

# LOGO DESIGN FEEDBACK

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## 2018 Long-Range Plan

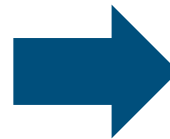
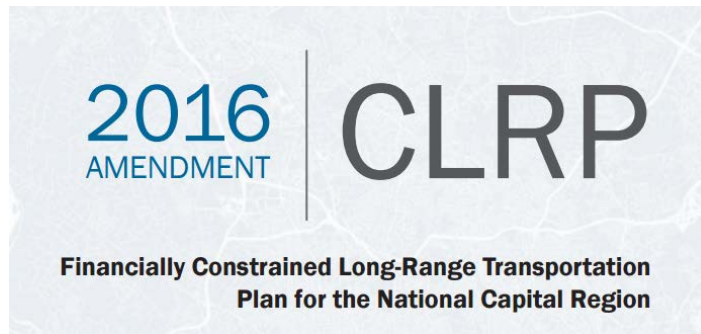
Ben Hampton  
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TPB Technical Committee  
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# Dropping the “C” and dressing things up

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# Our goals at the outset

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- **Fresh, new look**
- **One or two words, not the full name of the plan (or meaningless acronyms!)**
- **Communicate a key message, if possible**
- **Easy to use across web, print, and social media**
- **Aligned with TPB brand**
- **And... KEEP IT SIMPLE!**



# How we got to where we are

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- Surveyed peer MPOs and local agencies
- Contracted with outside designer
- Three rounds of designs so far
- Gathered internal feedback (including from CAC)
- Working to narrow down options for name, colors, fonts, text orientation, graphic element



# Round 1: Name, Colors, Graphics

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- We explored different names, colors, and graphic elements
- “Visualize” was seen as the most compelling and interesting name
- There was a general aversion to the map and dome icons, as well as the orange and blue color combination
- We asked the designer to further develop Visualize, with a focus on developing a graphic element that communicated geographic specificity or something related to transportation



# Round 2: ~~Name~~, Colors, Graphics



- The designer narrowed in on a few color combinations and played with different graphic concepts: “road,” “skyline,” “nodes + connections”
- There was general consensus that “skyline” would be a difficult sell to outer jurisdictions and that “nodes + connections” seemed a little busy
- We asked the designer to give us a few more treatments of “roads” and “nodes + connections”



# Round 3: ~~Name~~, ~~Colors~~, Graphics

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# Now it's time to give your feedback!

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- What do you see in the latest round that you like?
- Is there anything here you definitely don't like?
- Overall, do you have a favorite?
- Any other comments?





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