

City of Allen



Cooksey Communications was selected by the City of Allen to help the municipality improve its visual brand and better govern brand variations required by various City departments and programs. The project scope included development of supplemental graphic identity guidelines and related materials to be incorporated into the City's in-house master graphic identity standards manual.

Cooksey refreshed the City's visual brand identity by modernizing the logo and typography, creating a complementary color palette and defining general logo usage guidelines. To ensure the brand vision stays true throughout all communications in the future, Cooksey developed a full suite of guidelines covering all potential brand usages, including examples of appropriate and inappropriate brand variations in printed and online communications, marketing collateral, applications for signage and vehicles, as well as promotional items.

