

From: Christina Hallingse <challengse@ashevillenc.gov>
Sent: 6/25/2020 4:29:06 PM
To: Sandy Soriano <ssoriano@colepromedia.com>
Cc: Lindsay Regner <lregner@ashevillenc.gov>, Laura Cole <lcole@colepromedia.com>
Subject: Re: Potential APD Branding Slogans
Attachments: [3F10FF75DAAE40C3920DBC31A451AE5F\[2336312\].png](#)

Sandy,

Thanks so much for sending these over. Please don't get mad at me or throw your computer, but I think we need to put some additional thought into these because I don't feel like these resonate with Asheville residents. Lindsay and I have a meeting scheduled with the Chief on July 9 to go over, in detail, his expectations for social media, branding, slogans, and PIO work moving forward. Following this meeting I think it would be beneficial for the four of us to schedule a zoom meeting to brainstorm based on our feedback from the Chief. What are your thoughts?

Thank you,

Christina Hallingse
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On Wed, Jun 24, 2020 at 7:09 PM Sandy Soriano <ssoriano@colepromedia.com> wrote:

Hello,

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After our discussion this morning I tried to brainstorm some branding slogans. I won't feel bad if you don't like them, but I wanted to name a few just to get the conversation going. I feel it's important we have a brand sooner rather than later.

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Asheville Police Department:

Tradition in Excellence

We Stand With You

Believe in the Blue (Questionable but I like the sound of it)

Better, Together

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Potential Slogan and Motto:

Asheville Police Department: Better, Together. Steadfast in our commitment to community policing.

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Kind of like the last one. I know it sounds very “tree-hugging”ish, but I figured that would play well in a place like Asheville.

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Anyhow, let’s keep the ideas flowing.

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Best,

Sandy

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Sandra M. Soriano

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