



Heber City Adopts New Logo and Brand

Submitted By Mayor Alan McDonald

Several months ago the City appointed a branding committee to work with a consultant on an update to the City logo and brand. Through several meetings, this group helped identify the unique characteristics which define our community. The Heber City Council is now proud to announce the launch of the new City logo as part of the ongoing evolution of the City. It is important to ensure that the logo accurately represents Heber City not only now, but also in the future.

The City has grown tremendously over the past two decades, and the City Council felt it was time for a change. This decision was not made lightly. The City Council took several months to create the new logo. The Council's design goal was to incorporate the values of the past and our vision for the future in a new design.

After carefully considering many possible design options, the City Council ultimately chose a new logo that retained the core elements of the old logo and the old city heritage but with a more modern look that depicts our future direction. The new graphic includes the majestic Timpanogos Mountain as the main background representing the beautiful Heber Valley. To celebrate the constancy of the mountains but the pleasures of the seasons, the logo is depicted in different colors for different seasons - bright green for new growth in the spring, dark green for the rich color of aspens in the summer, a blend of orange and yellow to signify autumn, and the light blue hue represents snow against the sky in the winter. The historic tabernacle is placed in the center of Mount Timpanogos to represent the rich pioneer heritage of Heber City, while a new font creates a more modern look with the fitting slogan "Heart of the Wasatch Back" at the base. The city's name is framed by parallel railroad tracks as the Heber Railroad is an iconic historical feature of Heber City. Using these tracks, we were able to achieve our goal of drawing a connection to our city's past in one direction and its future in the other.

The task in the upcoming months will be to update all our business cards, letterhead, signs, online presence and city equipment with the new logo. Changing the logo is a process that can involve many steps and take some time, so we will make the transition a gradual process. I am hopeful that the community can embrace the new logo and brand as we continue to emphasize those things which make our community unique and a great place to call home.