



The Town of Fuquay-Varina revealed its new brand at a red carpet event on December 1<sup>st</sup> hosted by WRAL's Brian Shrader. The Town of Fuquay-Varina's new logo incorporates a custom font of a baker's dozen of dashes emphasizing the blended and unique spirit of Fuquay-Varina. The triangular imagery represents two towns coming together and conveys the sense of forward movement while the fresh colors signal it's a new day in Fuquay-Varina. The Town's new tagline "a dash more" offers citizens and businesses the opportunity to connect with all the desirable traits that make Fuquay-Varina distinct.

View the Town's "a dash more" video: <https://vimeo.com/147476017>.

The new logo replaces the green and gold FV logo used by the town since 1985. "The Town of Fuquay-Varina has changed a great deal in the past 30 years," said Mayor John W. Byrne. In 1985, Fuquay-Varina's population was just under 4,000 people. Today, the Town has grown to almost 24,000 residents and Fuquay-Varina is ranked as one of the fastest growing towns in North Carolina. "Fuquay-Varina has the reputation for being an up and coming community that is rich in history and tradition," stated Mayor John W. Byrne. "We have a great story to tell and I believe the new brand will help us communicate the Town's message more effectively."

During the branding process, the Town of Fuquay-Varina worked with Clean Design, a leading creative agency located in Raleigh, to gain feedback and input from stakeholders and focus groups on their perceptions about the Town. More than 1,300 people responded to a citizen survey in May. "Clean Design was very surprised at the high level of citizen engagement," said Mayor Byrne. "Fuquay-Varina has always had a very involved community."

One thing is for certain, people are passionate about Fuquay-Varina because it offers a dash more. Research revealed that citizens have a very strong connection to their hometown often describing the lifestyle and business atmosphere as smart, fun, creative and ambitious. Fuquay-Varina has two distinguished sounding names officially blended together with a dash and only a handful of cities across America can lay claim to that fact. The Town's rich history of two towns blending together to make one town resonates with resident's perception that Fuquay-Varina is a strong community moving together to embrace a bright future.

"Stronger communication with key target audiences ranks as a top priority by the Board," said Town Manager Adam Mitchell. "Fuquay-Varina's new brand is about how we are a forward moving and innovative community. It's about how we offer the amenities and qualities that makes our community a special place. It's about how our history compliments our future. It's about the value we add to the community. It's about being a dash more."

The Town's brand will be rolled effectively immediately, but is expected to take several months. Bumper stickers with the new Fuquay-Varina, a dash more brand are available at Town Hall, the Fuquay-Varina Community Center and other town buildings. The town is hosting a contest for the next few months for citizens to show their Fuquay-Varina pride. Those caught displaying "a dash more" bumper sticker will get a prize. The Town is also encouraging folks to share "a dash

more” photos on the Town of Fuquay-Varina Facebook page to be instantly entered into a weekly drawing! Winners will be announced on social media.

