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Berkl
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Doing

Study to Help with New Logo Creation
(Compiled, [City of Berkley](#), June 11, 2015)

Branding Study

A historic project will be initiated in the City of Berkley as a branding study is launched later this month. The city's current logo was crafted more than 75 years ago when Berkley High School students were challenged to create one that represented the things most important to City residents.



MessageMakers, a Lansing based firm, was selected to develop Berkley's brand identity that will be used for the city's

website, street signage, social media and other communications mediums. Developing a brand identity requires thought and input from residents, non-residents and visitors. Message Makers will lead that process in phases, using input from focus groups, online surveys and meetings with city leaders and stakeholders.

The process will begin in late June when focus groups are scheduled to begin. There will be opportunities for Berkley residents to give

input at various stages of this process. The branding study is expected to conclude by the end of 2015. Click the link below and take a short survey to provide input for the city's new brand design.

[City of Berkley Branding Survey](#)

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