

Resolution No. 2018 - 07

A Resolution Adopting Branding Recommendations

WHEREAS, the City of New Castle recognizes the need for the creation of a citywide brand to support community image, outreach and marketing; as well as to enhance and strengthen the City of New Castle’s identity; and

WHEREAS, Arnett Muldrow & Associates conducted extensive research to identify the strengths, weaknesses and unique assets of the City of New Castle as perceived by residents, stakeholders, competitors and surrounding communities; and

WHEREAS, the research conducted by Arnett Muldrow & Associates formed the basis for development of the City of New Castle brand, brand concept, brand credo and brand visuals and was presented to the community on October 19, 2017; and

WHEREAS, on January 31, 2018, the City of New Castle Branding Steering Committee approved the City of New Castle brand, brand concept, brand credo and brand Visuals; and

WHEREAS, the City of New Castle brand, brand concept, brand credo and brand Visuals is intended to be a long-term program available to businesses and organizations for their use, and by the City for the purposes of community image, outreach and marketing; as well as to enhance and strengthen the City of New Castle’s identity; and

WHEREAS, the City Council, and the Mayor have reviewed the “New Castle, Delaware Brand-Touch Manual;” and

NOW, THEREFORE, BE IT RESOLVED, that the City Council hereby adopts the New Castle brand, brand concept, brand credo and brand visuals, as prepared by Arnett Muldrow & Associates and recommended by the City of New Castle Branding Steering Committee.

Passed this 13th day of March, 2018.

Linda Ratchford, City Council President

John A. Di Mondì, Councilperson

Valarie W. Leary, Councilperson

Michael J. Quaranta, Councilperson

Michael M. Platt, Councilperson

Attest:

Brian G. Whitaker, City Clerk