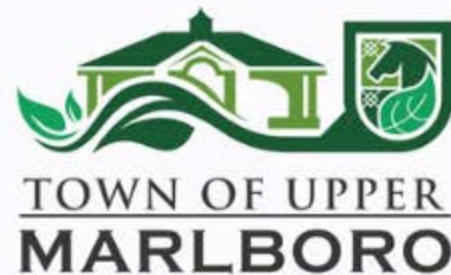




HELP PICK THE NEW LOGO

Participate in the survey to help pick the new logo for the Town of Upper Marlboro!

Scan the QR code here or visit the Town website.

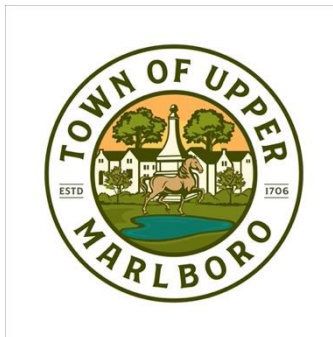


MEMORANDUM

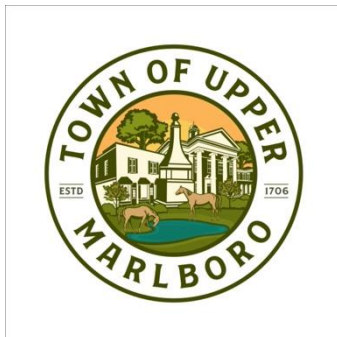
Logo / Branding Update

Project Status - Logo

- 111 designs reviewed
- 4 designs presented to community
 - 252 respondents:
 - 168 residents
 - 84 neighbors
 - Logo A was the resounding favorite:
 - 1.45 average ranking from residents (next best logo was 2.38)
 - 1.82 average ranking from all respondents (2.16 for logo D)
 - Revisions in process based on community feedback:
 - Horses (13 respondents mentioned)
 - Alignment of wording (10)
 - Established Date (7)
 - Buildings should look like Upper Marlboro (6)



*More versions will be available Monday.



Project Status – Brand Guideline

- Initial draft completed. To be finalized once logo is finalized.



Logos for Upper Marlboro

1.



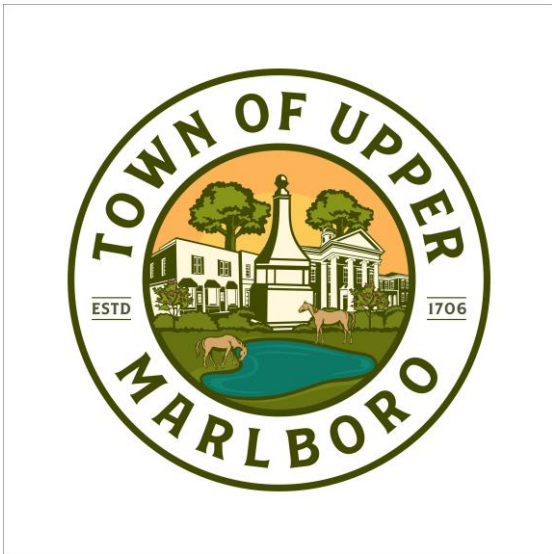
2.



3.



4.



5.

