



Village of Cass City
6506 Main Street • Cass City, MI 48726
casscity.org • (989) 872-2911

PRESS RELEASE

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Contact Debbie Powell
Village Manager, Village of Cass City
989-872-2911

THE VILLAGE OF CASS CITY BRANDS COMMUNITY AND UNVEILS NEW LOGO

Cass City, Michigan - The Village of Cass City proudly launched the results of a seven-month long branding process on Jan 6, 2025.

In June 2024, the Village of Cass City contracted with New Moon Visions of Plymouth, Michigan, a community marketing firm specializing in place branding.

The Cass City branding, logo, and marketing project is funded through a grant from the Michigan Economic Development Corporation (MEDC) with a 25% in-kind match from the Village.

The branding firm worked with the leadership, residents and merchants through 40 interviews, 403 community survey participants, on-site tours and visioning sessions to uncover the community's brand. The attached logo and tagline, "Lives Built Here," was developed through the firm's work with the community.

It represents at its core, from the parks to the schools to the ball fields, pickleball courts and Freedom Festival, and even a hospital if you need it, how everything they do is focused on making sure you can build your best possible life, right in Cass City.

The new logo authentically portrays the Village of Cass City's story. Graphic elements highlighted in the image include a customized script for Cass City in an athletic style, in honor of the strong community support for the athletic programs and ball fields at the park; a barn, depicting the refreshing farmland and countryside; a line of trees along the drive, conveying the entryway to the Municipal Park; buildings, representing the center of downtown; in a sporty hexagon shape symbolizing team players. The color palette includes different hues of green for the wide open space, trees and park; a splash of aqua blue for the pool and Cass River; and a burgundy border and building, celebrating the Cass City Red Hawks.

The branding initiative included extensive research, creation of a logo and slogan that demonstrates the history of the Village, its diverse community and the opportunity for economic growth, associated communications, promotional materials, and advertising.

With over 90 years of combined professional experience, the New Moon Visions team has served a diverse client list with a specialty in branding and marketing communities from Michigan to California.

Cass City is nestled in the center of the "Thumb" of Michigan, less than 40 miles to beautiful Lake Huron on the west, north and east and less than 100 miles north of Detroit. The population of Cass City is 2,508 as of the 2021 Census. The village, and the nearby Cass River, are both named after General Lewis Cass, the territorial governor of Michigan in the early 19th century. Cass City's history includes both the logging and farming industries; and agriculture remains a large part of the community as well as some local industry, retail, professional and medical services. Citizens of Cass City are very proud of the quality of life in their community. It offers a top-notch school district and a plethora of health services, including a critical access hospital. The Village of Cass City operates a 24/7/365 police department and has an 80+ acre municipal park, including the park gem, the junior-Olympic size outdoor Helen Stevens Memorial Pool. Residents also enjoy a variety of other recreational activities including golf, hiking, baseball/softball, multiple playgrounds, a new dog park, disc golf, pickleball courts and much more.

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