



CITY OF UPLAND PRESS RELEASE FOR IMMEDIATE RELEASE

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January 30, 2025

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City of Upland Optimizes Logo to Reflect Heritage, Character, and Vision

Refreshed design cleans up details that had been lost or altered over time

Upland, CA – January 30, 2025 – The City of Upland is proud to announce an optimized update to its official logo, thoughtfully refined to celebrate the City’s heritage while aligning with its future-focused Mission and Vision. This update was guided by the City Council’s adoption of Upland’s Mission and Vision statements, ensuring that the refreshed design reflects the core values and aspirations of our community.

The updated logo retains the cherished Madonna of the Trail, now with greater clarity and detail to reflect the artistry and significance of the original statue. The iconic view of Mount Baldy and a nod to Upland’s citrus origins remain central to the design, continuing to honor the City’s natural beauty and agricultural legacy.

This update enhances Upland’s identity while embracing modern design principles to create a logo that fosters a sense of belonging, projects a forward-thinking image, and provides a clear and consistent visual representation of the community. This effort preserves the integrity of the original design while improving its clarity and functionality across different formats including digital, print, fabric, and other applications where the old design could not be reliably reproduced.

Guided by Mission and Vision

Giving consideration to the City Mission and Vision statements was a key part of the design process. The logo refresh reflects Upland’s commitment to being a vibrant, welcoming, and forward-thinking city while staying rooted in its traditions and historical pride.

Gradual Implementation with No Added Costs

The updated logo will be rolled out gradually to minimize costs, appearing on new materials and projects as part of regular updates or replacements. Existing signage and materials will remain in use until their natural replacement cycle occurs.

Residents may notice the improved design in several ways, including:

- **Community Banners:** New banners featuring the updated logo will soon be installed along Foothill Boulevard, sponsored by local businesses.



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- **Social Media Presence:** The City’s official social media profiles have already adopted the optimized logo, ensuring a consistent and refreshed digital presence.

This deliberate, cost-efficient approach ensures that the update enhances the City’s image without adding financial burden.

A Design Rooted in Upland’s Story

“This logo refresh is about more than aesthetics,” said Councilmember Shannan Maust. “It’s about ensuring our City’s identity reflects the strong and vibrant community we are today, while honoring the legacy and vision that shape Upland’s future. The Madonna of the Trail, Mount Baldy, and our citrus heritage remain celebrated elements of our story.”

The optimized logo represents a visual commitment to the City’s values, creating a timeless design that aligns with Upland’s Mission and Vision for the future.

##End

About the City of Upland, California:

The City of Upland, located in San Bernardino County, is known for its rich history, picturesque landscapes, and community-oriented atmosphere. Established in 1906, Upland boasts a population of approximately 77,000 residents and covers an area of 15.6 square miles. The city is situated at the base of the San Gabriel Mountains, providing scenic beauty and a range of outdoor recreational activities.

Upland is a community with a rich history and a promising future. Known for its beautiful historic architecture and vibrant community spirit, Upland is a great place to live, work, and play.

City of Upland Mission Statement:

The City of Upland is committed to delivering superior services that meet community needs with transparency and integrity.

City of Upland Vision Statement:

Upland is a safe community with historic character where residents enjoy a high quality of life.

For more information about the City of Upland, please visit our website at www.uplandca.gov or contact us at (909) 931-4100. Office hours are Monday through Thursday, 8:00 a.m. to 6:00 p.m.

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