Legislation Details

File #:	23-130	**Name:**	
Type:	Agendas	**Status:**	Agenda Ready
File created:	4/14/2023	**In control:**	Town Council
On agenda:	5/2/2023	**Final action:**	

Title: 2023 Carrboro Brand Guidelines

PURPOSE: The purpose of the 2023 Carrboro Brand Guidelines is to update the guidelines to include new Carrboro brands for seasonal observances that will be used in marketing, email signatures and Downtown banners. The update also creates a refresh of the Carrboro “Feel Free” tagline to “Feel Free to Be” and creates this message in additional languages including Spanish, Burmese and others.

Indexes:

Code sections:

Attachments: 1. Attachment A - 2013 Town of Carrboro Brand Guidelines, 2. Attachment B - 2022 Town of Carrboro Brand Guidelines, 3. Attachment C - Decision Making for Racial Equity, 4. Attachment D - Resolution Adopting the 2023 Brand Guidelines

Date	Ver.	Action By	Action	Result
5/2/2023	1	Town Council		