

Branding/New Logo/etc. 0-75,000

Savvy Winner

Eagle Mountain City Rebrand

Eagle Mountain City, UT

Judges' Comments

"Eagle Mountain City took the chance in bringing their community together through branding and succeeded! The logo and branding reminds me of a rugged outdoor apparel company which really works for your local government. Sometimes it is hard to give the government and new clean look like this and you did very well with accomplishing it. Just as people wear apparel with varying logos promoting those businesses, your residents and employees will be promoting your brand and it will make people want to know more about it."

Silver Circle Winner

Difference Makers Wanted

City of St. Peters, MO

Judges' Comments

"I believe this project did very well to change the language in how they were recruiting job seekers. The messaging gave a sense of "I'm apart of something," which goes a long way."

Award of Excellence Winner

Merriam Brand Guidelines

City of Merriam, KS

Judges' Comments

"Understanding the need for a cohesive look and feel for their residents, the Town of Merriam set out to update their branding. Keeping true to their roots and embracing the new, helped them to receive positive feedback from officials and the public."

Branding/New Logo/etc. 75,000-250,000

Savvy Winner

Round Rock Public Library Rebrand

City of Round Rock, TX

Judges' Comments

"Beautiful branding and implementation! Loved the detail put into your documentation of achievement to show the incorporation of the branding into the building, marketing pieces, signage and even the grand opening celebration balloons! Loved seeing the social media before/after - what a difference! It's impressive how quickly the library team integrated the new branding into their daily work, and the results speak for themselves. Excellent job, Round Rock!"

Silver Circle Winner

City of Edmond-Farmer's Market 20th Season
City of Edmond, OK

Judges' Comments

"Love this! The new graphics and clever "picking" campaign were great ways to engage the community and make the farmer's market even more appealing. Kudos to the team for such creative ads!"

Award of Excellence Winner

Heart to Home Animal Adoption Center - New Branding
City of Temple, TX

Judges' Comments

"Love the friendly branding! The significant boost in followers and engagement shows just how much the community loves it as well. I hope this has led to many adoptions and well-loved pets!"

**Branding/New Logo/etc. 250,000+
Savvy Winner**

"Where Careers Meet Community" Recruitment Branding Campaign
City of Durham, NC

Judges' Comments

"Fun tagline with multiple assets and engaging employee stories in this multi pronged campaign made this recruitment effort a success! An innovative, multifaceted, and well informed campaign to address a serious issue. Very comprehensive and well balanced strategy."

Silver Circle Winner

Branding and Logo Redesign

Williamson County, TX

Judges' Comments

“Thorough brand assessment that clearly evaluated prior brand and outlined engagement of stakeholders at all levels for new brand; the planning was well thought out with logo requirements and preferences as well as a detailed market analysis of similar organizations.”

Award of Excellence Winner

We Make Reno Lovable

City of Reno, NV

Judges' Comments

“Excellent usage of text and diverse imagery to execute a thoughtful and vibrant plan. Great font and color selection. Excellent tagline and employee (target audience) engagement!”