

## Ad Hoc Communications Committee

June 20, 2023

Meeting called to order by Trustee Nancy Pierce at 8 AM

Present – Lee Wishau, Jake Lovdahl, Nancy Pierce, Tony Hammes, Kathy Kasper.

Election of Chairperson –

Nancy Pierce was nominated by Tony Hammes, Seconded by Lee Wishau. Passed unanimously

### Initial Goals and objectives of the Committee

- a. Development of a logo for standardized use within the Village of Caledonia
- b. Branding document finalized which relates to Font, colors and approved optional logo usages.
- c. Standards to be utilized on a consistent basis , Village wise and applicable to all departments, once approved by Village Board.
- d. Finish off the building check list
- e. Communication plan overall development

Discussion.

A - The logo status.

Much work was completed by the former CDA committee. As such, this new Committee will build on the extensive and quality work done.

The basic logo image of the stylized thistle will not change. What was under prior discussion and for reasons enumerated below, the matter of color is resolved to be within the rust-colored line.

**Motion** by Trustee Lee Wishau - Tony Hammes will create several color pallets and design options for review by the Committee as well as Font determination. Seconded by Jake Lovdahl, **Passed**.

The Committee focused on 2 main colors within the rust family coupled with the existing brushed nickel portion of current utilized images.

The previous committee researched neighboring and similar communities to assess what options existed that will support differentiating Caledonia and yet remain fresh for long term applications. In general, many nearby communities are using blue and green.

It is important in creating a Branding Plan to consider if there are thematic components which will serve to underscore the uniqueness and draw of the Village.

Rust colorations represent not only the rocks quarried in part from the Quarry but are the essence of economic development as we think in terms of construction girders, roadways, and commercial work. The rust family also represents the rural aspects of the Village as we look to its significant farmlands as well as the parks and conservation trails and entities that lie within its borders.

Once the determination of the Branding logo/format/fonts is completed, a roll out plan will be developed for all departments and Village usage. We realize there is some time sensitivity involved with the construction of the Public Safety building. This will ensure consistency throughout the Village as well as consistency with all media or digital materials.

B- Building list.

Lee Wishau has the information, and the work was almost completed when the CDA was dissolved. Laid over to the next meeting.

C – Overall Communications Plan for the Village

Laid over to a future meeting as until the logo/colors and fonts are finalized, there is no driving impetus to start this.

Determine exact font and color along with logo branding

D- Meeting adjourned at 8:45 am.