

FREEPORT

WAYFINDING + SIGNAGE PROGRAM

OCTOBER 06, 2026



SECOND STREET - FREEPORT, TEXAS

MEETING AGENDA

Brand and Wayfinding
Informal Workshop

① Introduction

- Project Team
- Project Status
- Progress Report

② Survey Findings Review

- Key Findings
- Conclusions

③ Brand Identity Exploration

- Brand Strategy Development
- Initial Brand Design Presentation

④ Workshop Activities

- Scoring Worksheet
- Ranked Choices
- Discussion
- Next Steps

⑤ Wayfinding & Signage

- Opportunities
- Precedents

⑥ Signage Program

- Sign Types
- Character
- Vision
- Deliverables

⑦ Budgeting Worksheets

- Sign Types and Phases
- Cost Estimates

⑧ Next Steps

- Text

INTRODUCTION

CITY OF FREEPORT

PROJECT STATUS

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.

PROGRESS UPDATE



PHASE 1: RESEARCH & EXPLORATION

RFP DECISION	SCOPING & KICKOFF	BRAND SURVEY INPUT	SURVEY RESULTS & INITIAL DESIGN	INITIAL DESIGN PRESENTATION & WORKSHOP
Complete	Complete	Complete	Complete	Complete

PHASE 2: DESIGN APPROVAL & DEVELOPMENT

WORKSHOP RECAP DUE DILIGENCE	REVISED DESIGN PRESENTATION	INTERNAL REVIEW	CITY COUNCIL REVIEW	CITY COUNCIL APPROVAL
Complete	Current	Pending	Pending	Pending

PROJECT TIMELINE

Phase 1: Research & Exploration |> Phase 2: Design Approval & Development |> Phase 3: Implementation & Delivery

SURVEY FINDINGS REVEIW

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STAKEHOLDER SURVEY FINDINGS



WHAT WE DID:

Provide a structured survey instrument to key Freeport city representatives and community members 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

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

KEY FINDING #2

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

KEY FINDING #3

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

KEY FINDING #4

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.

These findings provide a useful roadmap to both pursue a modernized identity for the City of Freeport as well as evaluate the success of the program in meeting the community’s needs.

BRAND IDENTITY EXPLORATION

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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?”

OUR APPROACH:

With the survey findings defining our shared goals, Judson Design deploys its proprietary framework—called GAIN—to ensure alignment of desired outcomes with visual elements. The key to GAIN is that it expands research across a range of topics specific to the project. This establishes connections between design and purpose that can be objectively evaluated.

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.

BRAND IDENTITY

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EXISTING IDENTITY



LOCAL IDENTITIES



RECAP: WORKSHOP

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RECAP: What We Did

On Thursday, August 20, Judson Design and Clark Condon presented four initial brand directions to a working group of City officials, business leaders, and residents, facilitated by Freeport Economic Development’s Rachel Cohen and Robert Johnson.

Attendees evaluated each concept using a scoring matrix aligned with key survey priorities: a future-oriented brand, economic opportunity, resident/employer focus, and clearer visual impact. Results indicated a strong preference for Direction 2 (shrimp boat), solid support for Directions 1 and 3 (coastal/local themes), and low ranking for Direction 4 (corporate “F” monogram).

RECAP: What We Learned

Audience feedback yielded critical insights as well as important contradictions:

- Most significantly, the popular shrimp boat concept (Initial Direction 2) diverges from core strategic goals for the new brand.
- Residual tension surrounding the decline of Freeport's shrimping industry mean this icon risks reigniting unwanted conflict and a possible backlash.
- Scores also revealed audience disconnects between Directions 1 and 3 and perceived alignment with specific strategic goals, highlighting beneficial areas for refinement.

SELECTED IDENTITY

CITY OF FREEPORT

Logo Direction 1 (Initial Round Direction 2)





Logo Direction 1 — Expanded Logomark Options



Logo Direction 1 — Rationale

Despite strong reception in the workshop, Direction 1 is more aligned with the past, rather than focused on the forward-looking aspects of the community's shared strategic goals.

Beyond existing overuse by local organizations, the shrimp boat icon carries historical baggage from the industry's decline.

To better align with future-oriented priorities, we expanded the system to feature sportfishing, industrial landmarks, and wildlife. We maintain reservations about relying solely on the shrimp boat for Freeport's identity and advise using it only as a component within this broader icon family.

Logo Direction 1 — Brand Touchpoints



Logo Direction 1 — Brand Touchpoints



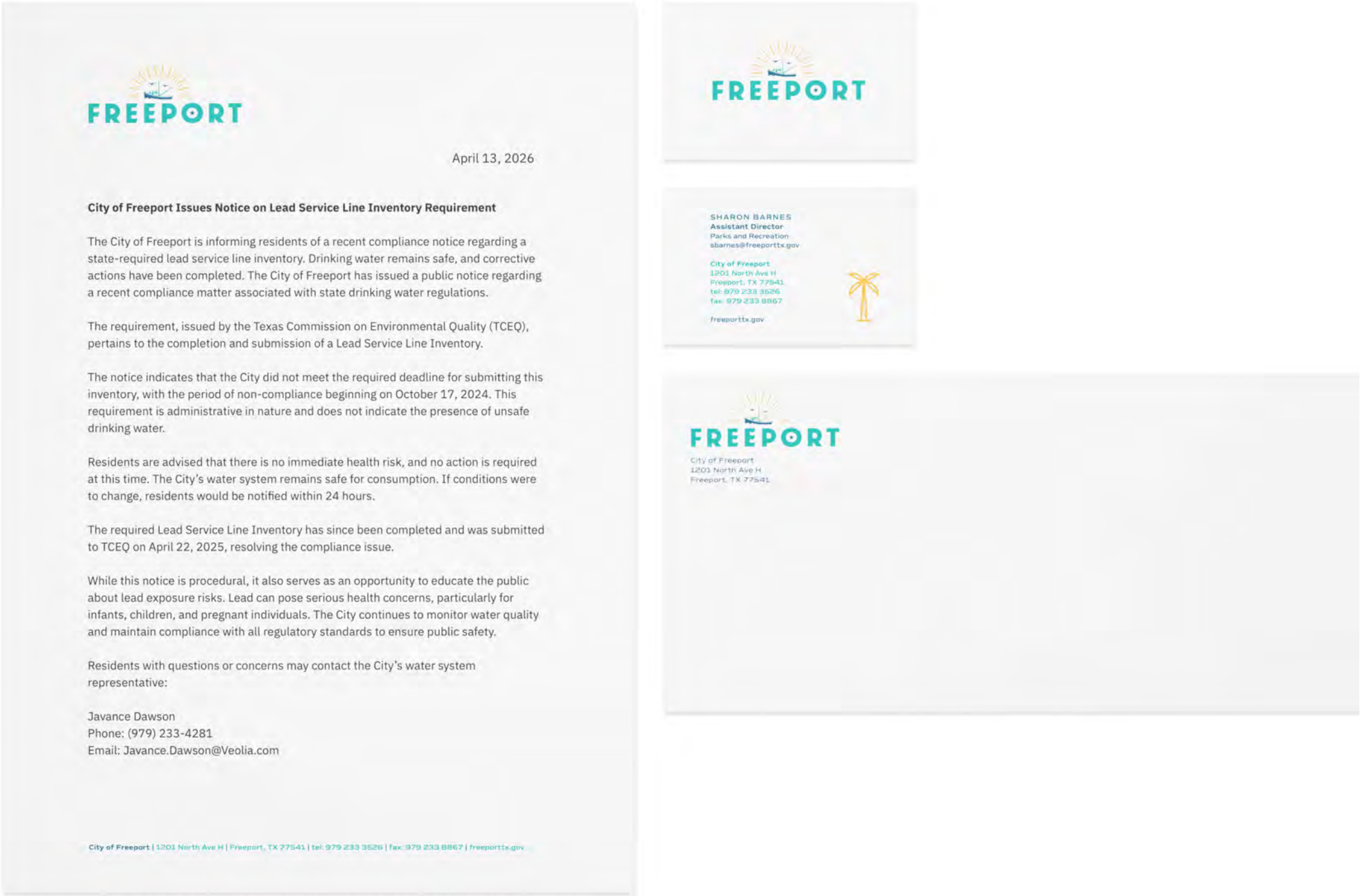
Logo Direction 1 — Brand Touchpoints



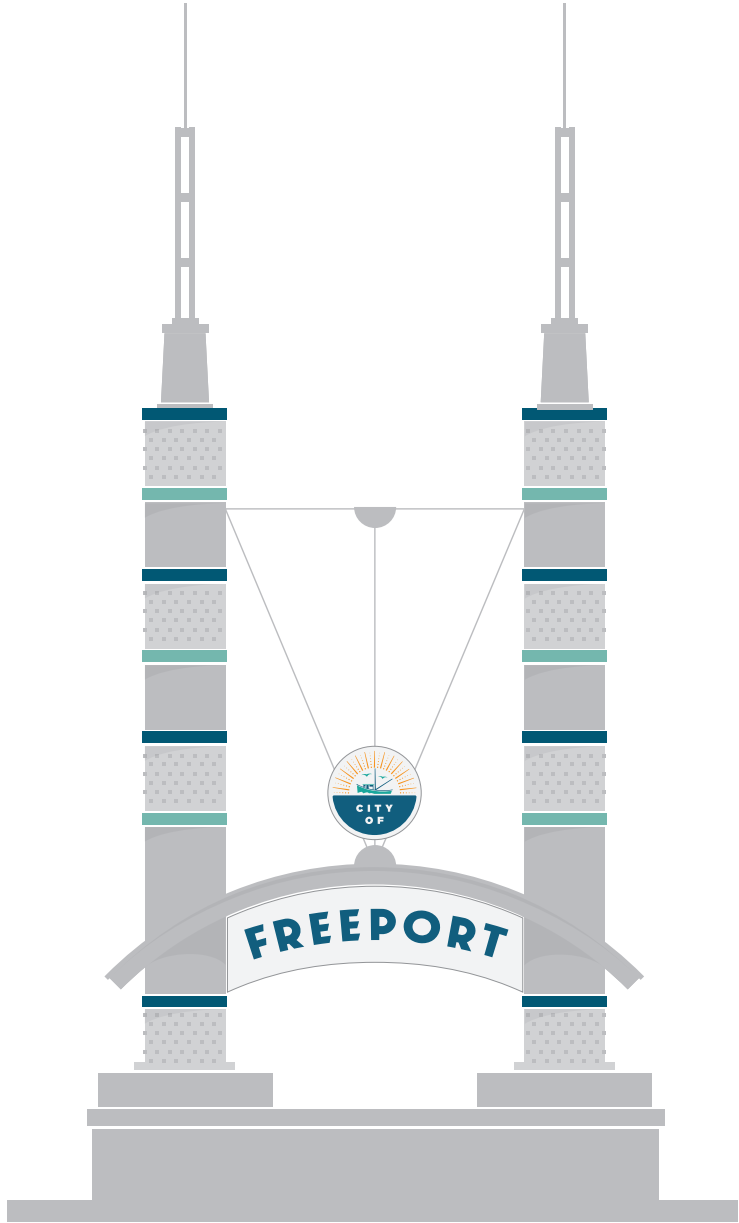
Logo Direction 1 — Brand Touchpoints



Logo Direction 1 — Brand Touchpoints



Logo Direction 1 — Gateway



ALTERNATE TYPEFACE



Alternate Typeface: Literata Semibold

Logo Direction 2 (Initial Round Direction 1)



Logo Direction 2 — Revised Brand Identity Suite



Logo Direction 2 — Rationale

This direction earned solid public support. However, audience scoring overlooked key functional strengths: a flexible modular system ideal for diverse signage, balanced commercial/coastal icons signaling growth, and a strong sense of civic pride.

To address feedback that it lacked environmental enhancement, we integrated a brighter coastal color palette and expanded the coastal icon set. This also makes for a more energetic system consistent with the strategic goals of growth and opportunity.

Logo Direction 2 — Brand Touchpoints



Logo Direction 2 — Brand Touchpoints



Logo Direction 2 — Brand Touchpoints



Logo Direction 2 — Brand Touchpoints



Logo Direction 2 — Brand Touchpoints



FREEPORT

April 13, 2026

City of Freeport Issues Notice on Lead Service Line Inventory Requirement

The City of Freeport is informing residents of a recent compliance notice regarding a state-required lead service line inventory. Drinking water remains safe, and corrective actions have been completed. The City of Freeport has issued a public notice regarding a recent compliance matter associated with state drinking water regulations.

The requirement, issued by the Texas Commission on Environmental Quality (TCEQ), pertains to the completion and submission of a Lead Service Line Inventory.

The notice indicates that the City did not meet the required deadline for submitting this inventory, with the period of non-compliance beginning on October 17, 2024. This requirement is administrative in nature and does not indicate the presence of unsafe drinking water.

Residents are advised that there is no immediate health risk, and no action is required at this time. The City's water system remains safe for consumption. If conditions were to change, residents would be notified within 24 hours.

The required Lead Service Line Inventory has since been completed and was submitted to TCEQ on April 22, 2025, resolving the compliance issue.

While this notice is procedural, it also serves as an opportunity to educate the public about lead exposure risks. Lead can pose serious health concerns, particularly for infants, children, and pregnant individuals. The City continues to monitor water quality and maintain compliance with all regulatory standards to ensure public safety.

Residents with questions or concerns may contact the City's water system representative:

Javance Dawson
Phone: (979) 233-4281
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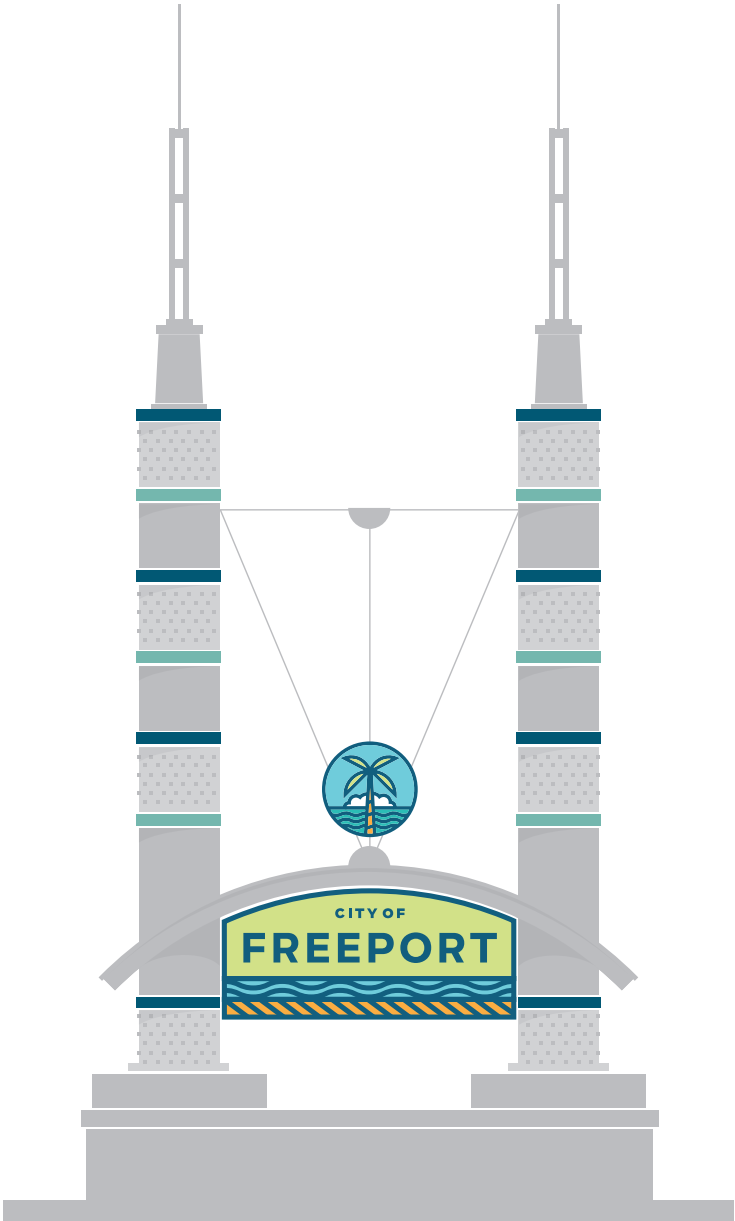
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Logo Direction 2 — Gateway





F R E E P O R T

Logo Direction 3 — Revised Brand Identity Suite



Logo Direction 3 — Rationale

Direction 3 received solid audience support, scoring well as a striking visual that enhances its surroundings, though lower in representing growth and community identity.

We refined and simplified the mark, strengthening the expanding palm tree canopy and adding structural and natural elements. A nautical compass rose was integrated to reinforce coastal identity and signal future opportunity. The secondary elements represents exotic tropical fruit, a meaningful import category at Port Freeport.

Logo Direction 3 — Brand Touchpoints



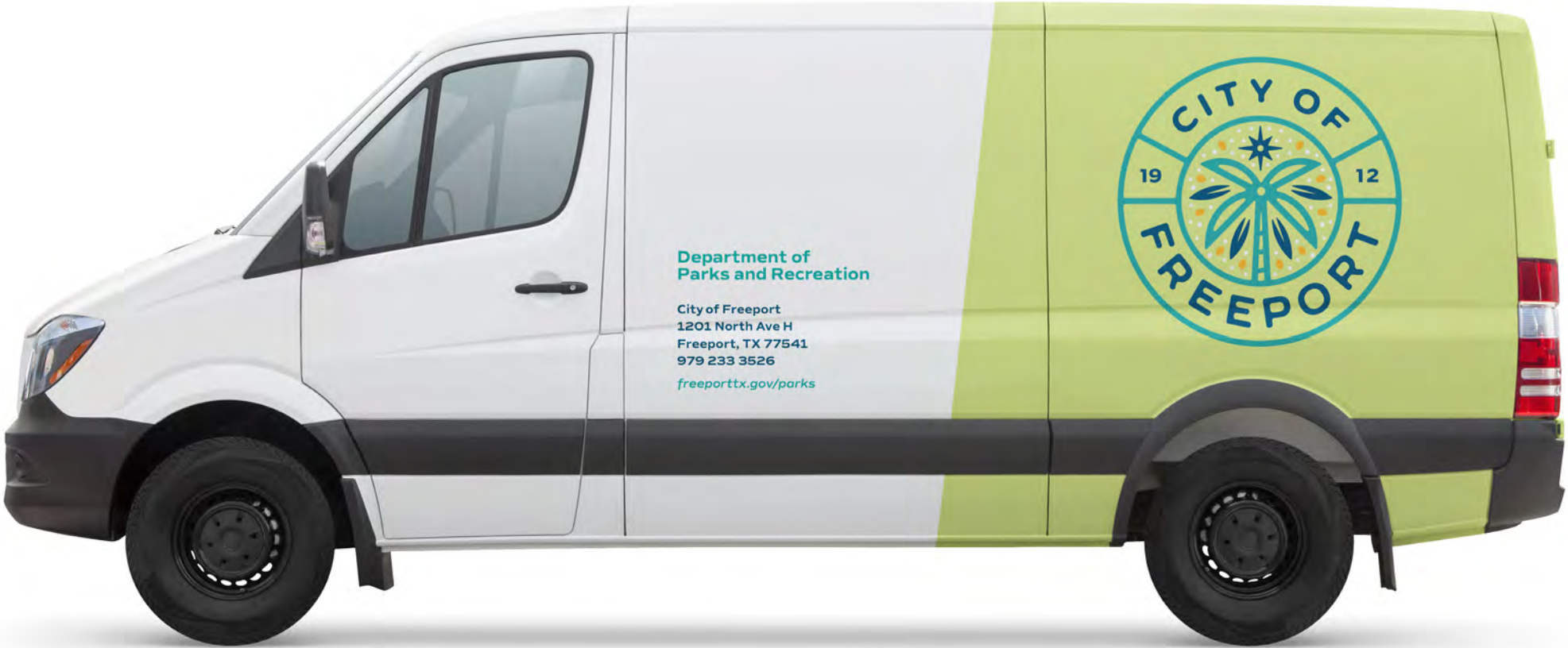
Logo Direction 3 — Brand Touchpoints



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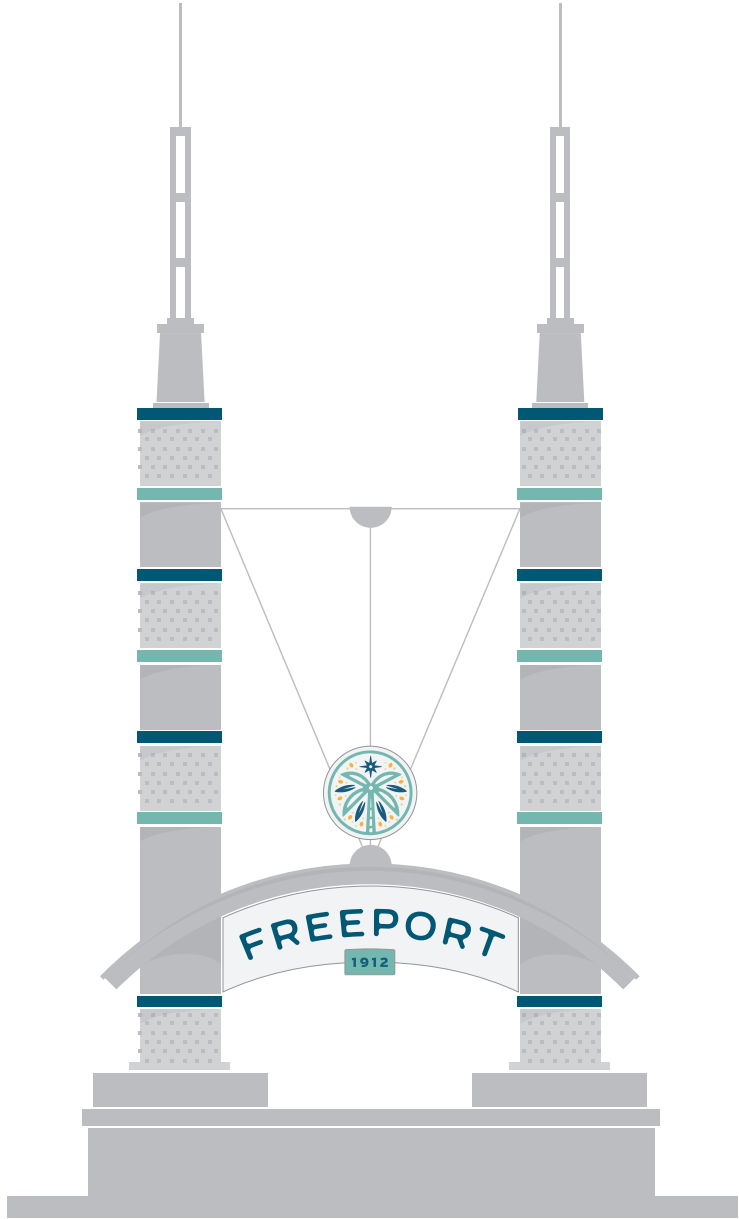
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Logo Direction 3 — Gateway



Logo Design Exploration

COLOR PALETTE



Primary Color Palette



Secondary Color Palette



Neutral/Grayscale Palette



Color Contrast Study

CONCLUSIONS

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Conclusions

Public feedback provides vital transparency and input but alone it is not a reliable predictor of success in civic branding. Stakeholders frequently express preferences for a forward-looking vision yet select designs rooted in familiar symbols. This paradox flows from a natural resistance to change and a preference for recognizable visuals versus more future-facing imagery.

We believe these factors drove much of audience's preference for the Shrimp Boat visual. Furthermore, while many civic rebrands can generate some negative public opinion, the history of the shrimp industry decline in Freeport could create a public backlash both more predictable and more volatile if this direction is implemented.

City leadership and the design team must balance workshop input against long-term goals. We recognize public input as a metric, but not one that should supersede the strongly expressed strategic goals of Freeport's leaders and stakeholders. A final decision should reflect these important considerations.