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Rebranding Effort Raises Profile of Greene County Government

Springfield, MO – Greene County introduces its comprehensive rebranding package that includes a new county logo, mission statement, tagline and updated website. Together, these elements serve to clearly identify the core strengths of Greene County through a modern outlook that is both simple and purposeful in its approach.

The rebranding includes:

A New Logo: This new logo further defines the county's identity. Its tree with visible roots expresses the county's strength while the branches represent the county's continued growth and the importance of its partnership with its cities and municipalities. Both branches and roots are needed to make a solidly grounded and flourishing tree. The county will continue to use the Greene County seal as applicable.

Mission Statement: "To provide all citizens of Greene County, including those in our cities, a safe and thriving community through excellent customer service, unparalleled dedication, and the efficient use of taxpayer dollars."

Tagline: "Greene County Works...". This tagline represents our most important function – the county works. The ellipsis allows for a specific focus to be highlighted, which include "Greene County Works... to Serve You.", "Greene County Works... Hard.", "Greene County Works... Well Together.". The tagline will be highlighted on the Greene County website and will be used as a primary element in future public outreach initiatives.

Updated Website: The Greene County website has been updated with a contemporary design, easily identifiable headline categories, and a user-friendly search tool interface. The website provides visitors a clear snapshot of the county and allows for quick access to the services and information they are seeking. Website here: www.greenecountymo.gov

"It is very important to me and my fellow Greene County leaders that citizens are able to clearly understand the missional foundation on which Greene County government operates and are able to quickly and easily identify who we are and the services we provide. This rebranding effort was strategic and necessary to raise the profile of this county and connect with the community in a modern, simple and most effective way." said Greene County Presiding Commissioner Bob Cortin.

To download the new Greene County logo, available in various file formats, visit <https://www.greenecountymo.gov/logo.php>.

For additional information, please contact Greene County Presiding Commissioner Bob Cirtin at 417-868-4112 or via email at bcirtin@greenecountymo.gov.

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