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## **City of Vernon Unveils New Logo and Tagline to Reflect 120-Year Evolution**

*-New brand is representative of Vernon, capturing the City's unique characteristics and future growth-*

**Vernon, CA – March 18, 2025** – The City of Vernon is proud to introduce its new brand identity, marking a fresh chapter in the city's 120-year history. Following a collaborative rebranding process with residents, local business leaders, and city staff, the Vernon City Council officially approved the new Vernon logo and tagline, "Industry, Community, Innovation", on March 4.

The rebranding reflects Vernon's growth and transformation from a primarily industrial city to a dynamic economic hub where industry, community and government work together to achieve success. While business and industry remain at its core, the city has evolved to foster a stronger connection to its residents and workers, business partners, neighboring cities, and legislative representatives. The refreshed brand highlights this progress and reinforces Vernon's role as a regional economic leader.

"Vernon has long been seen as exclusively industrial, but our city is more than that," said Vernon Mayor Judith Merlo. "We recognize the need for an authentic, modern brand that celebrates Vernon's unique character. The new logo reflects our identity today while positioning us for the future, strengthening our role as a valued community partner."

The city worked with a branding consultant and a steering committee comprised of diverse stakeholders to develop the new brand. The stakeholders' insights and deep understanding of Vernon helped shape a design that honors the city's heritage while embracing its continued growth. This year, Vernon celebrates its 120-year anniversary. The rebrand not only reflects the city's evolution since 1905, but it also represents Vernon's path forward.

While the official city seal will remain in use for governmental purposes, the new brand will serve as Vernon's public-facing identity, appearing across digital platforms, signage, and communications. In the coming months, the city will roll out the new brand as it engages with stakeholders, prospective residents and businesses, policymakers, and surrounding communities.

For more information, visit [www.cityofvernon.org](http://www.cityofvernon.org).

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### **About Vernon**

Founded in 1905, the City of Vernon is the only city in California that provides its residents and businesses with reliable and affordable electricity, water, natural gas, fiber optics services, and has its own Public Health Department. With a goal of providing the lowest electric rates in the state by 2030, the city is an economic engine to the Los Angeles area and home to approximately 1,800 businesses that employ 50,000 people and provides \$1.1 billion in taxable spending into the US economy. Learn more by visiting [www.cityofvernon.org](http://www.cityofvernon.org).