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FOR IMMEDIATE RELEASE

LEHI CITY ADOPTS NEW LOGO AND STYLE GUIDE

New Logo Captures City's Past, Present, and Future

Lehi, Utah | January 14, 2015 – The Lehi City Council adopted a new logo and style guide at its January 13th meeting. The new logo, which features a cityscape design representing several of the city's most prominent buildings, is intended to celebrate Lehi's past while representing Lehi as a vibrant, growing community.

Lehi hired Jibe Media, based in Salt Lake City, to design the new logo. The design process included a city-wide survey and focus groups to determine residents' views regarding the identity of the city, several initial design iterations, and several color choices that ultimately resulted in a final selection by the city council.

In addition to a new logo, the style guide includes several new design elements that will be implemented throughout the city. These elements include department-specific logos for the police and fire departments, as well as the recreation division. They also include new patches for the police and fire departments, as well as new wraps for police and fire vehicles. The new logo and design elements will be implemented over the coming months.



Lehi City's new logo.

Jibe Media worked closely with city staff to complete the new design. City Administrator Derek Todd is excited about the outcome, "It is great to have this project completed. Jibe Media was great to work with, and we all worked very hard to make sure that we came out with a design that makes the community proud. I can't wait to begin implementing the new design throughout the city."

To view the complete style guide, visit <http://www.lehi-ut.gov/government/administration-finance/documents> and click on the "Lehi City Brand Usage & Style Guide" link.

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Lehi City is committed to transparency and keeping the community informed. For more information about this topic, please call Robert Ranc at (801) 768-7100 ext. 2271, or email Robert at rranc@lehi-ut.gov. Follow us on Facebook or our Twitter handle, @LehiCity.