



## MEMORANDUM

### Town of Wellesley - Planning Department

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To: Unified Plan Steering Committee  
From: Michael D. Zehner, Planning Director  
Date: September 29, 2016  
Subject: Unified Plan Brand and Logo

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Please find attached a *Logo Brief* providing the basis for the logo developed for the Unified Plan. As discussed at the August 30 Steering Committee, the consultant team was to work with staff and any interested volunteers from the Committee to develop the logo. The logo was developed by the Stantec team with the review and input from Meghan Jop, Deputy Executive Director, Michael Zehner, Planning Director, and Richard Howell, Wetlands Protection Committee representative to the Unified Plan Steering Committee; Mr. Howell's experience in marketing and branding was extremely helpful to the process and we hope the Committee is pleased with the resulting logo.

# LOGO BRIEF

## ASPIRATION

The dark silver color and the script font in “Wellesley” capture the town’s traditional nature, while the contemporary sans serif used for the other words signifies the plan’s forward-looking quality.

## QUALITY OF LIFE UNIFIED

Green and blue reflect Wellesley’s commitment to increasing sustainability and protecting valued natural resources.

The overlapping squares represent multiple elements coming together to deliver a shared vision for the future.

## “OUR VOICE”

Wellesley has a wealth of passionate citizens who care deeply about the future of the town. The planning process will assure that everyone’s voice is heard.

## “OUR TOWN”

Rather than a “Town Hall” project, this plan is a community effort that includes all of us.

*Wellesley*  
**Unified Plan**



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**OUR VOICE • OUR TOWN • OUR FUTURE**