



JOSEPH A. CURTATONE
MAYOR



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

MINUTES
JANUARY 6, 2017

MEMBERS
Elizabeth Duclos-Orsello,
chair
Arn Franzen,
vice chair
Uma Murugan

STAFF
Kristen Stelljes

The CPA Sign and Logo Sub-Committee of the Community Preservation Committee (CPC) held a meeting at 12:30pm in the second floor Committee Room at City Hall, 93 Highland Ave, Somerville, MA 02143.

Members Present Elizabeth Duclos-Orsello, chair and Arn Franzen, vice chair

Members Absent Uma Murugan

Staff Present Kristen Stelljes

Students from the Somerville High School graphic design class presented their rough sketch designs to the sub-committee members. Sub-committee members provided the following feedback:

- The idea of using puzzle pieces, which appeared in multiple logos, are good at showing intersecting ideas but may be too associated with early education.
- Preference is for a design that is not linear
- Using the City outline is an attractive idea, but it may not be recognized by people who are not from Somerville
- The use of triangles to connect the four CPA areas is interesting- would need to be balanced, possibly through using a diamond shape.
- The colors should coordinate with the City seal but do not need to be the same primary colors used in the seal.
- The icons used to depict the different CPA areas should reflect what we have in Somerville, such as using Prospect Hill Tower, Community Path, schoolyard gardens, multi-family housing, etc.
- The use of an image that could read as both a river and as a path is appealing.
- The logo should say "CPA-" Community Preservation Act does not need to be spelled out.

Ms. Duclos-Orsello suggested that local media do a feature story on the logo once it is completed.

The sub-committee members shared their appreciation with the students for the hard work they put into each of their logos. They recognized the good ideas shown in each of them and look forward to seeing how the best parts of each of the designs can be combined.

Ms. Stelljes will send the class teacher the CPA annual reports so the students can see images from actual CPA project to potentially provide inspiration for the CPA icons.

Next Steps: The students will use the feedback they received from the sub-committee members to develop a combined logo for sub-committee review

Approval of minutes: Upon a motion by Ms. Duclos-Orsello, seconded by Mr. Franzen, the Committee voted 2-0 to accept the minutes from the October 21, 2016 meeting with no changes.

Ms. Duclos-Orsello adjourned the meeting at 1:25.

Documents and Exhibits

1. Sample rough sketch logos
2. Minutes from October 21, 2016 meeting









