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City of Franklin to Update City Seal and Logo
New Look Keeps Historic Charm, Yet has a Modern Feel

Franklin—The city of Franklin will soon be rolling out a new updated version of their historic logo and seal, giving all the departments within the city a unified look and branding. The new logo was taken from the Wayfinding signage program developed in 2008. It depicts the original Williamson County Courthouse on the public square, one of the oldest buildings in downtown Franklin. The new logo will be used on all city letter head, business cards, seals, and vehicles. The cost will be minimal as it will be phased in over time as items are replaced and new signs are needed.

“Currently, the city of Franklin has a fragmented look to the public with the various logos used by each department within the city,” said Mayor John Schroer. “For the first time in the city’s history we’ll now have a professionally designed logo, and with the support of the Board of Aldermen, the city will use that same logo across all the departments.”

Alderman Dan Klatt designed the new logo at no charge to the city. “I have felt for some time that the current logo and various department graphics used throughout the city are outdated and confusing,” said Klatt. “Since this is what I do every day, I decided to give it a shot. It’s taken on a life of its own over the last several months, and now at the request of City Administrator Eric Stuckey and Communications Manager Milissa Reiersen, I have developed a graphic standards program for the city. It’s been fun to design and I am very pleased with the result. I hope it will be well received and embraced by the community.”

“This city deserves a well designed logo that updates Franklin’s image and the tremendous growth that has occurred here,” said Stuckey. “We wanted to keep some of the elements of the current logo and give it a fresh modern look and I believe Klatt’s design achieves that.”

This original logo was designed in the early 1970’s by Will Berry, son of C.D. Berry and the late Sue Berry. It was originally designed to raise money for the Pioneer’s Corner Association as a special license plate. Will Berry is now a professional artist living in Mexico City.

For a look at the new logo go to [City of Franklin Logo Process](#).

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