

## **Community Identification and Brand Study Public Engagement and Outreach**

### **Alternative C Qualitative Community Input**

1. Alternative C seems like it would work well in black and white, which is important to save money when possible.
2. Alternative C: The hills: Right Side of the mountains should be a rolling hill, not mountains. Smooth out just the right mountain to a hill (shows diversity) Maybe change the green color to a different shade. Colors should be vibrant colors. Try the Wi-Fi a teal color or blue green.
3. Alternative C is good.
4. Suggest relooking at the Milpitas text font on Alternative C and possibly integrating more colors to indicate the diversity in our city.
5. For Alternative C, the box conveys a feeling of constraint and seems like it's stifling the elements within. It also has the challenge of making the text readable when printed or displayed in a small size.
6. Milpitas means little corn fields. I'm surprised that wasn't incorporated into the logo.
7. Alternative C: The Ford plant looks more like a mission archway to me.
8. The name Milpitas is the plural diminutive of milpa, Mexican Spanish for "cornfield." The name means "Place of little cornfields." The word milpa is derived from the Nahuatl words milli, meaning "agricultural field," and pan, meaning "on." We must adhere to our heritage. It makes us unique.
9. Alternative C: I think Milpitas should be in all caps for all lower-case lettering.
10. Excited about this!
11. Alternative C is the only one that doesn't look like a campaign logo for a politician.
12. I love the color scheme selected, however I preferred Alternative C because it can still stand out on its own when printed in BLACK n WHITE. I have to consider this as most Prints are not readily available in color, so having it still STAND out and convey same message without color makes a stronger statement and recognizable.
13. Bay Area is a high-tech city. Love it!
14. As home, my picture of Milpitas is a comfortable place where I can return at any time and enjoy the smaller parts of life. However, I want Milpitas to flourish as a city and grow economically. I believe a mix of the history Milpitas, as well as symbolizing growth and forward progress will best suit the current Milpitas logo.

15. Alternative C has good composition, upright rectangular border and Ford plant element echo each other nicely. The elements for rolling hills, leaf and technology reflect important aspects of the city and provide interesting shapes in the logo. Good color palette can be simplified to one green and one dark blue if needed (dark blue, light blue, green and white). The word "Milpitas" pops nicely using white text on dark blue background, good clean font.
16. Alternative C ultimately gets the vote. The primary reasons are that it's compact, contains more grounded elements, and is more intuitive to what people may prefer in a logo.
17. Milpitas means little cornfields in the Native tongue of the Ohlone Indians I believe. I wish a corn and stalk would have been incorporated in the new improved symbol. I believe it shows respect to the Natives that once inhabited this land as well show respect for the current diversity. My friends growing up in Milpitas still refer to "The little cornfield".
18. What about the corn! Milpitas grew corn. Corn in a laptop. Never forget where you came from.
19. I feel that this logo represents a wide range of what Milpitas has to offer its community.
20. Alternative C fits the city and community spirit the most, but it is complicated. I don't think the circle looks like "Wi-Fi". Maybe they can reduce the lines, and switch to a solid image for the leaves. I like the M line (Milpitas, the hills) and the leaves (sustainability). However, I do not like the Ford plant, which looks like triumphal arch in France or Europe.
21. Alternative C demonstrates a beautiful harmony between nature and the people who call Milpitas their home. Nature and People coming together!
22. Represent the love of Milpitas culture!!!
23. Alternative C is historical, but too much line-art.
24. I like Alternative C the best but maybe a little more rectangular (wider).
25. Alternative C presents the City of Milpitas in more meaningful way. I love it.  
Thank you!
26. Alternative C represents the past history. Need to look forward.
27. I like a graphic with the city name. However, the line graphic looks like mountains, it does not suggest a roof or family or home. So now there are two graphics for hills/mountains. The building graphic is not suggestive of the Ford plant or Great Mall, but maybe business in general. A logo should not have to be explained.

28. I think Alternative C conveys its message best without the need for explanation bullets.
29. Alternative C shows great work and an exciting time in the City
30. Alternative C should be the town logo as it depicts the city changing with the times.
31. Alternative C is balanced, will translate well to single color applications, and represents Milpitas. It will be most practical for all around use.
32. Alternative C has good representation of our history but as a grayscale icon the city name is hard to read and looks cluttered.
33. I selected the one I believe is the best of the three. Alternative C represents Milpitas and is the best of the 3.
34. Community mark Alternative C is strong and encompassing, .It is professional yet welcoming and warm. To me it indicates A come into my city, Feel welcome, successful and happy, kind of message.
35. Alternative C is the most effective and noticeable for color or black and white printing.
36. I'm not sure Wi-Fi is a great symbol for the city. What happens if technology evolves or Wi-Fi falls out of favor for better wireless connectivity? I think something that represents the feel of our community, hopes for the future, and geography would be best.
37. Alternative C represents Milpitas well and gives a welcoming feeling
38. Alternative C looks the most official
39. The official logo should be Alternative C.
40. Even though Alternative C is my favorite, I like the colors of the other 2 logos, to show diversity. Can we incorporate more color?
41. Alternative C is far superior.
42. When I think of a logo for a city, I'm thinking, "What's going to look good & stay fresh 30 years from now?" For me, Alternative C is the most like a current city logo. I'm impressed with how many different ideas and how much Milpitas culture it conveys in one logo.
43. Alternative C is most pleasing to look at.
44. Alternative C is a great new mark / logo design!
45. I like the clarity of ID with Alternative C - the word "Milpitas" stands out. This isn't an art contest - but a logo for the city.

46. Like how history is represented on Alternative C. Yes, make progress forward but never forget the past.
47. Community Mark/Alternative C represents the Milpitas City the best because the logo depicts all the following traits of Milpitas: Unity, High Tech, History, Family & safety. The only feedback I have is that in the logo the word Milpitas can be made slightly more colorful & brighter (Fuchsia, Yellow or Purple). Thank you.
48. Community Mark Alternative C best epitomizes the City of Milpitas as it represents the beautiful scenic view of rolling hills, tech forward mindset, and family!
49. I select Alternative C because the logo represents City of Milpitas well by all the following: Unity, High Tech, History, Family & Safety!
50. Alternative C is the perfect community mark because it illustrates the scenic backdrop of the city, rich history, and family environment of Milpitas.