

LOGO REVIEW PANEL MEETING

AGENDA FOR
MARCH 18, 2021

1. Welcome remarks
2. Status of submissions/
recap subgroup's work
3. Review of criteria
4. Discussion of submissions
5. Voting breakout
6. Discuss voting results
7. Next steps & housekeeping

STATUS OF LOGO/CONCEPT SUBMISSIONS

- 245 total submissions
- 54 submissions eliminated
- 191 submissions remaining -
to be narrowed at this meeting

Note:

By end of March 25 meeting, panel must decide on up to 5 logo concepts for design firm to work with, to show the panel on April 6

Subgroup determined submissions not moving forward, based on:

- 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

REVIEW: CRITERIA AND CONSIDERATIONS

- **Meaningful** (communicates what is special about Arlington County)
- **Inclusive** (best represents all audiences and stakeholder interests)
- **Timeless** (appropriate for the very long term, won't go out of style)
- **Brand consistent** (fits overall purpose, entity values)
- **Visually appealing** (clean and simple)
- **Readable** (understood quickly, even at a distance)
- **Scalable** (works well in small and large formats)
- **Adaptable** (works in black/white, color & all mediums, including digital)
- **Versatility** (allows for wide range of use)
- **Distinctive** (won't be easily confused with another)

GROUP DISCUSSION ON LOGO/CONCEPT SUBMISSIONS

- Round robin conversation – 2 minutes for each to share thoughts
- Discussion by category groupings

VOTING & EVALUATION

- **Vote on logo/concepts move forward (15-20 minutes)**
- **Review logos/concepts with top number of “YES” votes**

KEY DATES COMING UP

March 18 – Round 2: Discuss/review submissions

- Panel votes on remaining entries in real time

March 22-24 – Round 3: At home, panel assesses remaining submissions

March 25 (Thurs) – Panel meeting

- Determine up to 5 options for consultant to further design

April 6 (Tues) – Panel meeting

- Design consultant shares first round of designs for panel review

PROCESS OVERVIEW

Meet with Consultant, Develop Criteria, Rules

- Tues, March 2

Review and Narrow Art

- Thurs, March 18, 7pm
- Thurs, March 25*
- Tues, April 6, 7pm
- Thurs, April 15, 7pm

Finalize Recommendation for County Board

- Late May/Early June



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