

TO: Workforce Investment Board

DATE: 1/24/02

**FROM: Marketing & Economic
Development Committee**

- For Action**
- For Information**
- Meeting Notes**

SUBJECT: Logo for the Workforce Investment Board of Merced County

PROPOSED MOTION(S): Accept the attached Logo.

DISCUSSION: William Bell of Wm Bell & Company has successfully guided the Marketing & Economic Development Committee through the Logo selection process. Under Mr. Bell's guidance the committee reviewed the two existing logo marks for the Youth Council and Worknet for elements that created the strength of each individual mark.

Mr. Bell walked the committee through the anticipated media in which the new logo would be reproduced. This included single color newsprint, web, signage, business system, and full color brochures. This allowed the committee to build graphic concepts from the start that address reproduction issues.

Research of the history, environment and cultural distinctions of Merced County was addressed to incorporate the individualism of the WIB logo mark as it is related to the community it serves.

Bearing the above factors in mind the committee under Mr. Bell's guidance worked through the process of developing our logo. This included the development of a variety of fundamental forms and shapes that began to encapsulate the images the committee felt that the logo must include. Next, Mr. Bell presented to the committee a series of 29 conceptual logos. This phase was presented in basic concepts and forms, not color. The 29 conceptual logos were narrowed down to 12.

Mr. Bell presented the 12 conceptual logos in three variant logo designs each. Mr. Bell reviewed the 36 designs in detail interpreting the meaning of symbols, their relationship to the logo mark overall, the identification of fundamental shapes and their impact on the overall design. The logo designs were narrowed down to four.

Mr. Bell presented the four previously selected WIB logo marks in various printed formats; letterhead, business cards, and envelopes were reviewed.

The logo marks were presented in color and enlarged to poster size. The committee narrowed the logo marks down to two. The two were voted on. The logo mark being presented to the WIB received a favorable committee vote of 8 to 1.

ATTACHMENT(S):