

**Winston-Salem Urban Area Metropolitan Planning Organization  
Transportation Advisory Committee  
Action Request**

**Meeting Date:** July 20, 2017      **Agenda Item Number:** 9

**Action Requested:** Review of the Winston-Salem Urban Area Metropolitan Planning Organization logo.

**SUMMARY OF INFORMATION:**      **Attachments:** Yes X No       

Logos have the distinct ability to influence moods, inform and identify a business, organization, individual or point of operation. A successful logo design will be effective in conveying a brands message and image and will often be used on letterheads, websites, official documents and items of the nature.

Over the past several months the WSMPO staff has worked with the City of Winston-Salem's Marketing staff to create a number of logo options for the TAC to review. Specific elements of the logo that we wanted to focus on included:

- Depicting the MPO as inclusive (not Winston-Salem focused)
- Incorporating the modes of transportation found here locally
- Creating a visually informing image which can be used in color or grey-scale

Currently the Winston-Salem MPO does not have a formalized adopted logo. Many of the other MPO's across the state already have unique logos which set them apart from other MPOs. Our logo like theirs would be used to distinguish our MPO from others, as well as be used on official documents, mailings and the MPO's website.

The attached document includes several logo options and variations.

### Existing MPO Logos (across the state)



### WSMPO Logo Options

**A**



**D**



**B**



**E**



**C**



**F**

