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News Release

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New, modernized city logo unveiled by City of Melissa

Melissa (August 22, 2023) Building on the newly adopted Vision and Mission Statements of the City Council, the City of Melissa is proud to announce the unveiling of its new modernized city logo, symbolizing the city's commitment to progress, innovation, and vibrant community engagement. The refreshed logo for the organization provides a linkage with prior City logos and is an effort to honor Melissa's rich history while embracing the forward-looking vision that is propelling the city into an exciting new era.

The new logo combines a modern aesthetic by updating the font and utilizing negative space to communicate a contemporary take on the logo. More importantly, keeping elements such as the star pays homage to Melissa's heritage, since the star has been in the logo in some form since the late 1970s.

Mayor Jay Northcut expressed enthusiasm about the new logo, stating, "It was time for an update, one that represents a new era for our community."

In addition to the modernized logo, the City of Melissa has begun work on a comprehensive branding campaign that includes a refreshed website and social media profiles. While the updated logo is now included on the website, more robust website updates will be completed in December. Residents, businesses, and visitors can soon expect an enhanced online experience that reflects the modern character of the city and provides convenient access to valuable resources. Aside from online rebranding, residents and visitors will soon begin to see updated City vehicle designs, street signs, print material, and uniforms, to name a few.

The updated logo and rebranding effort were priority projects of City of Melissa Communications Coordinator Sarah Bradley, who unexpectedly passed away in July 2023.

City Manager Jason Little emphasized the significance of the modernization effort. "As Melissa continues to grow and evolve, it's essential that our visual identity evolves as well," he said. "The current logo was created back in 2008 and was in need of a refresh. This modernized logo captures the spirit of our organization and aligns with our goals for the future. Aside from the logical reasons why it was time for a logo update, because this was such a passion project of Sarah's, we are all working harder to make sure her efforts represent our organization well."

It is important to note that because the new logo is a modern evolution of the previous logos used by the City, wholesale replacement of previously branded materials will not be necessary. Instead, as new projects are completed or materials are replaced through attrition, the new logo will become more and more visible in the community.

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ABOUT THE CITY OF MELISSA – The City of Melissa is a fast-growing progressive suburb with a small-town feel, located 35 miles north of downtown Dallas in the dynamic growth area of northeast Collin County. Melissa sits on 21 square miles, is home to over 23,000 people, and is easily accessible by way of three intersecting highways. Melissa has ample inventory of the highly-sought-after undeveloped frontage available on US 75 and SH 121, primed to serve the commercial needs of a booming Collin County. Melissa is a home-rule municipality, governed by a council-manager form of government.