

CITY OF BESSEMER BRAND REVEALING

Thursday, September 28, 2017

THE LOGO:

Made to reflect the natural beauty of the city with a friendly yet professional look. The logo highlights the silhouette of our amazing bluffs which outline the "Be" along one to imagine what they can Be in Bessemer.



Michigan Bessemer

THE BRAND:

The brand image focuses on the possibilities of what can "Be" in Bessemer. The small town nestled in wilderness amongst endless recreational opportunities is a lifestyle that many people seek. In Bessemer, you can be outdoors, you can be an entrepreneur, you can be part of improving your community. It's unique over urban areas where you have the opportunity to shape where you live and seek out the lifestyle you want. Included you will see some ways the city can harness this message around the city.

Print
Ad



Light
Pole
Signs



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2-Sided
Business
Card

