



## **NEWPORT ROLLS OUT NEW BRANDING, LOGO DURING CITYWIDE CELEBRATION**

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**Contacts:**

Tom Fromme  
Newport City Manager  
859-292-3687  
tfromme@newportky.gov

David Dalton  
Principal  
The Think Shop & Red Hot Promotions, Inc.  
859-441-4684  
david@thinkshopcreative.com

NEWPORT - Residents, business owners and city officials gathered Wednesday night for a celebration to officially launch the City of Newport's new brand identity and logo.

The Think Shop, a branding and design agency based in Newport, developed the city's branding based feedback the agency received from several groups including residents and business owners who participated in a series of focus groups, said David Dalton, principal of the Think Shop.

The logo will be the foundation for marketing and communications including through highly visible areas such as signage, way finding, branding and internal and external communications.

“The two consistent themes that emerged from these focus groups was ‘contrast’ and ‘collaboration,’” Dalton said. “The logo that we created for the City of Newport reflects these themes.

“Newport is a city of many contrasts,” Dalton said. “A small historic river town and a thriving urban core. It’s a city made up of unique and well defined neighborhoods. It has a wealth of history, exclusive, distinct dining attractions as well as a bustling main street district and progressive business complexes. The Newport City Logo illustrates these many distinctive parts and pieces coming together as one.”

Dalton said that his agency is now finalizing the city’s branding package, including a logo usage guide, which he expects will be complete in later this year.. City officials and representatives from The Think Shop will brief the Newport City Commission about the branding initiative at its Oct. 3 meeting.

The branding project was an initiative of Mayor Jerry Peluso in late 2013..

“We are immensely proud of Newport and always eager to tell our story,” Mayor Peluso said. “The new logo and branding is a true reflection of all that is great about our city, residents, businesses, attractions, history and location along the Ohio River.”

The branding identity and logo is envisioned to help to promote and support Newport’s progressive development and is designed to meet key objectives, including:

- Attract people and new residents
- Attract new business
- Encourage patronage of local businesses, services and attractions
- Reflect on Newport’s history
- Increase the connection to and pride of Newport
- Demonstrate Newport as a vibrant, grounded city
- Displace stigmas of the old Newport
- Strengthen the bond with residents, visitors, businesses and government

Dalton described the logo as a classic style made of individual blocks and colors unified as one shape symbolizing one unified community.

“These pieces reflect the individuals, businesses and leaders on both large and small scales, resulting in an eager willingness to both work together and thrive as a community,” Dalton said. “The open geometric icon, with its modern shape treatment and classic serif typeface, depicts a city of unique contrasts and rich history.”

Wednesday night's citywide family-friendly celebration was held at the World Peace Bell on York Street in Newport and featured food, giveaways, refreshments and live music from “Revolver,” the rock band featuring Newport Police Chief Tom Collins.

Newport City Manager Tom Fromme said the free citywide celebration was fitting because the new branding was created through a broad-based community process.

“This Logo represents the values of the community that were identified through focus group and resident input, and through the leadership of the Newport Business Association,” Fromme said. “The image depicts the rich history and diversity in the City.”