The American Dream City: Arlington Rolls Out New Brand, Logo

By Tim Ciesco | Friday, Jun 27, 2014 | Updated 8:09 AM CDT

Leaders in Arlington said for many years the city has lacked an identity—and now that more people are learning about Arlington, it's time to create one. This week, they unveiled a new logo and a new brand -- "The American Dream City".

Leaders in Arlington believe the city is the perfect place to achieve the American Dream — and now they want to make sure others know that, too.

When Eric Renteria hears someone mention Arlington, this pops into his head.

"I think about Texas Rangers baseball and Six Flags," said Renteria.

Arlington city officials said that's great and they want people to think of Arlington as a world class sports and entertainment destination. But they said there's a lot more to the city than just stadiums and theme parks.
“You’ve got events like the Super Bowl, the World Series, the upcoming [College] Football National Championship — all those things put us out there and we need to be able to tell the things that are happening in Arlington in our terms,” said Jay Warren, communications and marketing manager for the City of Arlington. “You’ve got things happening in neighborhoods, in parks, great education systems. We want to be able to tell that comprehensive story to the public.”

It’s why the city teamed up with the Arlington Convention and Visitors Bureau to create a new identity for the city, one that would still appeal to tourists, but speak to things like the Arlington General Motors plant, UT Arlington and the economic opportunities the city provides.

“We’re so much more than the entertainment capital of Texas,” said Ronnie Price, president and CEO of the Arlington CVB. “By branching out and making it a more broad brand, we’re going to be able to tell a lot more stories.”

They felt “The American Dream City” fit that bill and made it Arlington’s official brand.

“We’re the American Dream City because there are thousands and thousands of stories where people are out there achieving the ‘American Dream’ on a daily basis,” said Warren.

The new brand comes with a new logo for the city.

Warren said it will show up on websites, social media accounts and street banners almost immediately, while it will appear on city vehicles and water towers as those items go in for routine maintenance or are replaced.

The city and the CVB used hotel occupancy tax dollars to pay for the rollout.

The entire project cost $110,000.

Renteria said “The American Dream City” has a nice ring to it.

“I love a lot of the things they’re trying to do for the community,” said Renteria. “So I think it’s cool.”
Edith McDaniel - Top Commenter - Arlington, Texas
Wasn't the logo just changed recently?
Reply - Like - June 26 at 4:19pm

Phil Waigand - Works at Community Planner
I live in Arlington and it is a great city!
Also, the combination of Arlington, Fort Worth and Dallas lined
up in a row with their combined resources makes a difference, too!
Reply - Like - June 26 at 4:23pm

Chris Stoddard - Top Commenter - Metro City Christian School
how much tax payer money was wasted on this?
Reply - Like - June 27 at 12:53pm

Will M. (signed in using Hotmail)
"The American Dream City" if your dream is to have your vehicle broken into continually or have your
organic farm raided by SWAT - FOR NO REASON. http://www.nbcdfw.com/news/local/Arlington-Farm-
Owners-Demand-Apology-From-Police-After-Drug-Raid-Comes-Up-Empty-219520531.html
Reply - Like - June 27 at 4:02pm