



FLORIDA LEAGUE OF CITIES

---

301 S. Bronough Street, Suite 300 • Post Office Box 1757 • Tallahassee, FL 32302-1757  
(850) 222-9684 • Fax: (850) 222-3806 • Website: [flcities.com](http://flcities.com)

## Florida League of Cities Unveils New Logo & Branding

*New logo and branding reflects evolution, innovation and key role organization plays in supporting the growing needs of Florida's cities*

**FOR IMMEDIATE RELEASE:** November 13, 2019

**CONTACT:** Brittni Johnsen

[bjohnsen@flcities.com](mailto:bjohnsen@flcities.com) / (850) 701-3652

**TALLAHASSEE, FL** -- The **Florida League of Cities (FLC)**, the united voice for Florida's municipal governments for more than 90 years, today announced the launch of a new logo and brand tagline – "Local Voices Making Local Choices" – that highlights the importance of recognizing and empowering municipalities. These changes come at a time when Florida's cities are embracing innovation, protecting local authority and providing a better quality of life for their residents.

"We're extremely proud of the innovative and responsible ways Florida's cities have grown, and our new logo and branding shines a light on the local voices making choices critical to Florida cities' growth and development," said FLC Executive Director Mike Sittig. "As the advocacy and Home Rule conversation is evolving, we will modernize and evolve with it. Our new brand identity, 'Local Voices Making Local Choices', better articulates the impact citizens and city leaders have in improving their communities."

Designed to work effortlessly across digital and physical channels, the new logo mark combines familiar, but significant, symbols to create a unique emblem representing how FLC helps shine a light on the local voices leading Florida's cities. The new mark includes a sunshine image which represents the iconic weather that Florida is known for, a location symbol that shows the importance of place and local references, and an image of an individual voice which represents the powerful and influential voice of Florida's cities. FLC's traditional "League Blue" remains the principal color of the new logo and connects the history of the organization as it modernizes.

In addition to the logo and branding, FLC has also revamped its website with an easy-to-navigate menu and pages, and simplified messaging allowing city officials and visitors to find the information they're looking for easier.

###

*Founded in 1922, the Florida League of Cities is the united voice for Florida's municipal governments. Its goals are to promote local self-government and serve the needs of Florida's cities, which are formed and governed by their citizens. The League believes in 'Local Voices Making Local Choices' which focuses on the impact citizens and city leaders have in improving Florida's communities. For more information, visit [floridaleagueofcities.com](http://floridaleagueofcities.com).*