

TO: Youth Council

DATE: January 11, 2002

FROM: Youth Council Staff

For Action
 For Information
 Meeting Notes

SUBJECT: Youth Council Logo

PROPOSED MOTION: That the Youth Council select one logo from those presented to be formally adopted as the "Youth Council Logo".

DISCUSSION: In April, 2001 the Youth Council selected a logo designed by a Merced student, Ricardo Cervantes, as its official logo. In July, 2001, the consultant hired by the WIB to design a logo for the WIB commented that the youth logo could "be cleaned up" to make it more professional. The Youth Council agreed and by mid-October, Mr. Bell presented 6 concepts of the youth logo to the WIB Marketing Committee. The committee narrowed down the possible choices to those presented today.

On November 28th, again at the WIB Marketing Committee meeting, Mr. Bell was present. Ricardo Cervantes was also present and attended with his father. Mr. Bell took the time to acknowledge Ricardo's original logo and explained the process his company had used to create the logos presented here today. He also gave Ricardo a present of the display boards of the evolved logos. After the meeting, Mr. Bell met with Ricardo to encourage him and to offer advice on how to succeed in the career field of graphic art.

Today, Mr. Bell will describe the process of creating the presented logos and the symbology of each example. The job of Youth Council members is to then vote on which logo you feel represents the Youth Council.

ATTACHMENT(S): N/A