

Brand Statement

We are Kent.

We are a place of aspirations and have been since our beginning. We started as a farming community that became our foundation for decades. Hops, lettuce, dairy, and host of other crops gave birth to the cornucopia symbol still found throughout the community. Even today farms still thrive in Kent and food production is a major component of our local economy.

We are place with direction. We were the second city to incorporate in King County. Our valley transformed from exclusively farming into the second largest distribution and manufacturing center on the West Coast and the fourth largest in the nation. From here we make things that not only travel the world but fly into space. Our city is an economic engine that powers the dynamic Puget Sound region.

We are place of diversity. We have grown to the sixth largest city in Washington state and yet, our neighborhoods and schools cultivate a home-town feel with a variety of housing options and a park and trail network that rivals much bigger communities. 138 world languages are spoken in our homes and our population is a reflection of dramatic global influences that are shown in our diverse shops, restaurants, and services.

We are a place connected. We are at the geographic center of the metropolitan area and our city reflects our unique regional position. We are well connected with a stop for the Sounder rail stretching from Everett through Seattle to Tacoma. Positioned minutes from one of the nation's busiest airports and two seaports allow us to bring the world to America and America's products to the world.

We are a place of opportunity. Our historic downtown is undergoing a dramatic transformation as residential development is being built alongside an historic downtown with an adjacent lifestyle center offering both old and new in one exciting place. Downtown Kent is the center of government for South King County and our ShoWare Center is a place where we gather to watch hockey, concerts, and special events.

We invite you to reconnect with the place you call home and the place you work. We welcome you to explore the amenities, the culture, the history, and the exciting plans we have for the future. We encourage you to soak in life in a city that is globally important yet focused on families from here and around the world.

Brand Inspiration

Kent is a Place of Aspirations



Kent is a Place of Directions



Kent is a Place of Connection



Kent is a Place of Diversity



Brand Representation

