



## Legislation Details (With Text)

**File #:** 20-425 **Name:**  
**Type:** Agendas **Status:** Agenda Ready  
**File created:** 11/11/2020 **In control:** Board of Aldermen  
**On agenda:** 11/17/2020 **Final action:**  
**Title:** Approval of lettering style for Black Lives Matter installation at the Carrboro Century Center  
**PURPOSE:** The purpose of this item is for the Town Council to approve the font and spacing of the lettering style to be used in the Black Lives Matter mural installation at the Carrboro Century Center.

**Indexes:**

**Code sections:**

**Attachments:** 1. A - Resolution, 2. B- Font examples and mural illustration

| Date | Ver. | Action By | Action | Result |
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**TITLE:**

Approval of lettering style for Black Lives Matter installation at the Carrboro Century Center

**PURPOSE:** The purpose of this item is for the Town Council to approve the font and spacing of the lettering style to be used in the Black Lives Matter mural installation at the Carrboro Century Center.

**DEPARTMENT:** Planning

**CONTACT INFORMATION:** Patricia McGuire, [pmcguire@townofcarrboro.org](mailto:pmcguire@townofcarrboro.org)  
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- INFORMATION:** The Town Council decided on a mural design for the Carrboro Century Center on October 27th and a request for estimates has been distributed to local muralists. Estimates are due on November 20th. During the meeting, staff understood the illustration to reasonably depict the lettering that was to be installed. In preparing the request for estimates, staff noted that the illustration includes lettering that does not seem to match exactly the font on Black Lives Matter flags (the lettering is taller and thinner and more compressed); see examples at <https://www.bing.com/images/search?view=detailV2&ccid=IY0j5iRg&id=A50119874348ECE89C73704FD728F23CCDCBABB5&thid=OIP.IY0j5iRg2VTQN-VhHotwBQHaEc&mediaurl=http%3A%2F%2Fep.yimg.com%2Fay%2Fyhst-45748600749679%2Fblack-lives-matter-flag-6.jpg&exph=600&expw=1000&q=black+lives+matter+black+and+white+flags&simid=608005977444192109&ck=7F23856E655947AF50573E5529D13668&selectedIndex=0&form=IRPRST&ajaxhist=0&vt=0&sim=11>.

Also, the lettering does not match the font that is indicated as the official font for the Black Lives Matter movement.; see <<https://blacklivesmatter.com/about/>> and <https://fontmeme.com/black-lives-matter-font/>.

In examining the many examples of murals that have been installed this year, it appears that the lettering style on the flags is most commonly used. The resolution provided as *Attachment A* provides a means for the Town Council to specify the font and spacing. *Attachment B* includes examples of the Black Lives Matter lettering and the illustration of the mural approved on October 27th.

Staff is seeking clarification on the font and spacing so that the lettering style that is installed will match the Council's expectations. A request for estimates has been distributed to a number of muralists and we've already had some responses. With the council's input on the font, staff will incorporate the specific lettering into a contract for the mural services.

Other agenda items on this topic have been provided on June 23, 2020 (

<https://carrboro.legistar.com/LegislationDetail.aspx?ID=4576405&GUID=235D974F-D79E-4B7C-BA91-00D486D204A7&Options=ID|Text|&Search=black+lives>, July 14, 2020,

<https://carrboro.legistar.com/LegislationDetail.aspx?ID=4576405&GUID=235D974F-D79E-4B7C-BA91-00D486D204A7&Options=ID|Text|&Search=black+lives>, August 18, 2020,

<https://carrboro.legistar.com/LegislationDetail.aspx?ID=4616254&GUID=946C7A3D-8DE8-4E29-A469-8C13D82C45FD&Options=ID|Text|&Search=black+lives> and October 27<sup>th</sup>,

<https://carrboro.legistar.com/LegislationDetail.aspx?ID=4676570&GUID=120368D4-B85B-4930-94A1-72C5E90B10A5&Options=&Search=>

**FISCAL & STAFF IMPACT:** Minimal to none for specifying the font and spacing of the lettering in the mural.

**RECOMMENDATION:** Staff recommends the Town Council approve the resolution ( *Attachment A*) selecting the font and spacing for the Black Lives Matter mural.