

From: Sandy Soriano <ssoriano@colepromedia.com>
Sent: 6/25/2020 4:54:19 PM
To: Christina Hallingse <challengse@ashevillenc.gov>
Cc: Lindsay Regner <lregner@ashevillenc.gov>, Laura Cole <lcole@colepromedia.com>
Subject: Re: Potential APD Branding Slogans
Attachments: [3F10FF75DAAE40C3920DBC31A451AE5F\[2336312\].png](#)

Hey Christina,

Not mad at all! Didn't expect to pick one right away or that would be too easy lol! I appreciate the honesty. I think a zoom call after your meeting with the Chief would be very helpful. Feel free to throw out some ideas in the meantime as well.

Thanks,
Sandy

Sent from my iPhone

On Jun 25, 2020, at 1:29 PM, Christina Hallingse <challengse@ashevillenc.gov> wrote:

i»;
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.

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.

Asheville Police Department:

Tradition in Excellence

We Stand With You

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

Better, Together

Potential Slogan and Motto:

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

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.

Anyhow, let's keep the ideas flowing.

Best,

Sandy

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