

ATTACHMENT A

**A RESOLUTION GIVING STAFF DIRECTION ON
DEVELOPING A PROCESS TO CREATE A TOWN LOGO
Resolution No. 45/2002-03**

WHEREAS, Project #24 on the 2002-03 Action Agenda (Develop a Process to Create a Town Logo) was assigned to Alderman John Herrera; and

WHEREAS, Alderman Herrera has prepared a proposal for a logo contest.

NOW, THEREFORE, THE MAYOR AND BOARD OF ALDERMEN OF THE TOWN OF CARRBORO RESOLVES:

Section. The Board hereby directs the town staff as follows:

Proposal for a Logo Contest to replace "The Big C"
Respectfully Submitted by John Herrera to the Carrboro Board of Aldermen
October 8, 2002

Goal: To replace the current Town of Carrboro logo with an updated logo which will provide the Town with an immediately identifiable symbol, at the least possible cost to our limited budget.

Timeline: Discussion at Board of Aldermen – October, 2002
Solicitation of Assistance from Arts Center, commissions, schools, local businesses and other partners: January – March, 2003
Contest Entries: April-May, 2003
Judging: Early June, 2003
Award Announcement: Carrboro Day, 2003

Participation: Local artists and youth should be encouraged to participate as a way to facilitate town spirit and involvement in the arts. Prizes should be awarded in categories (professional artists, other artists, children 13-18, children 8-12, children 2-7) as well as a grand prize for the final winner.

Criteria: The winning entry will promote a positive and recognizable symbol for the Town of Carrboro.

Advertising: Request local papers to sponsor contest by providing free advertising of entry forms.

Judging: A panel of volunteer judges should be nominated from the Arts Center's board and from our relevant Town commissions or committees ie. (Appearance, art, downtown). Judging should be blind to avoid conflicts of interest and influence of participants' artistic reputations (ex. numbers should be assigned and identities removed before submission to the judges).

Prizes: Framed certificates should be presented by the Town of Carrboro, as well as appropriate gift certificates or other prizes solicited from area businesses (ex. for toys for children, dinners, etc.)

Reproducibility: The Town should allocate a budget and attempt to get it for free if possible, to have the final logo streamlined and computerized by a professional graphic designer, if necessary. This will prevent technological disadvantages from eliminating good ideas as winners.

What will we do with it? A local sign shop should be contracted to create a large version of the winning logo to hang on the wall in place of "The Big C." The logo should be provided by the graphic designer to town staff and aldermen on disk, so that as our current letterhead and other written materials are used up, we may incorporate our new logo to create a consistent public image.

Estimated Budget: 6 framed certificates: \$60.00
Graphic design services: \$500.00
Replacement of "The Big C": \$500.00
Total Budget: \$1,060.00