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PRESS RELEASE - FOR IMMEDIATE RELEASE

New Logo Selected for Old Town Lafayette

LAFAYETTE, **Colo.**, May 18, 2012 – The City of Lafayette is excited to announce Davis Creative, Inc. is the winner of the contest to design a new logo for the Old Town business corridor. The Lafayette Urban Renewal Authority selected the logo at its May 15 meeting.



Jennifer Davis, the designer of the "Icons & Ironwork" logo, described the design as being "contemporary, playful and direct" in her logo submission entry. "The integration of icons identifies what you will find there – shops, art, food, music and culture. Decorative ironwork provides an artful backdrop for the design," she wrote of the downtown area and the logo in the narrative for her submission.

Earlier this year, more than 50 designers responded to the City of Lafayette's call for logo design submissions for the Old Town business corridor. In April, the Downtown Action Committee, Lafayette Old Town Association and Lafayette Cultural Arts Commission provided feedback on seven finalists. The Lafayette Urban Renewal Authority selected Davis' logo from a group of three top designs.

Designing a new logo for Old Town Lafayette was one of the first steps identified in the plan to implement the 2011 Downtown Vision Plan for Lafayette. City staff members anticipate using the logo in directional and other signage identified in the Downtown Vision. To read the Downtown Vision Plan, please visit: www.cityoflafayette.com/downtownvision.