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News Release

FOR IMMEDIATE RELEASE

Lafayette residents asked to help select a new City logo design

Lafayette, Colo October 27, 2014 –Ballot issues aren't the only thing Lafayette residents will be asked to vote on in the next two weeks. The City is in the process of selecting a new logo design and is asking for the community to provide online input by November 9.

"While our logo has served us well for over 3 decades, it's outdated and due for a redesign that will better represent Lafayette's character and forward momentum," said Debbie Wilmot Public Information Officer. "I'm thrilled with the extremely creative submissions we received for the competition, but it does make for a difficult decision." The current City identifier was designed by a CSU student in 1982.

In September Wilmot sent out a call for graphic designers in the form of a Logo Competition. It was requested that the City of Lafayette's vision statement be used as the direction to develop the new logo, and allowed the community involvement tag line to also be considered in the conceptual development.

Vision Statement: Lafayette's panoramic view of the Rocky Mountains inspires our view into the future. We value our heritage, our unique neighborhoods, a vibrant economy and active lifestyles. We envision a future that mixes small town livability with balanced growth and superior city services.

Community Involvement tagline: Be at Part of It... Community Life, Healthy Lifestyles, Sustainable Living

The parameters of the competition also specified that the logo must: provide the city an updated, visually distinct, and easily recognizable identity; be designed so that it can officially represent the City of Lafayette and serve as a marketing identifier; easily transition between signage, print, and online media; stand out from other logos as unique; and be easily reproduced for use on signage, wearables, vehicle graphics, printed materials and other chosen materials; be fresh and progressive; and able to withstand the test of time.

A total of 62 designs were submitted by the October 1 competition deadline. This field of competitors has been narrowed down to three finalists and is currently being presented online to the Lafayette community. Residents are asked to view and vote for their favorite logo at www.cityoflafayette.com/Logo by November 9. With the community's input, a final design will be selected and presented to City Council for their review on November 18 at the regular meeting.

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This mark represents an abstract of Lafayette's view of the mountains and the water of Waneka Lake. The three features also symbolize the "sails" that cover Festival Plaza. The three shapes denote Lafayette's community involvement areas; community life, active lifestyles, sustainable living; and how they come together and interact with one another.



City of Lafayette

This is a representation of Lafayette’s three community involvement areas; community life, active lifestyles, and sustainable living and how they overlap with one another. These all “stem” from the City. The arching shapes are also an abstract of the mountain views from Lafayette and Waneka Lake which represent some of the unique surroundings of Lafayette.





My design suggests a contemporary community on the plains, near the mountains and hills. The simple but more organic rendering of mountains provides energy and vitality and avoids harsh geometric drawing. Retaining the mountains provides continuity from the current design used for many years, that people are familiar with. The type font is very legible at large and small sizes, crisp and readable on different backgrounds. The overall impression is of a friendly, energetic and optimistic, vibrant community.

