



**For Immediate Release
July 9, 2019**

‘Simply Home’ Simpsonville adopts new brand

Simpsonville, S.C. — Simpsonville City Council adopted on Tuesday a new brand for the City that includes a logo, seal and the tagline “Simply Home.”

Council voted at the City Council Business Meeting to approve a branding proposal by local firm Arnett Muldrow & Associates. The proposal also includes a brand statement, icon, typeface and color palette.

Mayor Janice Curtis said the boldness and freshness of the brand makes it the right choice for Simpsonville.

“Our new logo shows that we are proud to live, work and play in the City of Simpsonville,” Mayor Curtis said. “Not only does our new tagline ‘Simply Home’ evoke the values of family and community, it also captures the fact that you can find all that you might need and want in Simpsonville.”

The tagline “Simply Home” is the shortened version of the full tagline, “Simply Historical. Simply Connected. Simply Home.” While the new logo includes the entire name of the City, the icon is a monogram “S.”

Community relations specialist Justin Campbell said the new brand provides easy-to-use tools for promoting Simpsonville.

“The adaptability of ‘Simply Home’ enables the City and community to apply the tagline to a variety of needs, such as economic development, entertainment and goods and services,” Campbell said. “Implementation of the brand is a collective effort that will include city officials, the Simpsonville Area Chamber of Commerce and local business owners. We are ready to get started.”

The Greenville firm Arnett Muldrow & Associates created the brand after a public input meeting and roundtables attended by local business owners, community leaders,

representatives from the Simpsonville Area Chamber of Commerce, real estate developers, tourism advocates and city officials.

The firm gave an initial concept presentation on June 5 to a steering committee of local business owners, Chamber staff, city officials and council members. The response to the logo, icon, seal and brand statement was largely positive; the committee also offered constructive criticism.

Arnett Muldrow & Associates partner Tripp Muldrow said the committee's feedback was "invaluable" to the process.

"The committee's response told us that we were on the right path and just needed to work on refining a couple of elements," Muldrow said. "The process that produced the final product was engaging, collaborative and open. The City listened to the community, and so did Arnett Muldrow & Associates."

Residents and visitors can expect to see the new logo, tagline and other elements used throughout the City and online soon.

The consulting firm Arnett Muldrow & Associates was selected by the city because of its experience and roots in the upstate of South Carolina but also because the firm is a national leader in community branding and marketing. The firm has completed over 500 community brands in 40 states and in Canada, Belize, and Bolivia.



For more information, contact Justin Lee Campbell, community relations specialist, at jcampbell@simpsonville.com.

Follow the City of Simpsonville at www.simpsonville.com and on social media:



Discover Simpsonville



DiscoverSville



discoversimpsonville