

# City Commission Agenda Item



**Meeting Date:** April 15, 2025

**From:** Shana Adkisson, Communication Director

**Item:** Announcement and Unveiling of the New City Logo

**Purpose:** To officially announce and unveil the newly designed logo for the City of Arkansas City, reflecting its dynamic growth, natural environment, and future aspirations.

**Background:** The City of Arkansas City is proud to unveil its new logo, a design that embodies the spirit and identity of the community. Created by Communication Director Shana Adkisson, the logo reflects a deep connection to the city's history, geography, and collective vision for the future.

"Throughout this year, I've really listened to some of the key points that people in our community think of when they think of Arkansas City," said Adkisson. "One theme kept coming up—water. It was clear that had to be a central element in the logo."

The new design incorporates the flow and movement of water, representing the Arkansas and Walnut Rivers, two defining features of the city. A distinct swoosh element within the logo symbolizes the rivers and the sense of movement that reflects the city's momentum toward a bright future. This swoosh will also be featured on the new entrance signs into the community, which are set to be installed soon, serving as a welcome to both residents and visitors.

"Additionally, the swoosh element ties to the water treatment plant's logo, which features three drops of water, further reinforcing the city's connection to its vital water resources," Adkisson said.

The color palette was chosen to reflect both the natural landscape and the city's historic character:

- **River's Blue:** Representing the Walnut and Arkansas Rivers, key waterways that have shaped the region.
- **Riverstone Red:** Evoking the deep red tones of Arkansas City's historic brick streets while also paying homage to the earth and the historical significance of Etzanoa.

Community input played a key role in the logo's development. In March 2024, a public survey revealed that the majority of participants were ready for a logo that truly represented Arkansas City. This feedback guided the creative direction, ensuring the final design reflects the values and identity of the people who call this community home.

City Manager Randy Frazer expressed enthusiasm for the new logo and what it represents.

"This fresh, modern design captures the essence of Arkansas City—our history, our progress, and our deep connection to the rivers that have shaped our community. It's a reflection of who we are and where we're headed," said Frazer.

To ensure a smooth transition, the city has developed a structured rollout plan. Over the next year, the logo will be gradually introduced on city vehicles, employee uniforms, and official materials. The city remains mindful of costs, implementing the changes as part of regular replacement cycles to minimize expenses.

**Approved for Agenda by:**

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Randy Frazer, City Manager