



Logo Redesign

Why the New Logo?

Simplicity

The design of the background is difficult to reprint on other materials

New cohesive design to update and modernize

Mimic surrounding municipalities



UNCC Project Break Down

Reached out to local graphic designers for a price point for a new logo redesign

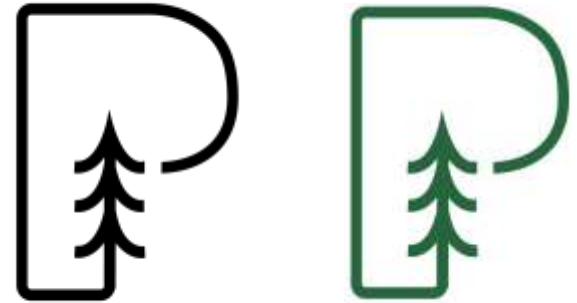
One designer offered to have the graphic design course she taught at UNCC provide options and make it their project for the semester

Chris, Ryan, and I saw 13 different logos from students and chose our top 3

From those three, we reduced it down to 2 logos

We paid for each graphic designer to make tweaks to the finals you are about to see





Results #1

Carmen Ware

PINEVILLE

Adelle Sans Devanagari Semibold



North Carolina



Hubballi Regular







 **PINEVILLE**
North Carolina



Results #2

Carlin Safrit







John Doe | Infinite Loop 12 | 94012 Example | Germany

Acme Corp.
Sesamestreet 23
12345 Gotham City
USA



Subject

03. September 2019

Dear...

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium.

All the best,
John Doe



John Doe
Infinite Loop 12
94012 Example
Germany

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Next Steps

1. Council can decide amongst the two new options and 1 original option
2. Internal employees/Residents may vote on the logo change
3. Keep current logo

Implementation Plan and Cost has not occurred yet. About \$500 was spent on the designing. A more conclusive, calculated cost break down needs to occur for implementation

