



Legislation Details (With Text)

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Title: Consider adopting branding guidelines for the Town’s new logo and slogan

PURPOSE: The purpose of this agenda item is for the Board to consider adoption of the guidelines for the use of the new logo and slogan.

Indexes:

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Attachments: 1. Brand Guidelines

Date	Ver.	Action By	Action	Result
2/18/2014	1	Board of Aldermen	approved	Pass

TITLE:

Consider adopting branding guidelines for the Town’s new logo and slogan

PURPOSE: The purpose of this agenda item is for the Board to consider adoption of the guidelines for the use of the new logo and slogan.

DEPARTMENT: Economic and Community Development

CONTACT INFORMATION: Annette D. Stone, AICP ECD Director 919-918-7319

INFORMATION: Town staff along with the Town’s marketing firm, Splinter, has developed a set of guidelines to help with implementation of the new town logo and slogan. The logo and slogan are intended to be open-sourced and available for use by the public including marketing pieces that might be for sale. The Town will reserve the right to approve the logo if it is changed within the allowable guidelines. Attached are the proposed guidelines that were discussed at the Board of Aldermen’s retreat.

FISCAL & STAFF IMPACT: Fiscal impact will vary with the project, but have been budgeted for through the regular budgeting process.

RECOMMENDATION: Staff recommends the Board consider adopting the guidelines.