

# Whitesboro Reveals Strategic Plan and City Branding Logo



**WHITESBORO**  
TEXAS

**“Promote a safe community that provides a true family experience.”**

This is the mission statement for the community of Whitesboro. Recently a group of leader from across different segments of the city came together with the KSA an engineering, architecture and planning firm to develop a strategic plan. The goal of the two-day workshop was to create a vision

and plan that would serve as the strategic roadmap for the next 10 years. The undertaking was sponsored by the Whitesboro Industrial/Economic Development Corporations (WIDCO and WEDCO).

The process was guided by a commitment to develop a realistic plan that would address community aspirations and needs in a clear, concise, feasible and sustainable manner. Step two, after devising the plan, was to choose a brand, or logo, that would represent the city of Whitesboro going forward and would reflect elements of the new strategic plan.

The new logo, created by the marketing team from KSA, includes a colorful graphic and the Whitesboro name. The emblem is one of four matching symbols of different colors pointing toward the center. To some, this picture is representative of unity (an identified value included in the strategic plan). The four figures can also illustrate the units of a family (as is the theme of the mission statement), or they can be depictive of various segments or organizations of our community working together.

Alongside the graphic is the name “Whitesboro” written in an original font, also created by the KSA team.

The new logo will be used in a variety of ways. The city of Whitesboro will begin to implement it on their correspondence, their websites, social media, in promotional materials, and on their fleet of vehicles. Their various departments will incorporate it into their materials and

uniforms. The Economic and Industrial Development Corporations will also use it in their marketing strategies and their advertising and recruitment packages.

Other community organizations are also encouraged to use the new brand. Lynda Anderson, Director of WIDCO/WEDCO, said, “We are excited to present the new logo. We would like to see it used community-wide. Our goal is that when people see the graphic, they immediately think “Whitesboro” and relate it back to our town, our values, and our goals and plans in moving toward the future.” The brand is available in file format for use in digital media, and the process of implementation has begun. Organizations wishing to use the graphic may make a request at city hall and there will be a logo policy governing its use. Any user will be expected to comply with such policy as a condition of use.

## Supporting Documents

Whitesboro Strategic Plan 2019 8.31 MB