



Morrisville

Live connected. Live well.

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Town of Morrisville Unveils New Logo and Tagline

New brand focuses on connectivity

Morrisville, NC— Friday, December 2 at its Annual Tree Lighting event, the Town of Morrisville unveiled its new identity, the result of a multi-year rebranding initiative. The new logo is a lower case “m” to represent Morrisville, with blue above it, and green below. The overall effect is a park scene, with trees and sky that allude to a friendly, welcoming Town atmosphere. The tagline is “Live Connected. Live Well.”

“As Morrisville has grown and evolved in recent years, we found we had outgrown our brand. This new mark and tagline better reflects who we are – a thriving, progressive place where people, businesses and opportunities are truly connected, a small-town atmosphere in the heart of the Triangle,” said Mayor Mark Stohlman.

The branding initiative, led by the Raleigh firm Mottis, solicited input from residents, town and business leaders to craft the new logo and tagline.

“As we talked with our residents, what stood out most was the feeling of belonging and access they felt to the world around them,” said Town Manager Martha Paige. “They loved that in Morrisville they truly felt like they were part of a diverse, inclusive community without being secluded and we wanted to celebrate that idea.”

Morrisville’s population is roughly 25,000 people, only a small fraction of its neighbors Raleigh, Cary and Durham, with a geographical footprint of just eight square miles. The Town serves as the U.S. headquarters for many global companies such as Lenovo and will be welcoming a new Wake Tech Community College campus in 2017.

As part of this effort, the town also plans to replace its signs and redesign its website, although those will be rolled out at a later date. Brand updates can be found at townofmorrisville.org/brand.

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