Age Friendly Millinocket logo

Tom Malcolm <ChiefMalcolm@millinocket.org>   Wed, Dec 4, 2019 at 11:00 AM
To: Samantha Cote <sam@godesignlab.com>, Cody McEwen <cody.mcewen@maine.edu>, John Davis
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<matt@millinocketmemoriallibrary.org>, Robin Stevens <rstevens@mrhme.org>, Diana Lakeman
<townclerk@millinocket.org>, Patricia Oh <build.afc@gmail.com>

They look great Sam, I also think the top left is the better one. I think we should try to stay with the blue that we use for
our Millinocket Logo, just my thoughts. Thanks.

Tom

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From: Samantha Cote <sam@godesignlab.com>
Sent: Wednesday, December 4, 2019 10:57 AM
To: Cody McEwen <cody.mcewen@maine.edu>; John Davis <manager@millinocket.org>; Thrive Penobscot
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Subject: Re: Age Friendly Millinocket logo

Just to clarify, there are three logo options, but I included the black and white version of each of those for further context

Thanks!

Sam

On Wed, Dec 4, 2019 at 10:50 AM Samantha Cote <sam@godesignlab.com> wrote:

> Hi all,

We've worked through a few different variations of this logo after going through many others that are used among Age-Friendly communities, both in our state and outside of.

Some logic that I kept in mind during this creative process:

-utilizing a shape that reflects the mountain

-use a component that represents living and living well in our community (the houses)

These are the options that we feel are the final choices. The bottom and the top right aren't as successful in capturing the mountain component, because the houses were supposed to represent mountains as well, but it's difficult to tell. We think the one in the top-left is the best choice.

It would also be a nice stand-alone logo without the text for print or digital materials. Thinking into the future of the committee, the shape is simple enough that things like embroidery and color printing would be a breeze. The use of the two different color shades is also a great aspect in terms of branding, as both can be used among black and white text/design and will stand out nicely. However, we can use shades of another color. We can also switch around fonts if necessary.

I'll let you all discuss and/or vote on options. Feel free to ask any questions :)

Thanks!

Sam

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designlab

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