

Zebulon Board of Commissioners
Special Called Meeting
Minutes
June 30, 2022

Present: Glenn York, Quentin Miles, Shannon Baxter, Larry Loucks, Jessica Harrison, Joe Moore-Town Manager, Michael Clark-Planning, Stacie Paratore-Deputy Town Clerk

Absent: Beverly Clark

BRANDING PRESENTATION

Aaron Arnett, from Arnett Muldrow and Associates, spoke about the brand development and the input that was gathered to develop the draft brand. Online surveys, focus groups and steering committee meetings were all methods used to collect input.

The brand focus included:

- destination identity
- bold and vibrant system
- consistent and connected system
- external focus
- internal message

Shawn Terpack spoke about the color palette and type faces.

The brand values included:

- location
- assets
- growth
- downtown
- creative economy
- consistency in vision

Mr. Arnett read the Town of Zebulon's brand statement and the various brand extensions were shown.

There was discussion about the "Z" in the logo.

Commissioner Loucks liked the brand statement, but did not like the look of the "Z". There was discussion about the overuse of the blue and green in nearby communities and looking to similar to other communities.

There was discussion about the primary font that was chosen and how the font needed to be more mature.

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Commissioner Baxter asked how the “You belong” tagline was created. Mr. Arnett explained the creative process of the tagline.

Commissioners Miles and Baxter asked to see a contemporary and traditional option.

Commissioner Harrison liked the tagline but thought the font needed to be a more mature look and to represent the diverse background of Zebulon.

The meeting was adjourned by consensus.

Adopted this the 9th day of August 2022.



Glenn L. York

Glenn L. York—Mayor

Lisa M. Markland

Lisa M. Markland, CMC—Town Clerk