



June 12, 2023

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City of Groton reveals “Groton City — History in the Making” brand

Message reflects the city’s historic past while recognizing its potential for the future

CITY OF GROTON, Conn. — With the support of the City Council, as well as input from residents and business leaders, has launched an economic development and lifestyle brand: **“Groton City — History in the Making.”**

“As our community celebrates 120 years of incorporation as a borough and is on the cusp of marking 60 years of incorporation as a City, it is an ideal time to reveal a brand that highlights Groton City as a distinct community,” shares Mayor Keith Hedrick. “We thank all those involved for helping to select a brand that recognizes both our rich history and an exciting future.”

In a public poll, Groton City — *History in the Making* was chosen from among three brands as being the best representation of the city and its people. The brand has had a soft launch and will become more visible throughout the community in the coming months.

“Groton City has made its mark on history, but we’re not finished yet,” continues Cierra Patrick, Economic Development Manager. “Our history continues to be written each passing day, by those who live and work here. We believe this brand will showcase our city’s proud history while inviting residents, businesses, and visitors to take part in our promising future.”

The development of the brand involved many engaged partners in our greater community over the past several months. The tagline, visual elements, and colors were developed by the Norwich-based marketing agency Miranda Creative and tested with Groton City residents, entrepreneurs, and visitors.

Groton City has contributed to the character and identity of the United States in numerous ways over the years, from the long presence of the Mashantucket Pequot Tribe in southeastern Connecticut to the design and construction of the first nuclear submarine. Groton City — *History in the Making* pays tribute to this history while also recognizing the city’s role in today’s innovations, such as the development of lifesaving drugs and the growth of the offshore wind sector. It also relates to individual histories, including families who have put down roots in the community and businesses reaching major milestones.



“Groton City has played a major role in the history of the southeastern CT region, and the country as a whole. The new branding highlights our intention to celebrate the history we’ve made so far and to continue to be on the forefront of making history, whether it be through community engagement efforts, boosting our businesses, or our groundbreaking industrial endeavors says Deputy Mayor Gweneviere Depot. Groton City — History in the Making welcomes everyone to be a part of it.

The brand is currently [featured on our website](#), along with additional imagery and videos showcasing how Groton City has been a partner to businesses and organizations like Project Oceanology, Pine Island Marina, Outer Light Brewing Company, and Two Sister’s Shipping.

Plans are underway for a formal brand launch celebration on Groton City Day, an annual festival held each August to highlight the work of different municipal departments and celebrate the city. The brand launch will conclude on Groton City Day in 2024, marking the 60th anniversary of our incorporation as a city.

“Look for this fresh brand on banners, signage, advertising, and branded items as the warmer weather arrives,” says Cierra Patrick, Economic Development Manager.

Key brand elements

The blue used in the brand ties it to the official city seal, which uses the same shade as its primary color.

The green color in the brand is a more vibrant take on the hue found in the seal, conveying this outward facing brand’s energy and proactive nature.

The brand seats the Fort Griswold obelisk within the letter G, for Groton City. The G is designed with a bold and modern shape looking toward the city’s future potential.

The obelisk, a highly visible feature within the city, has similar prominence in the Groton City — *History in the Making* brand. The 135-foot structure, completed in 1830, commemorates the militiamen lost in the Battle of Groton Heights on Sept. 6, 1781. During this battle, one of the last in the Revolutionary War, British forces commanded by Benedict Arnold burned New London and inflicted heavy casualties on Fort Griswold’s defenders.

A note about Groton City

A municipal tagline is not to be confused with a city seal, but is an independent brand designed to communicate what makes a municipality (in this case the City of Groton) unique and appealing through a combination of visual identity tools and easy-to-recall wordmarks.



While the Groton City — *History in the Making* brand is an initiative of the City of Groton, it will use the term Groton City for all marketing materials. Groton City has often been used to reference the community, including on its I-95 exit signs, and this name will help create a distinct identity to promote the community.

City of Groton will continue to be used for materials issued by the municipal government.



About the City of Groton

The City of Groton is a subdivision of the Town of Groton and is located along the Thames River in southeastern Connecticut. The community was incorporated as the Borough of Groton, an independent municipality, in 1903 and renamed City of Groton in 1964. The City of Groton is home to a diverse mix of businesses, parks, historic sites, and educational institutions, including General Dynamics Electric Boat, Pfizer, University of Connecticut Avery Point, Eastern Point Beach, and Fort Griswold State Park. For more information on the City of Groton, visit cityofgroton.com.