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Downtown Tyrone Gets a New Look: DDA Unveils Brand Identity at Inaugural Night Market

New logo marks the Tyrone Downtown Development Authority's emergence as an independent, pro-business community leader

TYRONE, GA — This Friday, as neighbors gather for the first-ever Downtown Tyrone Night Market, the Tyrone Downtown Development Authority (DDA) is marking the occasion with something more than food trucks and live music: a brand-new identity.

Today the DDA today unveiled its official logo — a three-part composition featuring some of Tyrone's most beloved landmarks: the Town Hall clock tower, the fountain at Shamrock Park, and the park pavilion. The logo signals a new chapter for the DDA as it steps into an independent role focused on supporting downtown businesses and shaping the future of the community.



"We wanted something that residents would recognize immediately and that businesses would be proud to stand behind," said Tracy Young, Tyrone DDA Chairman. "This logo isn't just a design — it's a declaration that downtown Tyrone is open for business and here for the long haul."

About the Logo

Developed by Elevating Missions Consulting, the logo uses organic, leaf-inspired shapes in a palette of deep forest greens and sky blues drawn from Tyrone's natural landscape and the Town's shamrock green. Each of the three panels represents a pillar of the DDA's mission: community, commerce, and place. The result is a mark that feels welcoming and approachable — distinct from a traditional government seal — and built to work across signage, digital platforms, and printed materials.

About the Night Market

The Downtown Tyrone Night Market — the first of its kind for the community — takes place this Friday evening, June 12, in downtown Tyrone. The event features local

vendors, food, music, and family-friendly activities. It represents exactly the kind of activation the DDA is working to bring to downtown on a regular basis.

About the Tyrone Downtown Development Authority

The Tyrone DDA is a public authority dedicated to the growth and vitality of downtown Tyrone. After three years of operating under Town staff support, the DDA is now stepping into an independent role — building a pro-business identity, connecting with local businesses, and creating the foundation for a thriving, connected downtown. The new brand is the first step in that transition.

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