

**NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

**The Springfield Community Foundation Announces the Launch of Unified Branding that Captures the Spirit of Springfield, Nebraska**

The Springfield Community Foundation announces the launch of new unified branding that ties the City of Springfield, the Springfield Business Association, and the Springfield Community Foundation (SCF) together with a consistent and recognizable look that exudes collaboration and support between the three local alliances.

The new branding effort, led by the SCF, reveals Springfield's collaborative nature. SCF worked with several different community members and organizations to catch the essence of what Springfield represents.

"We are fortunate to have such a strong (and intelligent) community of supporters willing to put in the work. We really are a small town with a big heart," said Laura Osborn, who is on the Board for the Springfield Community Foundation and Springfield Business Association.

Inspiration for new branding was ignited by a community engagement survey in 2022. The initiative began with strategic planning a few months later and was made possible by several key community volunteers as well as a \$10,000 grant from Meta.

"It is a privilege to be a part of a community that supports one another the way the people and organizations do in Springfield. This new brand embodies the spirit of community, and we're excited to be able to share our story," said Kathleen Gottsch, Springfield City Administrator.

In addition to a visual branding component and the new City tagline, "Small Town, Big Heart", they also adopted a brand story. The hired agency in these efforts, [SecretPenguin](#), helped the team hone in on what Springfield stands for:

*Springfield bridges the gap between historical charm and modern connectivity, peacefully nestled just outside the city of Omaha. Springfield is known for its welcoming community, picturesque landscapes, excellent education, growing art scene, and active recreational areas. Harmoniously embracing tradition and progress, this small town has big opportunities for all.*



**A - SPRINGFIELD ICON**

Stylistically illustrated to represent Springfield's rural roots. A strategic contrast to the more modernized logotype.

**B - STARS**

"The stars shine brighter here" - A representation of the open space & skies that can be admired in Springfield.

**C - HOMES**

A small cluster of homes to represent family living & modern development.

**D - BARN**

A barn perched atop a rolling field represents Springfield's roots as an agricultural settlement.

**E - ROLLING FIELD**

Rolling fields provide the base for all of the symbol elements to build upon.



"The SecretPenguin team was honored to have collaborated with the Springfield community to help articulate and design their vision of a welcoming community. Their thoughtfulness and passion was incredible," said Dave Nelson, Creative Director of SecretPenguin.

Creating a harmonious presence was equally important to the Springfield Business Association.

"We are grateful to be part of this community effort to create a unified presence. We look forward to utilizing this new branding to help promote Springfield business members," said Hunter Hand, President of Springfield Business Association.

To learn more, visit: the Springfield Community Foundation website at [springfieldcommunityfoundation.org](http://springfieldcommunityfoundation.org).

Springfield Community Foundation is an Affiliated Fund of Midlands Community Foundation. The purpose of the Foundation is to create opportunities to connect, engage and inspire our neighbors to elevate our community.

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