

# LOGO REVIEW PANEL MEETING

MARCH 2, 2021

# AGENDA

1. Welcome and Introductions
2. Status of Comms and Submissions
3. Presentation by ERG (design consultant)
4. Discuss Rules and Criteria for Selection
5. Subcommittee for Eliminations/Non-Qualifiers
6. Demo Tool(s) for Evaluation
7. Next Steps, Meetings, & Housekeeping

# STATUS UPDATE

Last week we pushed the engagement to:

- County departments/newsletters
- Arlington Public Schools
- Arlington Economic Development
- Civic associations and commissions
- Business Improvement Districts
- Arts communities, cultural affairs
- Translated social media images/messages, pushed to:
  - Hispanic, Ethiopian, Mongolian groups/partners

Submissions so far:

71 total submissions

- 48 with art
- 15 without art (comments/suggestions only)
- 7 incomplete responses (not submitted)

# ARLINGTON COUNTY LOGO

PRESENTATION BY ERG

# DRAFT RULES & CRITERIA – FOR DISCUSSION

## IDEAS WON'T BE CONSIDERED IF...

- Includes the Arlington House (or refers to or could be seen as Arlington House)
- Racially, culturally, ethnically, sexually, or otherwise offensive or *insensitive*
- Has no connection to Arlington, Virginia
- Is not original or new

*Possible subcommittee to determine which concepts will not move forward*

## DRAFT CRITERIA – FOR DISCUSSION

- Distinctive (won't be confused w/ another)
- Memorable (easily recalled)
- Visually appealing (clean, elegant, balanced)
- Meaningful (communicates something)
- Readable (understood quickly, even at distance)
- Timeless (appropriate for the very long term)
- Scalable (works well whether tiny or enormous)
- Adaptable (works in B/W, full color)
- Digital-friendly (mobile-optimized)
- Brand-consistent (fits overall purpose, entity values)

### Also ...

- **DIGITAL ACCESSIBILITY** - would register online - particularly via mobile
- **INCLUSIVENESS** - best represents all target audiences and stakeholder interests
- **VERSATILITY** - would allow for wide range of use
- **UNIQUENESS** - most memorable and potentially won't go out of style anytime soon

# PROPOSED APPROACH – FOR DISCUSSION

## **March 14 (Sun) – Engagement Closes**

- March 15: Subcommittee meets to remove submissions that will not be considered
- Share all remaining in advance of March 18

## **March 18 (Thurs) – Discuss/review submissions, full panel**

- Panel Round 1: panel reviews submissions prior to March 25

## **March 18-24 – Panel assesses remaining submissions at home online**

## **March 25 (Thurs) - Determine 3-5 options for consultant to further design**

## **April 6 (Tues)**

- Design consultant shares first round of designs for panel review

# TOOLS/METHODS FOR NARROWING SUBMISSIONS

Option 1: Open Forms

Option 2: Dot Voting

*Proposed: subcommittee to determine which concepts will not move forward*



## OPTION 1: QUESTIONNAIRE

See each submission and submitter's description, then make your evaluation.

Space available for comments; comments will not be viewable to other participants.

Entry Number 11



These are baby bald eagles. Not sure if they're eaglets or eagle chicks, but you see full grown ones along the Potomac because of the proximity to fish.

How do you vote on Entry Number 11?

- Do not recommend
- Maybe recommend
- Definitely recommend

Write any comments you may have on Entry Number 11.

## OPTION 2: DOT VOTING

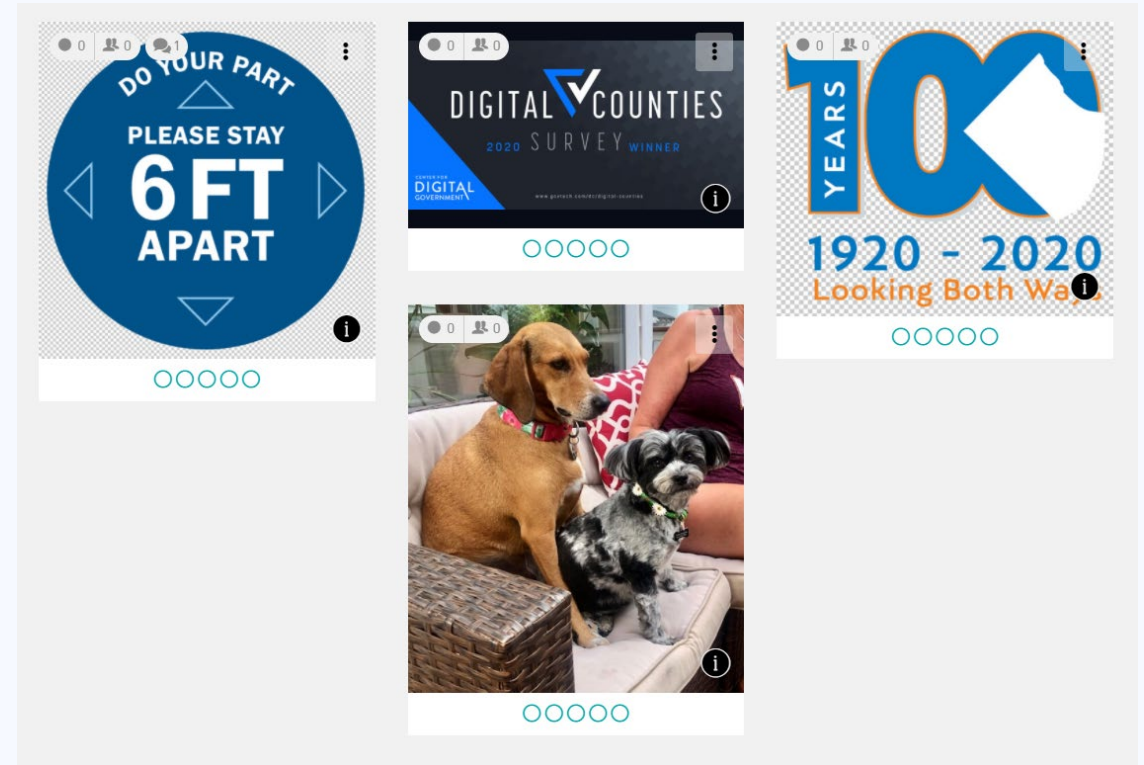
View all entries and descriptions in detail in a gallery.

Weigh your options with a predetermined number of “dots.”

Quantity of dots to be decided by panel.

Place them all on your favorite image or spread them out among your other choices.

Make comments on entries; comments will be visible to other participants.



# FUTURE MEETING DATES – 7PM

## Meet with Consultant, Develop Criteria, Rules

- Tues, March 2

## Review and Narrow Art

- **Thurs, March 18 (not March 16)**
- Thurs, March 25\*
- Tues, April 6
- Thurs, April 15

## Finalize Recommendation for County Board

- Late May/Early June



**\*Alternatively, panel could meet on Saturday, March 20**