

From: Sandy Soriano <ssoriano@colepromedia.com>
Sent: 6/24/2020 7:09:22 PM
To: Christina Hallingse <challingse@ashevillenc.gov>, Lindsay Regner <lregner@ashevillenc.gov>
Cc: Laura Cole <lcole@colepromedia.com>
Subject: Potential APD Branding Slogans
Attachments: [3F10FF75DAAE40C3920DBC31A451AE5F\[2336312\].png](#)

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



Sandra M. Soriano
(305) 84-2792