

LOGO REVIEW PANEL MEETING

JUNE 24, 2021

AGENDA

- Recap of board direction
- Panel Poll Review
- Narrow Submissions-Round 1 & 2
- Next Steps

ART SUBMISSION UPDATES - ROUND 2

- **152 total submissions**

- 141 had images

- 9 were comments without images

- 16 images were pulled for elimination based on panel's criteria

- 125 images moved forward for polling

NOTE: Round 1 submissions had 245 submissions

REVIEW AND DISCUSSION

- **Early polling results from panel**
 - Round 1
 - Round 2

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

COMBINED POLL TO NARROW SUBMISSIONS

- This poll combines the top submissions from round 1 and 2
 - 20 dots per participant (limit 3 dots per image)
 - Vote on **10 images**

TOP FIVE FROM ROUND ONE



7,195
votes



5,766
votes



4,279
votes



3,381
votes



2,857
votes

AED LOGO



NEXT STEPS

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

July 26-August 12

- Community Voting Round 2

Aug 14 – Sept. 12

- Panel develops final recommendation

September 21

- Panel presents recommendation
- County Board decides on final logo

TUESDAY, JUNE 29 MEETING

DIVERSITY OF SUBMISSIONS

COLORS

DESIGN FIRM DIRECTION

OTHER