



JOSEPH A. CURTATONE
MAYOR



**CITY OF SOMERVILLE, MASSACHUSETTS
COMMUNITY PRESERVATION COMMITTEE
CPA SIGN & LOGO SUB-COMMITTEE**

MINUTES
OCTOBER 21, 2016

MEMBERS
Elizabeth Duclos-Orsello
Arn Franzen
Uma Murugan

STAFF
Kristen Stelljes

The CPA Sign and Logo Sub-Committee of the Community Preservation Committee (CPC) held a meeting at 8:30am in the second floor Committee Room at City Hall, 93 Highland Ave, Somerville, MA 02143.

Members Present Elizabeth Duclos-Orsello, Arn Franzen, and Uma Murugan

Members Absent None

Staff Present Kristen Stelljes

Ms. Stelljes shared feedback she has received about the current CPA logo and signs:

1. The dimensions of the logo does not pair well with the City seal, which also needs to appear on documents and signs along with the CPA logo.
2. The four 'sub-logos' could get lost when it appears multiple logos.
3. The images for housing and recreation could be adjusted to more accurately reflect what CPA funds.
4. The literal nature of the logo helps people easily understand what CPA does.

The group agreed on the following points:

1. The CPA logo should be improved to work better on signs and with the City seal, but should continue to graphically depict the four CPA funding areas.
2. The logo should communicate how Somerville's CPA program is trying to creatively connect and balance all four aspects given the great needs in each of the areas. Ideas for showing these connections are a flower petal design or puzzle pieces.
3. The CPA project signs should feature the CPA logo and not be text focused. It should include language saying that the project was paid for by the residents of Somerville.
4. Ms. Stelljes should inquire with the high school graphic design program if this is a project that a class or a student might want to take up.

Documents and Exhibits

1. Examples of signs from other CPA communities
2. Idea for logo

Signs from Other CPA Communities



Somerville's Construction Sign



Dedication Plaque



