

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Branding Award Recognition for City of High Point by	
FROM: Jeron Hollis – Managing Director	MEETING DATE: May 20, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: None	

PURPOSE: To receive the 2024 NC3C Excellence in Communications Award for Branding Initiative

BACKGROUND: The North Carolina City and County Communicators (NC3C) has recognized the City of High Point's branding initiative as the state's best in 2024. NC3C President Kaisha Brown will be in attendance to recognize the City for the outstanding work and dedication of this effort. The Award will be presented to leadership and Communications and Public Engagement staff at the Council meeting.

The City of High Point was among 24 North Carolina jurisdictions to earn recognition in the NC3C 2024 Excellence in Communications Awards. The City's new brand won first place for best brand/logo.

The awards were announced on April 11, 2024, during NC3C's annual conference. Professional communications peers judged 175 award program entries from the Minnesota Association of Government Communicators.

The judges appreciated the logo's "clean and catchy" design and were especially impressed with the comprehensive brand style guide, which explains the brand premise and provides resources for correct usage and application within the community.

BUDGET IMPACT: N/A

RECOMMENDATION /ACTION REQUESTED: This is an award presentation.

