



For Immediate Release

## **M&R Marketing Group Selected to Create New Logos & Website for Macon City Auditorium & Macon Coliseum**

MACON, March 2 —M&R Marketing Group was proud to be selected to design the new logos for the Macon Coliseum and Macon City Auditorium.

“The Macon Coliseum and Macon City Auditorium are facilities with their own look, feel, function, and history,” said David Aiello, Spectra General Manager of the Macon Coliseum and Macon City Auditorium. “We wanted to have logos that not only embraced their individuality but also placed them together as sister properties. We worked closely with Macon-Bibb to ensure the new logos were aligned with their branding initiatives.”

When the client asked M&R to create the logos, they asked for visual representations of the individual buildings. While they wanted them to be able to stand alone, it was important they complement each other if seen side by side. Our Senior Graphic Designer Heather Waldron succeeded in this endeavor:

“I explored the unique aspects of each building that would make them easily recognizable. By visiting both venues, I discovered different angles and aspects of the venues that contributed to the success of the logo creations. Additionally, the chosen colors are in congruence with the Macon-Bibb branding palette.”



In addition to the new logos, M&R is in the process of custom designing and developing a new website for the Macon Coliseum and Macon City Auditorium.

### [About M&R Marketing Group](#)

M&R Marketing Group is a full service marketing and design group, specializing in website and graphic design, branding and campaign design, social media management, online marketing, videography, and photography. We provide customized and innovative services for businesses and organizations.

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