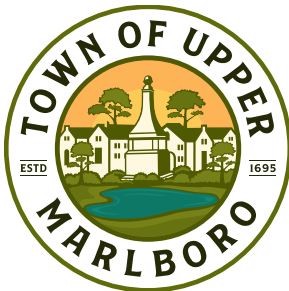


MEMORANDUM

Logo / Branding Update

Project Status - Logo

- 111 designs reviewed
- 4 designs presented to community
 - 252 respondents:
 - 168 residents
 - 84 neighbors
 - Logo A was the resounding favorite:
 - 1.45 average ranking from residents (next best logo was 2.38)
 - 1.82 average ranking from all respondents (2.16 for logo D)
 - Revisions in process based on community feedback:
 - Horses (13 respondents mentioned)
 - Alignment of wording (10)
 - Established Date (7)
 - Buildings should look like Upper Marlboro (6)



*More versions will be available Monday.



Project Status – Brand Guideline

- Initial draft completed. To be finalized once logo is finalized.