

LOGO REVIEW PANEL KICK-OFF

FEBRUARY 10, 2021

AGENDA

1. Welcome and Introductions
2. Project History, Goals, Background
3. Process Timeline
4. Panel Roles
5. Next Steps & Housekeeping

PANEL MEMBERS

Minneh Kane (Co-Chair)

Kelly Rindfusz (Co-Chair)

Roy Abdo

Sada Aksartova

Alberto Camacho Rojas

Justin Godwin

Charmaine Jones

County Staff Liaisons

Jennifer K Smith

Bryna Helfer

Claudia Pors

Whytni Kernodle

Tia Scales

Ryan Simmons

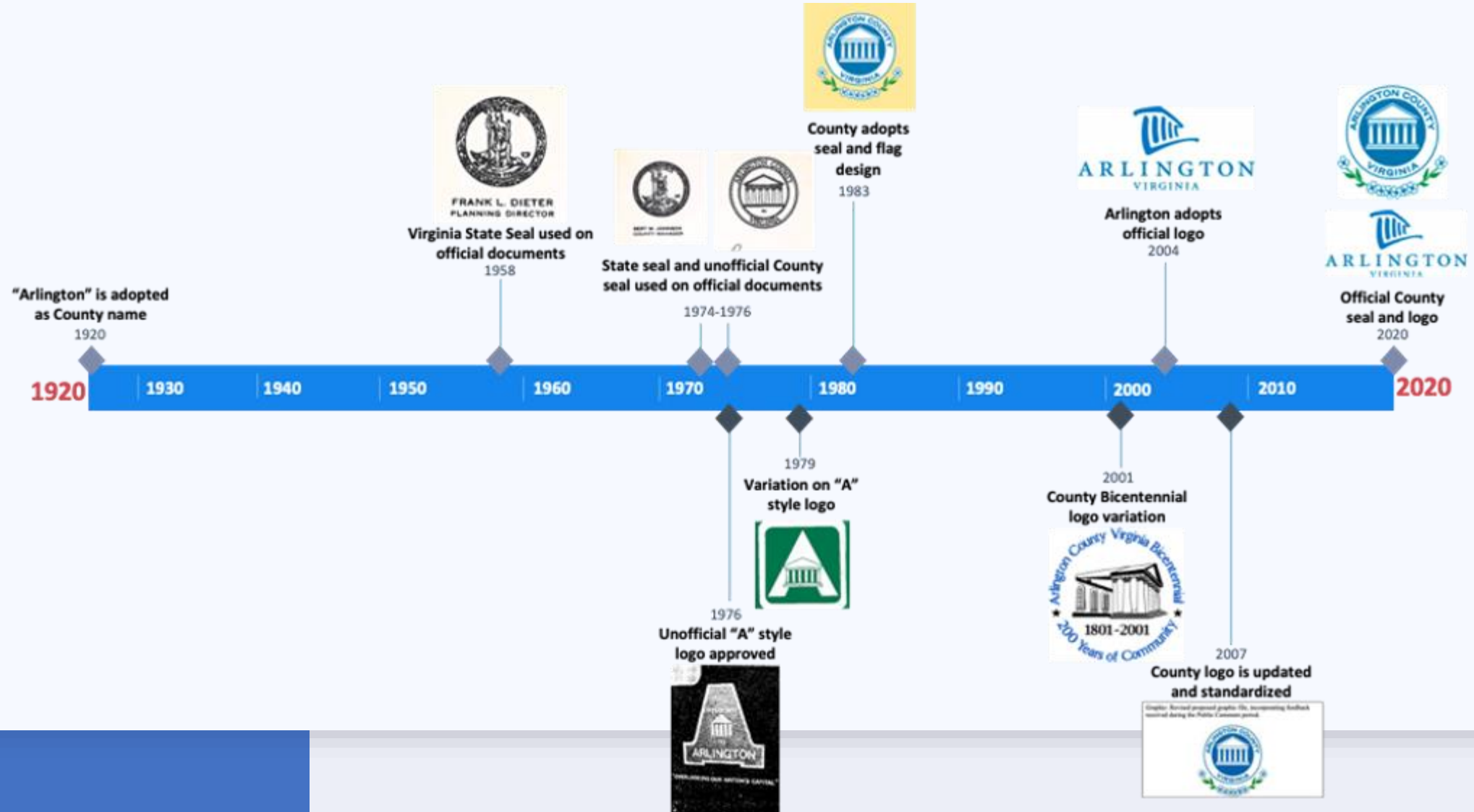
Roby Solano

Jennifer Sosin

Julius Spain, Sr.

Yasmina Mansour

HISTORY OF THE LOGO AND SEAL



LOGO PROJECT GOAL

- Choose new Arlington County logo/visual identity
 - To be used by County Board, County departments and agencies
- Replace existing logo and County seal with new logo as soon as practicable

PROCESS BACKGROUND



County Board calls for a new County logo, based on community voices

County Board approves the process for creating a new County Logo

Call for Logo Panel Member applicants

County Manager announces members of Logo Review Panel

PROCESS TIMELINE



Collect design ideas from the community
February 12 – March 12

Panel reviews submissions, selects top 3-5 choices to move forward
March 13 – April 21

Community invited to rank top 3-5 design concepts
April 26 – May 24

Recommendation presented to County Board
June 19 or 22

PANEL ROLES

- Develop review process – rules and criteria
- Narrow down community concepts in phases (e.g., 20, 10, 5)
- Work with design consultant to finalize 3-5 options for community ranking
- Evaluate the community ranking results
- Make recommendation to the County Board for a new County logo

ALSO ...

- Help spread the word and encourage participation
 - Logo Art/Concept Submissions
 - Ranking Opportunity (later)

NEXT STEPS & HOUSEKEEPING

- Next meeting – best time/days
- Meet with design consultant

TENTATIVE MEETING DATES

Meet with Consultant, Develop Criteria, Rules

- Tues, March 2

Review and Narrow Art

- Tues, 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