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City of  
Hazel  
Park  
Gets  
New

## Logo

(Crystal A. Proxmire, Dec. 28, 2020)

Hazel Park, MI – The City of Hazel Park officially has a new logo! The new design was revealed at the Dec. 8 city council meeting.

Council member Amy Aubry, who has since resigned [due to relocating](#), was on the committee along with residents, staff, and business owners. They sought input from stakeholders in a survey that was done along with the city's Master Planning process, and they worked with graphic designer Marjorie Sauer of Kitty Shark, who asked lots of questions during the brainstorming process, and incorporated elements of the community spirit into the design.

"Hazel Park's new logo was inspired by the people who call it home," Aubry said.

It features a skyline of various home and commercial buildings, with an outline resembling a hazelnut. The homes



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have hazelnut bushes in front as well, paying homage to the plant that inspired the city's name. Below is the city's name, written quaintly in cursive, and the tagline "the friendly city" in all caps below it. An accessory logo was created also, with cursive letters "hp" inside an imperfect circle.

The logo is denim blue, Aubry explained, to represent the city's blue collar roots. The overall idea, she explained, is that the new logo "highlights the city's growth while honoring it's history."

As Hazel Park approaches their 80 year anniversary, the logo comes along with a period of growth in the city that is both blue collar and artsy. New homes continue to be built in the city, and restaurants like Mabel Gray and Joe Bar continue to be popular spots for take out even through the pandemic.

Councilperson Mike McFall is excited about the new look. "A logo is often the first impression a business owner has of a community when looking for somewhere to open. Branding is an important element in that process of attracting entrepreneurs to set up shop here," he said.

Although Aubry is no longer a Hazel Parker, she continues to love the city and is looking forward to the logo's implementation.

"I'm excited to see the logo start to pop up around town," she said, "And I'm grateful to everyone who helped work on this project. It was quite an undertaking."

Learn more about the City of Hazel Park at [www.hazelpark.org](http://www.hazelpark.org). For more local news, visit the Oakland County Times [Hazel Park News Page](#).



# MEET THE NEW LOGO



Hazel Park's new logo design highlights the city's growth while honoring its history.



mckel gray

A mix of residential and commercial buildings represent Hazel Park's growing community.

Natural elements inspired by Hazel Park's namesake hazelnut bushes.

The city's tagline remains the same, prominently displayed with pride.

This shade of blue represents the denim worn by the blue collar workers who built Hazel Park.

