LOGO REVIEW PANEL MEETING

JUNE 29, 2021

AGENDA

- **Review of panel's top 10**

- **Panel Discussion**
  - Diversity & distinguishability in concepts
  - Color & direction for design firm
  - Open discussion

PANEL DISCUSSION

- Diversity in concepts
- Color and direction for design firm

ARTISTIC GUIDANCE CONSIDERATIONS

- **Meaningful** (communicates what is special about Arlington County)
- **Inclusive** (best represents all audiences and stakeholder interests)
- **Timeless** (appropriate for the very long term, won't go out of style)
- **Brand consistent** (fits overall purpose, entity values)
- **Visually appealing** (clean and simple)
- **Readable** (understood quickly, even at a distance)
- **Scalable** (works well in small and large formats)
- **Adaptable** (works in black/white, color & all mediums, including digital)
- **Versatility** (allows for wide range of use)
- **Distinctive** (won't be easily confused with another)

GUIDANCE CONSIDERATIONS

- Federal monuments, memorials, and facilities?
  - o Ex: Airforce Memorial, Netherlands Carillon, Tomb of Unknown Soldier, etc.
- Virginia symbols?
  - o Ex: Cardinal bird, Dogwood flower, Virginia is for Lovers icon and heart (not unique to Arlington)
- Colors?
- Bridges?

NEXT STEPS & MEETINGS

June 18 through July 2
- Panel considers new submissions – and past submissions
- Panel identifies an additional 5-7 submissions for design alteration

July 2-July 23
- Designers make refinements
- Designers present options to panel; panel selects 5-10 for public voting
- *Panel Mtg: Tues, July 20, 7-9PM*

July 26-August 12
- Community Voting Round 2

Aug 14 – Sept. 12
- Panel develops final recommendation
- *Panel Mtg: Thurs, August 19, 7-9PM*

September 21
- Panel presents recommendation
- County Board decides on final logo
- *Panel Mtg: Thurs, September 9, 7-9PM*