

NEW LOGO

“Centerville’s commitment to revitalizing Uptown embodies our motto: progress and stability.” – City Manager Wayne Davis

For inspiration, we look to the spirit and organic nature of the surrounding environment from the current streetscape of natural colors, architectural styles and color schemes – even down to the brick pavers that line our corridors. Unseen at first glance is a collection of individuals; business owners, homeowners, school children and teenagers, families, artists and entrepreneurs who make up this close-knit community. They are all striving to make a path forward in this space we call Uptown.

Our color scheme is comprised of tones that borrow from the existing historical color wave used in architectural structures located within Uptown. Together they will complement the City of Centerville blue.

Abstract and repeated, these shapes turn into a motif that reflects our connected community. Made up of individuals, colors, shapes and sizes, the brick pattern reminds us of our heritage, foundation and commitment to community.



Not only does the typography project a sense of stability, we also project a timeless quality with clarity, crispness and a sense of forward progress. A contrast of bold and regular weights emphasizes our upward movement.

UNIQUE · VIBRANT · HISTORIC

Our vision for Uptown is captured succinctly by conveying the experience we wish to deliver while honoring our community’s rich history.