

For Immediate Release

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## The City of Adel hires Webspec to Facilitate Rebranding

The Webspec Branding team has been selected to collaborate with The City of Adel in an effort to rebrand the community. The project, which started in June of this year, will result in a new logo, tagline and branding narrative for the city. Webspec Branding is working in conjunction with the Adel Branding Committee, which is made up of volunteers from the community, including Mayor Jim Peters, City employees and members of the Adel Chamber of Commerce. Webspec is currently collecting information from Adel residents via an online survey. A community outreach event will also take place at the Adel Sweet Corn Festival on August 9, 2014. Webspec Branding and the Adel Branding Committee plan to launch the city's new brand this fall.

Upon completion of the research and branding effort, Webspec Design will also be redesigning the city's website.

Webspec Design was founded in 2001 by Jeremiah Terhark and is based in Urbandale, Iowa. The firm has grown from a one man operation into 25 employees with specialties in web development, software development, custom website and print design, custom signage, SEO, digital marketing and branding.

To submit input about the rebranding effort, the branding survey can be found on the home page of the City of Adel website, <http://www.adeliowa.org/>. Look for members of the Webspec Branding team at the Sweet Corn Festival on August 9<sup>th</sup> for more information and community input.

For more information on Webspec Branding or the rebranding of The City of Adel please contact:

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