



## NEWS RELEASE | CITY MANAGER'S OFFICE

Contact: Arnold Hendrix  
Public Information Officer  
O. 434.857.3331 | M. 434.835.7102

Thursday, February 29, 2024

### Danville reveals new brand: 'Feels Like Home'



The City of Danville today introduced a new brand to capture its commitment to be a city that fosters a strong sense of community and belonging — one in which every resident, regardless of background or origin, finds their home.

The brand carries the slogan: "Danville: Feels Like Home."

"Danville is more than just a city — it is a community, a family, a home," Mayor Alonzo Jones said today at brand reveal ceremony held at George Washington High School's auditorium. "As your mayor, I am committed to ensuring that it remains a place where every individual, regardless of background or circumstance, can thrive and succeed. Together, let us continue to build a future that is bright, hopeful, and filled with endless possibilities."

City Manager Ken Larking stressed that the brand is more than an advertising campaign with a logo and slogan.

"It is an identity," Larking said. "It is what we are saying about ourselves to each other and the outside world. The new brand speaks to our history, is relevant to the present and looks to the future."

The brand reveal was held in partnership with Danville Public Schools so that the city's youth could be a part of this celebration of "who we are as a community."

"One of our greatest priorities as a city is to ensure that our youth have access to the opportunities and resources they need to succeed," Jones said.

Larking added, “Whatever you (students) decide to do in life, the leaders of Danville are working so that, if you want to when you graduate, you will find opportunity to live a successful life right here – close to your family and friends.”

The brand positions Danville as follows:

- Inclusive and neighborly — “We embrace everyone as neighbors, inviting all to join. Whether you’re a long-time resident or a newcomer, you’re part of the Danville family.”
- Optimistic and forward looking — “We’re excited about the future and the opportunities it holds for all of us.”
- Enthusiastic and supportive — “We’re here to cheer you on, support your progress, and be your biggest fans. The City of Danville is your biggest cheerleader.”
- Genuine and down to earth — “Here, you’ll find honest, friendly people who are eager to connect.”

The brand logo is in the shape of a house, which represents that Danville is home to all. A bridge signifies unification. The river represents the prominence of the Dan River in Danville’s past, present and future.

The final element in the logo is golden sunlight shining from the east onto a building. The building represents development and growth, with the light signifying optimism for the future.



In addition to the brand logo, a new City seal has been created for official local government documents. The new seal plays off the brand logo, with timeless, natural elements such as the sun, bridge, and river. It is the first seal redesign since being introduced in 1957. That seal highlighted industries and crops that do not identify with the present community.

The creative process kicked off in the fall of 2022 when the City of Danville contracted with Destination by Design, a firm comprised of experienced local government planners, engineers, urban designers, and communication experts based in Boone, N.C.

Working under the guidance of a steering committee that consisted of local design and marketing professionals, Destination by Design launched the effort with a strong research and community engagement effort that included site visits, stakeholder interviews and a community-wide survey. Armed with that research data, the company proceeded to develop a strategy to define and describe what is authentic, ownable, and distinct about Danville.

Citizens will see the brand used in various ways within the community in the weeks ahead.

###