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News Release

FOR IMMEDIATE RELEASE

The City of Lafayette adopts new logo design

Lafayette, Colo November 19, 2014 – After a six week long vetting process involving City Council, staff, and Lafayette residents, a new logo design for the City of Lafayette has been approved and adopted.

The former City logo had been in use since 1982, and while the design served its purpose well for over three decades, a fresh look was needed to better represent Lafayette's personality and forward momentum. In September, graphic artists were invited to participate in a logo competition to design a new City logo. Contestants were required to utilize Lafayette's vision statement and community involvement tagline to guide the development of a new logo design.

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 competition also specified 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.

Over 60 designs were submitted by the October 1 competition deadline. The field of submissions was narrowed down to the top five selections by City staff, with City Council selecting the top three finalists. Lafayette residents were given the task to select the winner from the top three finalists in an online voting process that ran from October 27 through November 9. Graphic designer finalists included Nuf Said Advertising of Lafayette, Uppercase Design of Louisville, Yellow House Design + Marketing of Erie, and the winning design was created by Thull Time Design of Lafayette. Adoption of the new logo was unanimously approved by City Council at their November 18 meeting.

Residents can expect to see the design begin to appear around town as early as December. A conscientious effort is being made to gradually replace items as opposed to immediately replacing them across the board. The new logo will be incorporated into newly produced items. As inventories of existing items such as stationery and signage is depleted or is in need of replacement, the new logo will be integrated at that time. This practice will ensure a financially responsible replacement strategy.

The new logo and design interpretation can be viewed at www.cityoflafayette.com/LOGO

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High resolution files are available upon request.



Logo Interpretation



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.