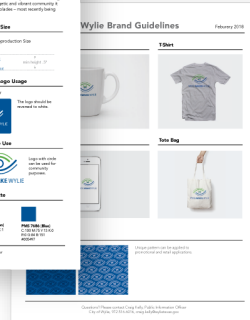


City of Wylie



The City of Wylie initially engaged Cooksey Communications to perform a comprehensive audit and analysis of the City's stakeholder communications efforts, processes and structures. This led to Cooksey continuing as a trusted adviser to the City and the City of Wylie Economic Development Corporation (EDC) for various issues, including media outreach, crisis communication and branding.

Wylie was incorporated in 1887 and earned the nickname "Wide Awake Wylie" when, as the railroad infused the town with visitors and commerce, shop owners stayed open late to accommodate the gathering crowds. Cooksey created a "Wide Awake Wylie" logo, brand standards and campaign for the EDC to market the growing community.

Subsequently, Cooksey refreshed the City's visual brand identity by modernizing the logo and typography, creating a complementary color palette and defining general logo usage guidelines. This included creating simple-to-use brand guidelines to ensure consistency in print/broadcast materials, social media, signage, vehicles, advertising, community events and other uses.

