

# The City of North Port Identity Refresh

## Cost and Spending

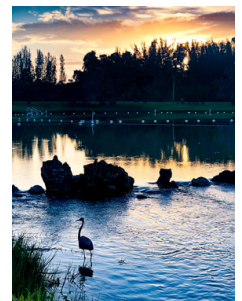
- *Why are you wasting taxpayer money on a new logo, can't we just have a competition or get some students to do it?*
- *Isn't it expensive to update a logo?*
- *Shouldn't this money be spent on roads, public safety, or infrastructure instead?*
- *How much is this going to cost, and who is paying for it?*
- *Who asked for this? Is this just a vanity project for City leadership?*

The visual identity project is a budgeted, one-time investment funded through the Communications Division's budget of about \$25,000. This planned initiative is designed to support long-term economic development, tourism, civic pride, and enhance how North Port communicates in a new digital age. It's not just about a logo, it's about creating a unified and professional identity that reflects who we are today and where we're headed, which is why we need support from communications professionals.

This project aligns with strategic priorities set by City leadership and responds to the growing sentiment from residents and stakeholders who want to see North Port modernize while honoring its roots.

The City used an external firm to develop its current branding, but that's now almost 15 years old and needs to be refreshed. We will build on the foundational work done in 2008–2010, using insights from that investment to keep costs significantly lower (75% lower for a new external partner) and leveraging in-house communications expertise to manage the project efficiently. Throughout this process, we are

committed to transparency, fiscal responsibility, and community engagement to ensure the refreshed identity authentically represents both our history and our future. The project includes a thoughtfully planned, phased rollout of our refreshed brand. Low- or no-cost assets like web and social media graphics, email signatures and flyers would be updated immediately, while other branded items (business cards, signage, City vehicle decals) would be rolled out according to their normal replacement schedules and within existing budgets.



## Purpose and Value

- *What's wrong with the current logo/branding?*
- *How does this benefit residents?*
- *A new logo won't fix the real problems in the city!*
- *How will this improve my daily life or city services?*
- *Isn't this just marketing fluff?*

North Port is one of the fastest-growing cities in the United States and our current visual identity no longer reflects the energy, diversity, and direction of our community today. A clear and consistent identity is essential, not only to engage residents and instill civic pride, but to attract business, investment, and talent while positioning the city as a professional, future-ready destination on the state, national and international level. This project

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is one of many strategic initiatives led by the City to help us capitalize on emerging opportunities and address long-standing challenges.

We are working closely with our Performance & Accountability Officer to define key performance indicators (KPIs) that will allow us to measure and report on the project's value across critical areas such as civic pride, economic development, national reputation, investment interest, talent acquisition, and city differentiation. Ultimately, this is about strengthening how we represent North Port—both to ourselves and to the world. While it may appear cosmetic on the surface, this work directly supports investment opportunities, civic pride, clearer communication, better service delivery, and stronger connections between residents/visitors/investors and our city government.



## Process and Transparency

- *Was this decision made behind closed doors?*
- *Who is doing the work—local businesses or outsiders?*
- *Will residents get a say in what the new brand looks like?*
- *How can we trust the City to manage this responsibly?*

This project is being led by the City's Communications and Community Engagement team, whose role is to understand the needs of our residents while aligning them with the broader goals of the City.

The initiative has been in the discussion and planning stages with the City Commission and City Manager's Office for over 12 months to ensure that the investment is equitable, efficient, and a responsible use of public funds. Transparency is at the heart of this project. It has been discussed publicly with the City Commission, and updates will be publicly shared throughout the process. Community involvement will be embedded through surveys, focus groups, and other feedback opportunities. While much of the work will be carried out by the in-house Communications team, we will also engage outside experts for specific tasks such as research and strategy to ensure we are drawing on both local knowledge and broader industry best practices. Our aim is to deliver an outcome that not only reflects the identity of our community but also demonstrates the highest standards of public service accountability.

The City has a proven track record of managing large-scale initiatives responsibly, with transparency, fiscal oversight, and a deep commitment to serving the best interests of North Port residents. With guidance from a well-rounded and experienced Communications team, oversight by City leadership and input from the City Commission (elected by the community as trusted public servants) we are confident in our ability to balance community voices with the operational needs of the city.

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## Tradition and Sentiment

- *The old logo is part of our city's history—why change it?*
- *This feels like erasing our identity, not refreshing it.*
- *North Port has done fine without all this change. Why can't we just keep things the way they are?*
- *Is this just another sign that North Port is becoming too big and losing its small-town feel?*

We fully respect the history and significance of our current logo; it has served North Port well and reflects a proud chapter in our city's evolution. This project isn't about erasing that history but rather building on it. As our city progresses, so do the ways we communicate, both visually and digitally. The goal is to create an identity that honors our roots while positioning us for continued success and recognition on a broader stage.

We understand that any change to something as visible and symbolic as a logo can feel deeply personal. That's why this is an alignment, not a replacement or erasure of who we are. The refreshed identity will be shaped by input from the community and grounded in the character, values, and spirit that make North Port special. North Port has grown into a strong, vibrant city—and that growth brings both opportunities and responsibilities. Keeping things the way they are may feel more comfortable, but as technology, communication tools, and audience expectations evolve, we need to ensure our city can communicate effectively and professionally. This update isn't change for the sake of change, it's about making sure North Port stays relevant,

competitive, and well-positioned for the future, while still staying true to what makes it feel like home.

This project is an opportunity to reinforce and celebrate the unique qualities that define us, not to become like every other city. A thoughtfully refreshed identity can help protect our sense of place by clearly expressing what sets North Port apart. We want residents to continue feeling proud of their city, no matter how much we grow.



**For more information on  
The City of North Port  
Identity Refresh please  
visit the project page:**

**[NorthPortFL.gov/Refresh](https://NorthPortFL.gov/Refresh)**

