TOWN OF HERNDON, VIRGINIA
TOWN COUNCIL

RESOLUTION

JANUARY 28, 2025

Resolution- Resolution to Adopt a New Brand Concept for the Town of Herndon.

The Town has undergone a rebranding process that is grounded in extensive community research, to include surveys, interviews, focus groups, data analysis, and more, to determine Herndon's key attributes, or brand pillars: prime location, historic small-town charm, ethnic diversity, and welcoming friendly spirit.

Based on these pillars, and in consultation with a brand advisory task force of town residents and others with a vested interest in the town, a brand concept embodied by the tagline "Live Differently" has been recommended. From the "Live Differently" concept, a marketing plan will be developed and executed against to attract residents, businesses, and visitors to the town.

THEREFORE, BE IT RESOLVED by the Town Council of the Town of Herndon, Virginia that:

1. The "Live Differently" concept recommended by the brand advisory task force as the official brand identity for the Town of Herndon is adopted; and

2. Furthermore, the Town Council directs staff to develop a marketing plan based on the "Live Differently" concept to market Herndon as a great place to live, work, and visit.