



LAVON CORRIDOR BRANDING STRATEGY



LAVON, TEXAS

ACKNOWLEDGMENTS

We extend our heartfelt gratitude to everyone who contributed to the creation of this Branding Strategy. Your insights and dedication have shaped a plan that reflects a shared vision for the future State Highway 78 and State Highway 205.

The Lavon Corridor Branding Strategy was adopted by the Lavon City Council June 10, 2025.

LAVON CITY
COUNCIL

Vicki Sanson, Mayor
Mike Shepard, Council Place 1
Mike Cook, Council Place 2
Travis Jacob, Council Place 3
Ted Dill, Council Place 4
Lindsey Hedge, Council Place 5

LAVON CITY
STAFF

Kim Dobbs, City Manager
Rae Norton, City Secretary

LAVON ECONOMIC
DEVELOPMENT
COOPERATION

Kay Wright, Place 1
President & Director
Manzelle Williams, Place 2
Secretary & Director
Vicki Sanson, Place 3
Vice President &
Director
Rachel Dumas, Place 4
Public Information
Officer & Director
Joe Serpette, Place 5
Treasurer & Director
Clinton Mclure, Place 6
Director
Josh Edwards, Place 7
Director

LJA CONSULTANT
TEAM

Abra Nusser, AICP
Aubrey Rodriguez, AICP
Tiffany McLeod, AICP
Ryan Brown, PLA, ALSA

TABLE OF CONTENTS

Corridors shape a city’s identity. For Lavon, State Highway 78 and State Highway 205 create first impressions for residents, visitors, and businesses. The Lavon Corridor Branding Strategy enhances these roadways with a cohesive identity that blends small-town charm with modern design. This Branding Strategy is a road map the City can use to transform these corridors into inviting, memorable spaces that reinforce Lavon’s message: “Feels Like Home.”

Crafted in collaboration with City Council, the Economic Development Corporation (EDC), and City Staff, the Branding Strategy builds on insights from the Branding Charrette by establishing the foundational Brand Elements while identifying funding to bring the branding to life. This Branding Strategy aligns infrastructure and branding to reflect the heart of Lavon.



INTRODUCTION

- 05 Purpose
- 06 Context
- 07 Branding Charrette



BRAND ELEMENTS

- 13 Framework
- 14 Vision
- 15 Value
- 16 Visuals
- 22 Voice



BRAND IMPLEMENTATION

- 24 Applications
- 25 Implementation
Considerations

01

INTRODUCTION

PURPOSE

Lavon's visual identity shapes perceptions, much like a book cover sets expectations. Is it inviting and well-maintained? Does it reflect small-town charm or a modern edge? More than just signs and landscaping, branding instills pride, inspires confidence, and expresses what makes Lavon unique.

As a growing community in North Texas, Lavon's SH 78 and SH 205 corridors shape the initial perception for residents, visitors, and businesses. These roadways provide an opportunity to showcase Lavon's character through gateway monuments, wayfinding signage, landscaping, and streetscape enhancements. The Lavon Corridor Branding Strategy sets the stage for improvements that the City can work toward so that these corridors feel welcoming, visually distinctive, and true to Lavon's identity—a place that truly "Feels Like Home."



CONTEXT

SH 78 and SH 205 are Lavon's primary transportation and commercial corridors, linking the City to Wylie, Rockwall, and the greater Dallas Metroplex. SH 78 serves daily commuters, while SH 205 provides a vital north-south connection through Collin and Rockwall counties. These roadways support local businesses, schools, and future development, making them essential to Lavon's growth and image.

As Texas Department of Transportation managed highways, SH 78 and SH 205 must balance regional traffic with Lavon's local priorities. With increasing traffic and ongoing development, strengthening Lavon's identity along these corridors is key to shaping visitor's experiences and economic opportunities. Building on past efforts like the 2015 SH 205 welcome monument, the Lavon Corridor Branding Strategy establishes a unified, high-quality brand that enhances both function and character.



*This map is for illustrative purposes only.

BRANDING CHARRETTE

On January 25, 2025, Lavon City Council, the Economic Development Corporation, and City Staff participated in a collaborative Branding Charrette. This hands-on workshop explored Lavon's identity and generated ideas for future branding along SH 78 and SH 205. Three key themes emerged from the Charrette:

1. Participants emphasized improving pedestrian safety, adding landscaping, and creating a welcoming aesthetic to attract visitors and commuters.
2. A clear visual identity was desired with cohesive design features that defined city limits.
3. Participants gravitated toward blue tones, lake imagery, and recreational themes, blending Lavon's family-friendly appeal with Texas tradition and contemporary design.



BRANDING CHARRETTE: LOOK + FEEL

To start, the group assessed the current state of SH 78 and SH 205 by examining four key factors: components, characteristics, challenges, and characters of the corridors — referred to as the “4 Cs.” These elements collectively shape the overall look and feel of Lavon’s corridors.

The graphic to the right illustrates the responses gathered during the group discussion. Participants emphasized that the corridors impact a broader audience beyond Lavon residents and highlighted the limited appeal of existing corridor features.

This activity was foundation to the Lavon Corridor Branding Strategy, helping to identify target audiences to attract, characteristics to improve, challenges to address, and components to enhance.

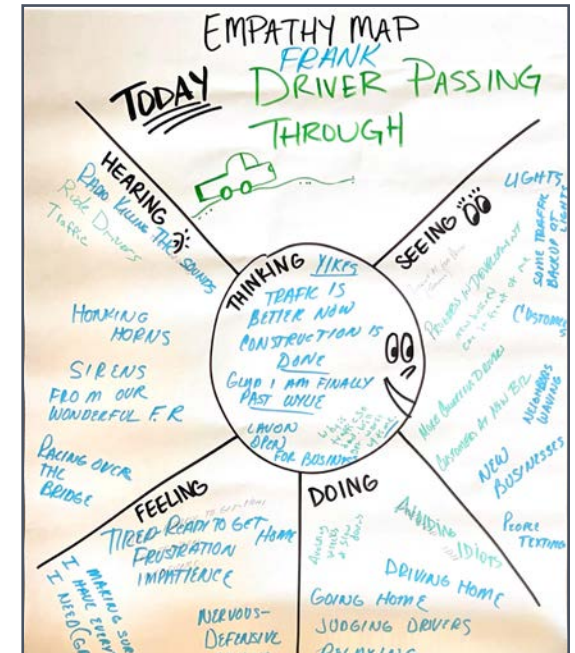
SH 78 + SH 205 EXISTING LOOK + FEEL:

| COMPONENTS | | CHARACTERISTICS | |
|--|---|---|---|
| <ul style="list-style-type: none">• Intersections• Signage + Wayfinding• Gateways• Landscaping• Lighting• Sidewalks + paths | <ul style="list-style-type: none">• Medians• Private Properties• Parkways• Streets• Seasonal Events | <ul style="list-style-type: none">• Congested + Busy• Good Pavement• Bare• Drab• Wild• Underwhelming• Getting Safer | <ul style="list-style-type: none">• Limited Landscaping• Blank Canvas• Nearby Nature |
| CHALLENGES | | CHARACTERS | |
| <ul style="list-style-type: none">• Funding• POP at City Limits• Easements + Utilities• Cut Through• Aesthetics• Balance | <ul style="list-style-type: none">• Attention Grab• Vehicle Conflicts• Rush Hour Congestion• Traffic Growth• Unappealing• TXDOT Owned + Maintained | <ul style="list-style-type: none">• Commuters• Recreation Enthusiasts• Residents• Visitors• Buses• Construction Workers | <ul style="list-style-type: none">• Developers• Potential Businesses + Residents• Employers + Employees• Teenagers |

BRANDING CHARRETTE: EMPATHY MAPS

To better understand user experiences of Lavon's corridors, participants created empathy maps for a teenage pedestrian ("Lucy") and a driver ("Frank"). They examined what these individuals might see, feel, hear, and think while navigating Lavon's corridors **today**. The participants identified key challenges, such as limited pedestrian infrastructure, visual monotony, and traffic congestion.

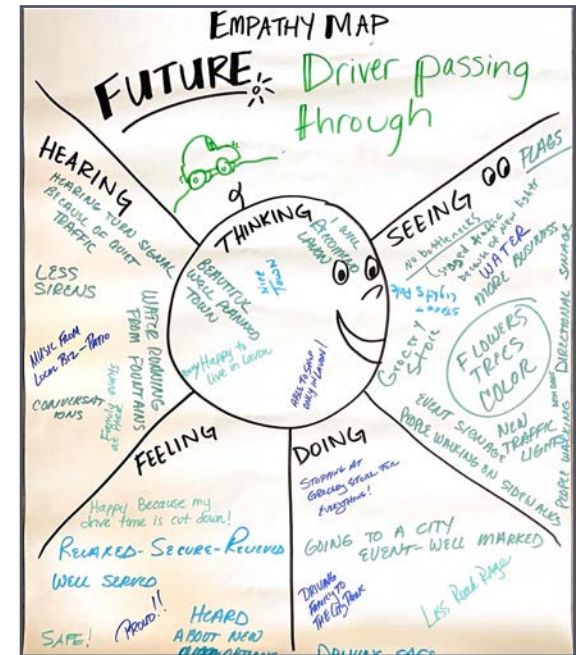
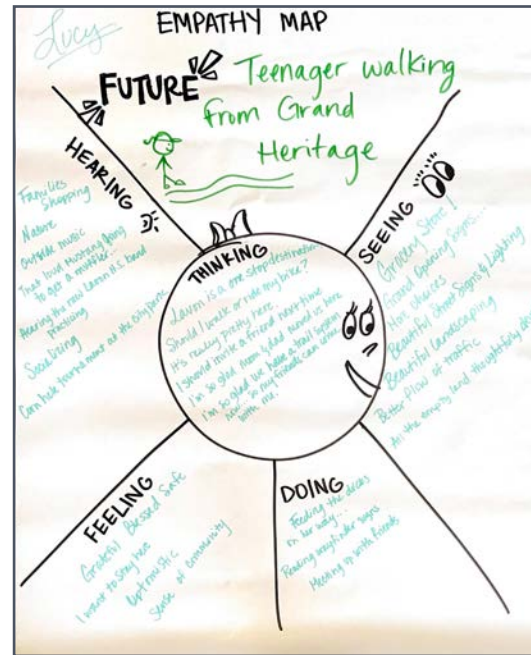
EMPATHY MAPS: TODAY



BRANDING CHARRETTE: EMPATHY MAPS

The second phase of the exercise focused on envisioning improved experiences for Lucy and Frank on Lavon's corridors **in the future**. Participants suggested enhancements, such as shaded walkways, clear and attractive signage, and engaging public art installations to create safer, more welcoming corridors. These insights directly influenced this Strategy's recommendations, ensuring that branding efforts cater to both pedestrian and driver needs.

EMPATHY MAPS: FUTURE



BRANDING CHARRETTE: PHYSICAL ELEMENTS

Participants brainstormed visual elements that reflect Lavon's character. Water imagery and blue tones were highlighted, emphasizing the City's connection to its natural surroundings. Participants also expressed a desire to reinforce a sense of tradition through red, white, and blue elements inspired by Lavon's existing logo.

Beyond colors and imagery, the group explored the balance between traditional Texas charm and modern design. Ideas included using materials such as stone and brick alongside contemporary metal accents to create a visually appealing yet timeless aesthetic. These elements aim to make Lavon feel both welcoming and distinctive, blending small-town warmth with forward-thinking design.

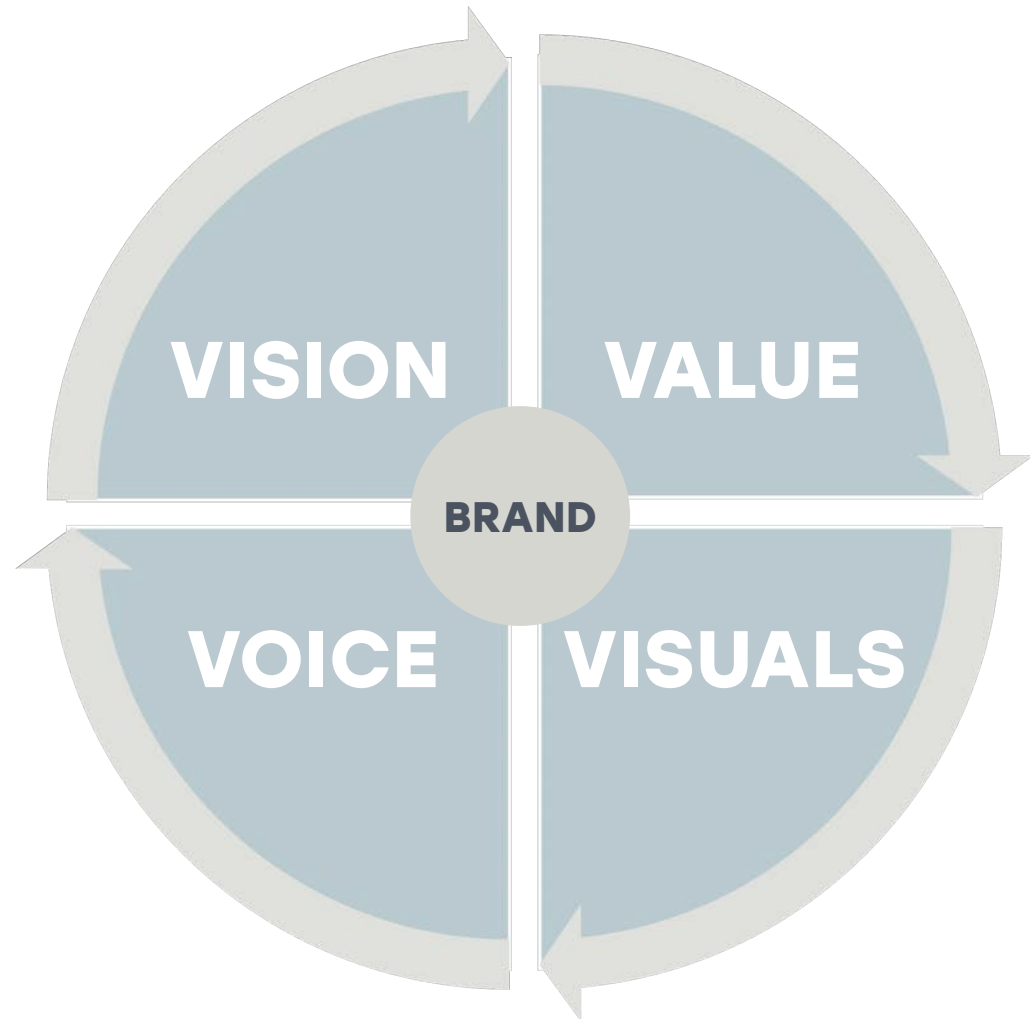


02

BRAND ELEMENTS

BRANDING STRATEGY FRAMEWORK

The Lavon Corridor Branding Strategy is built on four key elements: Vision, Value, Visuals, and Voice. Each element plays a distinct role in shaping SH 78 and SH 205 into recognizable, functional, and welcoming corridors that reflect Lavon's character and aspirations.



VISION

The Vision defines the long-term purpose of Lavon's Corridor Branding Strategy. SH 78 and SH 205 are more than transportation routes—they serve as Lavon's front door. This Branding Strategy envisions:

- SH 78 and SH 205 establishing a strong, unified identity that reflects Lavon's small-town charm.
- Corridors that are visually appealing, memorable, and representative of Lavon's community values.
- SH 78 and SH 205 creating a welcoming atmosphere that truly "Feels Like Home" for residents, visitors, and businesses.



VALUE

The Value of the Lavon Corridor Branding Strategy lies in its positive impact on users and stakeholders. SH 78 and SH 205 serve a diverse range of groups, each benefiting in distinct ways:

- Residents and pedestrians will experience enhanced safety, attractive landscaping, and a clearly defined Lavon corridor brand.
- Visitors and commuters will benefit from clear directional signage, inviting streetscapes, and a stronger sense of Lavon's identity.
- Businesses and developers will experience well-branded corridors that instill investment confidence and highlight economic potential.

With the City's support, this branding strategy balances aesthetic appeal with functionality, ensuring corridor enhancements provide lasting benefits beyond appearance

SH 205 COMMUTER PERSPECTIVE



SH 78 PEDESTRIAN PERSPECTIVE



VISUALS

The Visuals of the Lavon Corridor Branding Strategy are the physical design elements that create a consistent and recognizable identity. These elements include:

- Color palette: Muted blues and reds inspired by Lake Lavon and Texas heritage, with neutral tones for timelessness.
- Typography: A mix of serif and sans-serif fonts for clarity and tradition.
- Materials: A mix of stone, brick, and metal accents reinforcing durability and authenticity.
- Landscaping: Native plants, trees, and median plantings to enhance curb appeal and soften the roadway.

These Visuals make Lavon's brand recognizable and cohesive, strengthening its presence along SH 78 and SH 205.



VISUALS: COLOR PALETTE

The Lavon Corridor Branding Strategy color palette was developed to complement the “Feels Like Home” theme, inspired by discussions at the Branding Charrette. The colors were chosen to align with existing City and Economic Development Corporation branding, while evoking a Contemporary Americana style:

- Legacy (navy) ties to the blue in the Lavon logo and Lake Lavon.
- Lake Day (light blue) reflects the nearby water and Texas skies.
- Rugged (red) is a muted version of the Lavon logo’s red, symbolizing Texas’ rugged and patriotic spirit.
- Blank Slate (grey) blends modern and traditional elements, drawing from classical stonework and contemporary concrete.

Legacy
#4c5361

Rugged
#934b35

Lake Day
#a2b9bf

Blank Slate
#d5d6d0

VISUALS: TYPOGRAPHY

Lavon's cohesive Corridor Branding Strategy thrives on attention to detail. In addition to using a unified color scheme for Lavon's corridors, applying consistent typography across signage, banners, and public art will further reinforce a memorable brand identity.

The recommended fonts, Noto Sans and Noto Serif, blend modern and traditional styles for a striking effect when paired together.

FONT

Noto Serif

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Noto Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

VISUALS: MATERIALS

The materials selected for Lavon's Corridor Branding Strategy—stone, brick, and metal accents—were chosen to balance traditional charm with modern durability.

Light colored stone and red brick evoke a sense of timelessness and authenticity, rooted in Texas' history.

Meanwhile, metal accents introduce a modern touch, offering durability and a sleek aesthetic.

This mix of traditional and modern materials not only reinforces Lavon's identity but influences the perception of the corridors' longevity, creating a lasting and visually appealing presence.



(secplanning.com)



(ocala-news.com)



(Sandra Sellers, 2015)



(facebook.com\Hempstead, Texas)

VISUALS: LANDSCAPING

Landscaping plays a key role in enhancing Lavon's corridors, contributing to both aesthetic appeal and functionality. The Strategy includes using native plants, trees, and median plantings to soften the roadway environment and improve curb appeal. Native plants are chosen for their low-maintenance, sustainable qualities, making them a practical choice for the region's climate. These elements not only provide a visually appealing environment but also reinforce Lavon's identity, creating a welcoming space that aligns with the City's values. By combining natural elements with the surrounding design features, the landscaping helps foster a cohesive, "Feels Like Home" atmosphere along SH 78 and SH 205.



(planobluestem.blogspot.com/2010/10/fall-on-prairie)



(gograpevine.com)

VISUALS

Several iconic elements representing Lavon were developed during the Branding Charrette, including:

- Native plants and animals highlight the natural beauty and quiet resilience of Lavon, reflecting a deep connection to nature. Rooted in tradition and community, the City continues to grow while remaining a place that still feels like home.
- Waves symbolize the City's appreciation for outdoor recreation and scenic beauty. Their fluid, dynamic shape complements the brand's "Feels Like Home" theme by evoking a sense of calm and community.

To the right are two conceptual Lavon entry monuments that bring the Corridor Branding Visuals to life. Created using AI, these images illustrate example applications of the Branding Strategy, which can be developed with subsequent efforts.

FLORA + FAUNA



(Sharkskin Agave, desertsteel.net)



WAVES



(Ocean Black Metal Wall Art, visualalloy.com)



VOICE

The Voice defines the emotional and thematic messaging of Lavon's corridors. This Branding Strategy embraces a Contemporary Americana style. A blend of classic Texas charm with modern refinement. The style creates an experience that is welcoming, memorable, and distinctly Lavon. The message Lavon's corridors should evoke is clear:

- “Feels Like Home”: A welcoming, community-driven atmosphere.
- Pride in Place: A city that is growing while preserving its character.
- A Memorable First Impression: SH 78 and SH 205 should leave visitors with a sense of arrival.

From gateway monuments to public art and wayfinding signage, branded elements should reinforce Lavon's warmth, authenticity, and lasting presence in the region.



03

BRAND

IMPLEMENTATION

APPLICATION

The Lavon Corridor Branding Strategy establishes a welcoming, charming, and distinctly Texan identity. Through thoughtful design and strategic implementation, Lavon's corridors can create a "Feels Like Home" experience for residents, visitors, and businesses alike. The Vision can be achieved through four elements:

- Gateway Monuments: defining entrances with a lasting impression.
- Wayfinding Signage: clear signage to enhance navigation and identity.
- Native Landscaping: low maintenance plantings to beautify roadways.
- Public Art: unique expressions celebrating Lavon's character.

To the right are examples and suggested locations for these applications.



(rsmdesign.com)

WAYFINDING SIGNAGE along SH 78



PUBLIC ART + NATIVE LANDSCAPING at the intersection SH 78 and Lake Road



(roadarch.com)

GATEWAY MONUMENT at the intersection of SH 78 and FM 6

IMPLEMENTATION CONSIDERATIONS

This Branding Strategy serves as a foundation for enhancing Lavon's corridors, but securing funding is essential to bring these ideas to life. Several grant programs can support the development of gateway monuments, wayfinding signage, landscaping, and public art, including:



TXDOT Green Ribbon Program

The TXDOT Green Ribbon Program enhances highway corridors while reducing air pollution through tree and shrub plantings. This program funds drought-resistant plants, shade trees, and median plantings, improving curb appeal, pedestrian comfort, and environmental sustainability along SH 78 and SH 205. Nearby cities like Grapevine and Southlake have successfully used this funding to create more attractive and welcoming roadways.



Public-Private Partnerships

Public-private partnerships allow Lavon to collaborate with local businesses, developers, and organizations to fund gateway monuments, wayfinding signage, and public art. Aligning branding enhancements with developments can streamline funding, expedite projects, and ensure a cohesive visual identity. These partnerships also encourage community engagement and investment, strengthening Lavon's local identity and economic appeal.



Keep Texas Beautiful

The Keep Texas Beautiful (KTB) grant supports roadway beautification efforts and is available to KTB affiliate cities. This grant funds landscaping, public art, and gateway signage, helping communities enhance their aesthetic appeal and sustainability. Cities like Cedar Park, Texas have successfully used KTB funding for city welcome signs and beautification projects, reinforcing their branding efforts.

IMPLEMENTATION CONSIDERATIONS

Implementing this Branding Strategy requires coordination with TXDOT, as they own the right-of-ways for SH 78 and SH 205. Securing TXDOT approval is necessary for all branding applications to meet requirements. Additionally, this collaboration provides an opportunity to use TXDOT's community beautification funding, set aside for certain road projects. If these corridors are reconstructed, Lavon can potentially leverage this funding for gateway monuments, wayfinding signage, public art, and landscaping, implementing the Branding Strategy.

The City of Lavon extends beyond these two corridors, offering the chance to continue branding through residential streets and public facilities. This Branding Strategy for Lavon is cohesive and far-reaching, providing the groundwork for future marketing and branding efforts for years to come.



