



### **Irving Unveils New Identity Mark to Capture the City's Progression**

Say goodbye to the City of Irving's 34-year-old logo—the City Council has approved a new identity mark. The city logo features an image of a single, forward-facing stallion with "Irving, Texas," scribed beneath in a bold, contemporary font.

"Everything from the font choice to the flowing lines and colors of the logo have been selected to symbolically represent the city's forward-thinking culture," said Councilwoman Rose Cannaday, chairwoman of the city's Communications Committee.

It was late 1975 when Irving last introduced a new logo in conjunction with the opening of City Hall on Irving Boulevard. Irving's new visual identity symbolically combines the rich heritage of the city with its progressive business culture that has attracted some of the nation's largest and most successful corporations. It also reflects the energy of the iconic mustangs of Las Colinas and the mustang sculptures displayed in the entry gateways in South Irving.

"It is fitting for Irving to adopt a new logo as the face of the city continues to change with beautification projects, corridor enhancements, and a variety of new city facilities and recreational opportunities," said Mayor Herbert Gears.

Plans call for the logo to be phased in over the next few years. Topping the list of landmarks to display the new look are city cars, street signs, employee uniforms, printed materials and the city's water towers. The changes will be made as existing stock is depleted and new items and equipment are needed.