



The roll-out of the City's new look began in April 2024 and is being implemented across all its departments, communication materials, signage, properties, and merchandise.

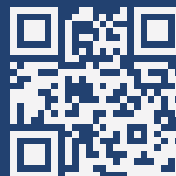
As this exciting new chapter unfolds for Columbia, the City invites all employees, businesses, and citizens to embrace this journey together as a united community and remember – **Together, We Are Columbia.**

For questions about the new logo and visual identity, please reach out to the Public Relations, Media & Marketing Department.

**PIO@columbiasc.gov or 803-545-3020**



**City of Columbia**  
columbiasc.gov



**City of Columbia Unveils New Identity:  
Together, We Are Columbia**



# CITY OF Columbia

With a vision of unity and advancement at the forefront, the City of Columbia proudly introduces its rebranding initiative:

## **Together, We Are Columbia.**

Revealing a fresh, new visual identity that encapsulates the city's pride, community, and opportunity.

"This rebranding effort reflects our shared vision of Columbia as a dynamic city on the cusp of significant growth and development," said Mayor Daniel J. Rickenmann.

"Together, we are forging a path towards a brighter future for all residents and businesses."

"We believe that this new look not only captures the essence of Columbia but also reinforces our commitment to progress and innovation," said Teresa Wilson, City Manager.

"It is a testament to our collective aspirations for the future."



The new logo pays homage to Columbia's rich heritage and promising future. Drawing inspiration from the South Carolina State Flag and the prominent letter "C," the design incorporates elements that represent the capital city's unique identity.

Additionally, the depiction of the three rivers—Broad River, Saluda River, and Congaree River—accentuate the city's geographical significance and natural beauty.

At its core, the rebranding initiative sends a clear message:

## **We are creating a Columbia**

**in which everyone can be proud.**

As the City looks toward the future, it remains faithful to its commitment to fostering growth, diversity, and prosperity for all who call it home.