100 community members, [North Star](#) city branding professionals experienced the City's pride in tradition and enthusiasm for progress and visionary thinking. The brand message, or tagline, "Join the Story" expresses the city's continuous and distinguished evolution. In just three words, the line conveys Frederick's welcoming, unified nature and captures the intrigue of Frederick's history and ongoing story of determination.

The new brand's graphic identity, or logo, is a distinctive "F." At its center is the weather vane, whose design is inspired by the Trinity Chapel weather vane. The chapel on West Church Street is home to Frederick's official historic city clock tower, and the structure is one of Frederick's iconic clustered spires. The weather vane points forward and is emblematic of Frederick's constant march forward.

The vane's historic style is balanced by a curved, vertical descender and ascender, adding a modern flourish to complete the "F." The modern flourish is suggestive of Frederick's leading-edge culture, cuisine, lifestyle attributes, advanced industries and city management practices. The brand is careful to balance Frederick's strong sense of history with the city's embrace of what is current and what is ahead.

"It was so refreshing to have city branding experts identify and uncover what we knew, but sometimes overlook, is so special about Frederick," said Mayor Michael O'Connor. "We found that this approach precisely captured the vibrant, engaged sense of place we have here. Most important is the strapline, 'Join the story,' which in three words embodies my appreciation and expectation that, in Frederick, the public will always be an active, engaged part of the community."

The power and potential of this community-inspired brand are about much more than the logo and tagline. As the brand elements become familiar, the City welcomes engagement with cultural groups, neighborhood groups, civic groups and the business community to help them apply the invitation of "Join the Story" to their unique areas of focus. The brand asks us all, "How can we build on the rich fabric of this community and keep progressing together?"

Most of all, it invites us to each think about how we can contribute to Frederick's next chapter – and write our own next chapters as members of the community.



101 North Court Street
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As we approach the City's 275th anniversary in 2020, we are aware of the significant history on which the City rests, and the exciting future toward which it is moving. It's an ever evolving story.

“Join the Story” is a rallying cry for all of us to make Frederick the best it can be – together.

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