



For Immediate Release

Wrangell, AK – February 7, 2025 – The City and Borough of Wrangell is pleased to announce the launch of its new brand identity, a visual representation of the community's deep connection to its land, oceans, and heritage. This exciting development builds on the positive momentum Wrangell has experienced in recent years.

The new logo features the iconic Elephant's Nose on Woronkofski Island, a landmark that symbolizes Wrangell's unique geography and serves as a silent guardian over the town. This image is paired with an eagle, a symbol of strength, freedom, and grace, reflecting the spirit of Wrangell's people and their rich history. The logo's color palette, featuring Garnet Red and inspired by the traditional colors of the Tlingit people, honors the community's cultural legacy.

"We are thrilled with the result of this project," said Borough Manager Villarma. "This new brand truly captures the essence of Wrangell, representing who we are, what we value, and where we're headed. It will serve as a unifying symbol for our community."

This project was a collaborative effort, and the Borough wishes to express its sincere gratitude to the design team, including agency staff, borough employees, and the dedicated members of the community group whose invaluable insights and contributions were essential to the project's development.

The new brand, which balances respect for tradition with the modern image of Wrangell's municipal government, will be implemented across all city platforms and materials, including the website, social media, signage, and official documents. This consistent visual identity, embodying both the character of the people and the vitality of the land, will enhance Wrangell's recognition and communicate the city's story effectively.

"This launch is perfectly timed," added Economic Development Director, Kate Thomas. "We've made significant progress recently, and this new brand will help us build on that momentum, strengthening our image and attracting new opportunities."

The City and Borough of Wrangell invites all community members to celebrate this exciting new chapter. More information about the new brand, including the full Brand Policy and visual guidelines, can be found at <https://bit.ly/CBWnewbrand>.

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