

FREEPORT

WAYFINDING + SIGNAGE PROGRAM

JULY 6, 2026



INITIAL WORKING SESSION

BRAND & LOGO PROGRESS

CITY OF FREEPORT

INTRODUCTION

The City of Freeport is progressing with an initiative to update its brand identity for the purpose of advancing its economic and development interests, as well as defining its image on the ground through directional and site signage programs and other messaging opportunities. Judson Design—in collaboration with Clark Condon—are leading the brand strategy and creative development for this new brand.

In the interest of transparency and accountability, a survey was conducted of key city government officials and community leaders to assess the existing state of Freeport’s brand and associated perceptions, identify priorities for key stakeholders, and create a framework of goals the new brand identity will be designed to deliver. Rachel Cohen facilitated the survey as Freeport’s Economic Development Specialist, and delivered its findings to the team.

This progress report will summarize the recommendations of the survey participants, present the recommended strategy for brand development by Judson and Clark Condon, and outline next steps for the project.

STAKEHOLDER SURVEY FINDINGS

CITY OF FREEPORT

STAKEHOLDER SURVEY FINDINGS

WHAT WE DID:

Provide a structured survey instrument to key Freeport community representatives to evaluate the current state and uncover key priorities for the initiative.

WHY WE DID IT:

The purpose was to create a framework that aligns creative efforts with client and stakeholder goals.

Establishing this level of alignment provides objective reference points to guide the creation and evaluation of the new brand program for the city.

STAKEHOLDER SURVEY FINDINGS



KEY FINDING #1:

The survey finds the current brand identity as insufficient to serve the community’s interests.

64% of respondents indicated that the current logo and brand either lack sufficient visibility or lack the clarity and consistency needed to represent the city in a positive or meaningful way. This validates the decision to update the identity.

STAKEHOLDER SURVEY FINDINGS

KEY FINDING #2:

The survey identified a clear set of goals for the completed effort.

Nearly 3/4 of respondents identified economic growth, visitor appeal, or civic pride/beautification as the top priority for the project. Rather than being separate issues, these goals are mutually supportive. Successful delivery of any of them individually has an amplifying effect on the other two. This provides a strong basis on which to guide creative efforts.

STAKEHOLDER SURVEY FINDINGS



KEY FINDING #3:

The survey defined clear constituencies for the initiative to serve.

Business owners, commuters and primary residents were clearly identified as the majority of audiences whose interests should be prioritized. These key groups share strong interests in the community and its continued vitality. This finding also reveals that an effort to design a tourism-focused identity would not be in the best interest of the community.

STAKEHOLDER SURVEY FINDINGS



KEY FINDING #4:

The survey established a strong preference to look to the future.

68% of survey respondents expressed a preference for a future-oriented identity for the brand versus one that emphasizes historical references. This is not only a clear expression of a preferred direction, it also aligns well with expressed preferences relating to project goals and core constituencies.

STAKEHOLDER SURVEY FINDINGS



CONCLUSION:

The survey responses provide both a clear mandate and key insights necessary to successfully modernize the City of Freeport brand, with strong alignment of project goals and constituency interests.

BRAND DEVELOPMENT STRATEGY

CITY OF FREEPORT

BRAND DEVELOPMENT STRATEGY



OUR CHARGE:

Deliver a modernized brand identity that builds value through the shared goals of the city and its constituencies.

The brand survey provides both insight and direction that help answer the question: “what do we need to deliver, and for what audiences?”

Judson Design deploys a proprietary framework—called GAIN—to ensure alignment of desired outcomes with visual elements. The key to GAIN is that it also utilizes research across a range of topics to establish an objective means of connecting design and purpose.

BRAND DEVELOPMENT STRATEGY

WHAT GAIN IS.

GAIN is Judson Design’s proprietary, fact-based process for integrating the history, geography, science, art, and other visual evidence of a place into a brand identity with value, differentiation, and longevity. This builds identities that are authentic, relevant and meaningful. Most importantly, GAIN ensures that visual style is guided by a platform of knowledge aligned to project goals, rather than subjective matters of aesthetics.

Key Characteristic:

SHARED UNDERSTANDING > ARTISTIC “TASTE”

BRAND DEVELOPMENT STRATEGY

WHY GAIN IS USEFUL FOR THE PROJECT.

Freeport's rebrand is more than a simple logo assignment. The work must support civic pride, economic development, visitor attraction, wayfinding, landscape beautification, and a more coherent public image. GAIN gives the team a disciplined way to move from discovery to design while validating the work in terms of project goals versus "beautification" alone.

- » It anchors creative exploration in verified facts about Freeport.
- » It helps the team distinguish lasting identity cues from relevant coastal imagery.
- » It creates a common language for Judson Design, Clark Condon, city staff, and stakeholders.
- » It provides decision criteria for evaluating brand concepts, wayfinding expression, and public-realm design purposes.

BRAND DEVELOPMENT STRATEGY



HOW GAIN WORKS.

GAIN (Graphic Atlas Ideation Nexus) incorporates three key pathways into visual design research, exploration and expression:

PATHWAY	WHAT IT MEANS	FREEPORT APPLICATION
Time	A structured timeline of people, places, events, and present-day conditions.	Map Freeport’s civic, coastal, industrial, downtown, environmental, and economic-development history.
Lineage	The deeper factual inheritance of the place, gathered through relevant fields of research.	Connect geography, marine ecology, port commerce, fishing culture, industry, architecture, infrastructure, and public perception.
Iconography	Visual evidence that emerges from time and lineage research and becomes the basis for identity.	Develop a controlled library of authentic symbols, forms, textures, structures, species, patterns, and civic/place cues.

BRAND DEVELOPMENT STRATEGY



WHAT GAIN DELIVERS.

Through the GAIN approach, Judson Design prepares distinct visual identity directions for consideration. Presentation will not only focus on what each direction looks like, but why it belongs to Freeport, how it advances the project goals, and how it can be implemented across brand, wayfinding, landscape, and civic touchpoints. This provides a shared understanding and means of evaluation that focuses on context and impact. This makes visual style choices an expression of purpose, rather than arbitrary imagery.

GAIN provides the basis to confidently select a solution that delivers on objectives, is connected to time and place, and offers both clarity and impact to connect with key audiences.

WHAT'S NEXT?

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WHAT’S NEXT?

STEP 1: BRAND DESIGN EXPLORATION

DISCOVERY / RESEARCH > EXPLORATION > DESIGN DEVELOPMENT

Using the GAIN framework, Judson will conduct additional research, design exploration and design development to create multiple brand identity directions that fulfill the mandate of the survey findings, and are built using objective visual reference points identified with the GAIN model.

WHAT’S NEXT?

STEP 2: BRAND DESIGN WORKSHOP

Team members from Judson Design and Clark Condon will schedule and conduct a workshop to share initial design options with key city representatives. This will also include structured discussions and activities that create a common understanding of how the work was created, how it delivers on project objectives, and what the specific strengths and weaknesses of individual directions might be. The goal is to create consensus on which solutions merit further refinement, and what additional considerations may be warranted.

WHAT’S NEXT?

SCHEDULE EXPECTATIONS:

This is a manageable but compressed schedule. The project has enough survey data to justify a brand refresh, but the ambitious early August City Council target risks unpredictable complications unless the early July working session is tightly structured around key decision criteria, stakeholder authority, and a clear recommendation path supported by survey input.

WHAT’S NEXT?



PRODUCTION SCHEDULE

Schedule Basis: Weeks are shown as relative production blocks rather than exact dates. The working assumption is an early July working session and an early August Council presentation.

WEEK

OBJECTIVE, OWNERSHIP, AND OUTPUT

**Week 0:
Control Setup**

- » Objective: Convert the current momentum into one shared plan before the working session.
- » Judson: confirm strategic frame, GAIN inputs, decision criteria, and council-presentation goal.
- » Clark Condon: confirm wayfinding, landscape, gateway, and public-realm dependencies.
- » Freeport/Rachel: confirm attendees, approval path, and whether Council expects concepts, recommendation, or adoption request.
- » Output: approved working-session brief, participant list, and decision agenda.

WHAT’S NEXT?



WEEK

OBJECTIVE, OWNERSHIP, AND OUTPUT

Week 1:
Pre-session
Synthesis

- » Objective: Prepare the team to discuss direction and alignment with core purposes, not just react to logos.
- » Judson: build concise discovery synthesis: survey mandate, audience priorities, GAIN evidence, brand tensions, and recommended creative territories.
- » Clark Condon: identify how brand directions may carry into gateways, district signage, vehicular wayfinding, public spaces, and landscape character.
- » Freeport/Rachel: provide political sensitivities, council expectations, known objections, and required city-facing language.
- » Output: pre-read package and workshop agenda distributed to all parties.

WHAT’S NEXT?



WEEK	OBJECTIVE, OWNERSHIP, AND OUTPUT
Week 2: Working Session	» Objective: Create alignment among Judson, Freeport, and Clark Condon on the most valid direction(s). » Judson: facilitate brand criteria, present strategic territories, document feedback, and separate must-haves from preferences. » Clark Condon: connect each direction to physical implementation opportunities and constraints. » Freeport/Rachel: clarify decision authority, surface stakeholder concerns, and guide the group toward a shortlist. » Output: workshop decision record with preferred direction(s), refinements, objections, and council-story requirements.

WHAT’S NEXT?



WEEK	OBJECTIVE, OWNERSHIP, AND OUTPUT
Week 3: Direction Refinement	» Objective: Turn workshop feedback into a coherent brand recommendation and council narrative. » Judson: refine identity direction(s), messaging rationale, GAIN proof points, and visual system implications. » Clark Condon: refine wayfinding and landscape implications so the brand stays connected to the larger initiative. » Freeport/Rachel: review for political fit, operational accuracy, and stakeholder sensitivity. » Output: internal draft of council recommendation deck and refined concept package.

WHAT’S NEXT?



WEEK	OBJECTIVE, OWNERSHIP, AND OUTPUT
Week 4: Council Deck Development	» Objective: Build the presentation as a decision tool, not a gallery of options. » Judson: create council deck covering situation, survey mandate, GAIN rationale, recommended direction, alternatives if needed, and implementation path. » Clark Condon: provide concise visuals showing how the identity can extend into signs, gateways, and public-realm expression. » Freeport/Rachel: coordinate review cycle, consolidate comments, and identify any final pre-council approvals. » Output: near-final council presentation and speaker notes.

WHAT’S NEXT?



WEEK	OBJECTIVE, OWNERSHIP, AND OUTPUT
Week 5: Final Review and Rehearsal	» Objective: Reduce risk before the council meeting. » Judson: finalize deck, narrative, recommendation language, and response points for likely questions. » Clark Condon: finalize supporting wayfinding, landscape, and practical next-step slides. » Freeport/Rachel: approve final materials and confirm meeting logistics, presenters, and decision request. » Output: final council presentation package and agreed recommendation.

WHAT’S NEXT?



WEEK	OBJECTIVE, OWNERSHIP, AND OUTPUT
Week 6: Council Presentation	» Objective: Present a clear, defensible brand recommendation that can move into adoption or next-stage refinement. » Judson: present strategic and creative rationale; support questions on identity, differentiation, and longevity. » Clark Condon: support implementation questions tied to wayfinding, gateways, landscape, and public realm. » Freeport/Rachel: manage council process, next-step authorization, and post-meeting communication. » Output: council direction to approve, refine, or authorize the next phase.

The July working session is the inflection point. Each party will play a key role necessary to deliver on the ambitious timeline: Judson will define a clear strategy, Clark Condon will connect the brand to wayfinding and the public realm, and Rachel will define the authority and Council presentation path.

WHAT’S NEXT?

STEP 3: WORKSHOP FOLLOW UP AND DESIGN REFINEMENT

Following the workshop, the Judson team will provide a detailed summary of the workshop, including key decisions made and next phases of the design effort. Schedule and scope will be based on the specific findings of the workshop.

BRAND IDENTITY

CITY OF FREEPORT

EXISTING IDENTITY



City Brand Survey Conclusions

Nearly three-quarter of respondents identified economic growth, visitor appeal, or civic pride/beautification as the top priority for the project. Rather than being separate issues, these goals are mutually supportive. Successful delivery of any of them individually has an amplifying effect on the other two. This provides a strong basis on which to guide creative efforts.

68% of survey respondents expressed a preference for a future-oriented identity for the brand versus one that emphasizes historical references. This is not only a clear expression of a preferred direction, it also aligns well with expressed preferences relating to project goals and core constituencies.

Business owners, commuters and primary residents were clearly identified as the majority of audiences whose interests should be prioritized. These key groups share strong interests in the community and its continued vitality.

LOCAL IDENTITIES



Aspirational Branscape Audit



Logo Direction 1 — Rationale

This direction streamlines and simplifies the visual structures of industrial steel structures while adding coastal geographic and nature features. The wavelines, sun and palm tree icons define a coastal setting. The palm tree communicates a welcoming spirit, while the sun provides a feeling of optimism and opportunity. The modular approach reflects both the complex structures of refining and manufacturing infrastructure and the modular nature of cargo containers. This modular approach builds a very versatile design architecture into the identity that is highly adaptable for digital, print, and architectural signage systems. This identity strongly expresses the survey's three highest priorities: economic growth, visitor appeal, and civic pride/beautification.

Logo Direction 1



Logo Direction 1/Suite



Logo Direction 2 — Rationale

This direction presents a friendly and welcoming identity with its combination of coastal icons: the shrimp boat, the sun, and the palm tree. It is modern in its visual style but with a basis of historical reference in both the shrimp boat and typographic style—each of which have a throwback feeling. The palm and sun reflect the welcoming and optimistic ideals inherent to those icons. This identity emphasizes visitor appeal and civic pride—with economic growth supported as an outcome of the preceding qualities.



Logo Direction 2/Suite



Logo Direction 3 — Rationale

This direction uses a central icon that centers the palm tree, but also with additional layers of elements that reflect a broader perspective. There is an inherent energy to the graphic, and the visual elements include the Spider Lily flower, stars, and a fireworks-like display. Typography is influenced by commercial/port signage, but with softened edges for a friendlier impression. This is a very community-centric approach that integrates the coast, nature, optimism, energy, and even a Lone Star. This seamlessly weaves together the survey's three highest priorities: economic growth, visitor appeal, and civic pride/beautification.



FREEPORT
YOUR PORT OF ENERGY



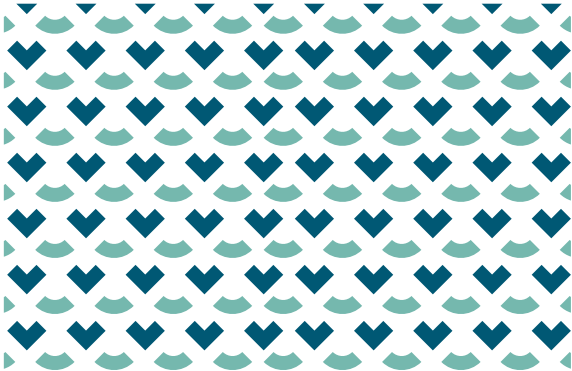
Logo Direction 4 — Rationale

This direction creates a kit of parts derived from historical and architectural references, as well as the coastal and port aspects of the city with a modern twist and a eye on the future. The patterns connect both historical Spanish tilework with mid-century inspired tile and breezeblock patterns, as well as sun mosaic icons. The bold rounded lowercase “f” suggests the ductwork from cargo ships and industrial refineries. The light and dark blue fill shows sea and sky. All of these elements are presented in a clean, modern style that has an eye on the future, with the optimism of ample sunshine and opportunity on direction strongly reflects economic growth and civic pride as primary ideals, with visitor appeal achieved in its bold yet approachable styling.



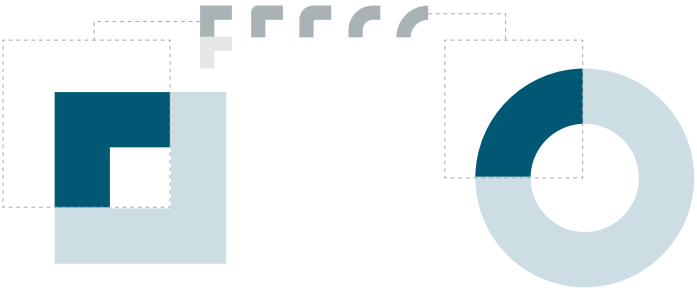
FREEPORT
YOUR PORT OF ENERGY

Logo Direction 4/Suite



CITY OF 
FREEPORT

FREEPORT



Logo Design Exploration

COLOR PALETTE



Primary Color Palette



Secondary Color Palette



Neutral/Grayscale Palette



Color Contrast Study

OPTIONAL TYPE SPECIMENS



FREEPORT

Trust 3A

FREEPORT

Literia (custom stencil)

FREEPORT

Literia

FREEPORT

GRADUATE

FREEPORT

Input Serif

FREEPORT

Axia Stencil

EXISTING CONDITIONS

CITY OF FREEPORT

EXISTING CONDITIONS



Bryan Beach



Freeport Entry @ SH 288



Freeport Entry @ SH 288



The Guillotine



Mystery Ship



Peppermint Park



Signage



Town Center

PRECEDENT

CITY OF FREEPORT

SIGNAGE TYPOLOGIES

Gateways: Gateways should be used to indicate an arrival into unique areas within the City of Freeport such as districts, neighborhoods, and historic areas.

Destinations: Destination signage is used to identify and celebrate destinations within the City of Freeport. This type of signage can be used in applications ranging in scale from small pedestrian plazas to large regional parks.

Directional Signage: Directional Signage typically points observers towards one or more destinations within the the City of Freeport. It can be of vehicular or pedestrian scale.

Informational Signage: Informational Signage works directly with Directional Signage to communicate information such as maps, historical context, or location. It can be as simple as a building identification or as complex as a city map.



GATEWAYS



DESTINATIONS

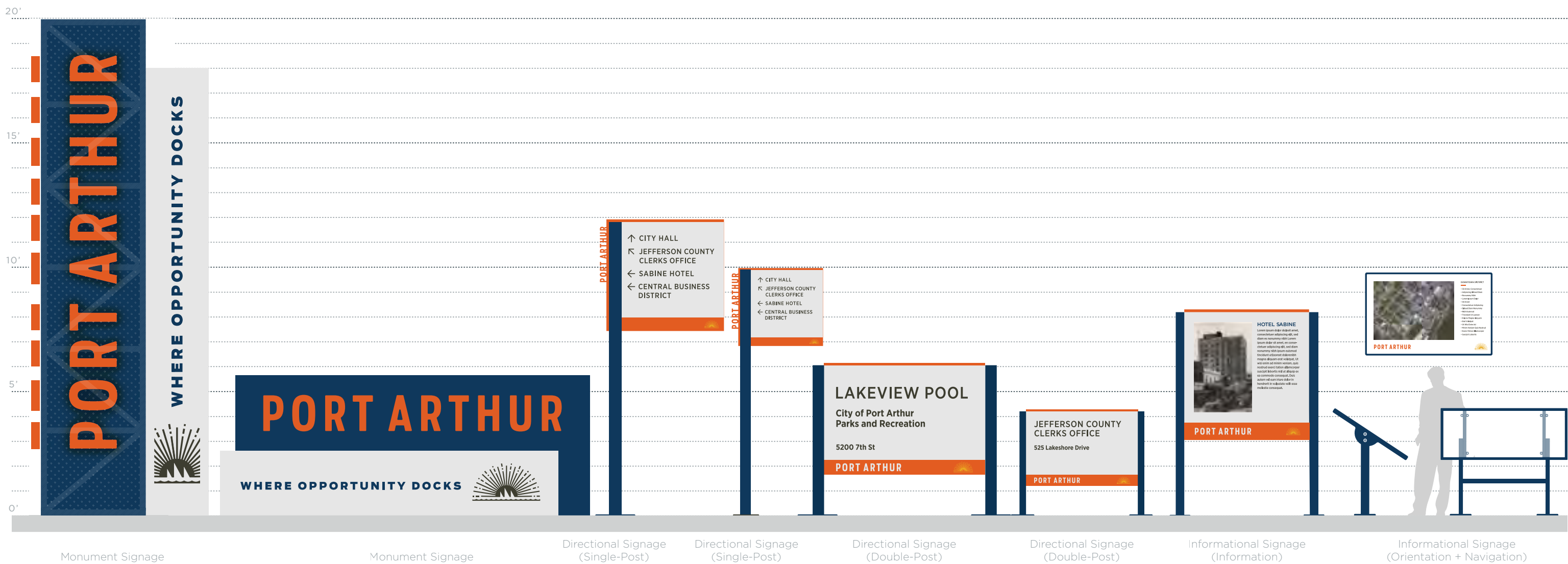


DIRECTIONAL



INFORMATIONAL

PORT ARTHUR SIGNAGE FAMILY



PEARLAND SIGNAGE FAMILY



ANGLETON SIGNAGE FAMILY



GATEWAY SIGNAGE

CITY OF FREEPORT

City of Freeport

GATEWAY OPPORTUNITIES

PRIMARY POINTS OF INTEREST

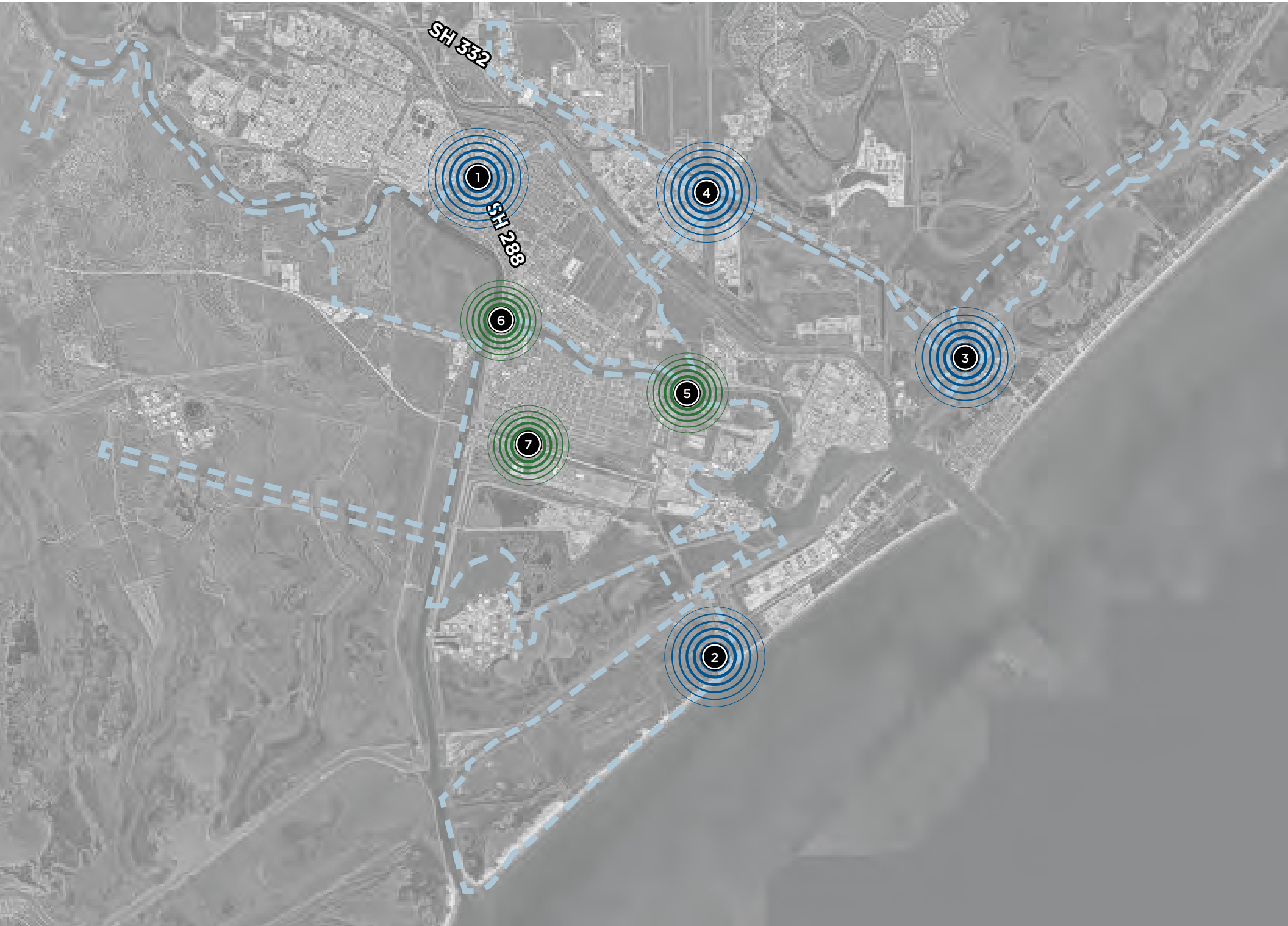
- 1 N. Brazosport Blvd. @ Canal Crossing
- 2 Bryan Beach Rd. @ Quintana Rd.
- 3 TX-332 @ Sailfish Ave.
- 4 TX-332 @ Baldwin Rd.

SECONDARY POINTS OF INTEREST

- 5 Broad St. @ Park Ave.
- 6 N. Brazosport Blvd. @ Quintana St.
- 7 Hwy 36/Levee Rd. & SH 288

LEGEND

-  PRIMARY MONUMENT SIGNAGE
-  SECONDARY MONUMENT SIGNAGE
-  CITY OF FREEPORT BOUNDARY



DESTINATION SIGNAGE

CITY OF FREEPORT

DESTINATION SIGNAGE OPPORTUNITIES

PARKS

- 1 Peppermint Park
- 2 Arrington Park
- 3 Freeport Splash Park
- 4 Veterans Memorial Park
- 5 Freeport Rec Center
- 6 Freeport Municipal Park
- 7 Bryan Beach Park
- 8 Austin Park

LEGEND

CITY OF FREEPORT BOUNDARY



City of Freeport

DESTINATION SIGNAGE OPPORTUNITIES

CITY FACILITIES

- 1 Freeport Golf Course
- 2 City Hall
- 3 Freeport Public Library
- 4 Freeport Public Works
- 5 Freeport Town Center
- 6 Freeport Historical Museum
- 7 Fire Department/EMS

LEGEND

--- CITY OF FREEPORT BOUNDARY

