

Minutes

Branding & Wayfinding Advisory Committee

May 23, 2018

Committee Chairman, Paul DiNocco, called the meeting to order at 7:05, in the Director's Conference Room of the Savings Bank, 357 Main Street.

Members Present: Paul DiNocco, Edward Dombroski, Steve Maio, Lt. Stephen Skory, Colleen Getty, Connor Beebe, Daniel Benjamin, Robert DiBella, Laurie Hunt, Susan Wetmore, Jack Palano, Kaitlin Dolan, Sandy Doody, and the Town Planner. Also, present: Chris Carino and Robert Mailhoit.

The Chairman turned the meeting over to Mr. Favermann, Favermann Design. Mr. Favermann summarized the group's progress from December 7, 2017, to the present. He reviewed ideas and themes the group generated from the "describe Wakefield exercises." He reviewed the logos and branding images associated with various Wakefield organizations.

Favermann then summarized the conclusions reached at the last meeting, March 15th. At that meeting, Favermann presented three image/theme options: the bandstand, a tree by the Lake, and the vista of the town's skyline from across Lake Quannapowitt. The group consensus on March 15th was that the bandstand, while unique to Wakefield, has been incorporated into so many branding images that something new was needed. The vista or skyline image of Wakefield as viewed from across Lake Quannapowitt from Beebe Cove was the option selected for further study. The direction that Favermann announced on March 15th was to obtain a high density digital image of the Wakefield's skyline and enhance it for the wayfinding system.

Favermann presented his new photograph of Wakefield's skyline and it's conversion to a sepia-toned image that would later be digitally enhanced for the wayfinding signage system. See Attachment 1. Favermann then presented the family of wayfinding signs using the sepia-toned skyline image combined with white letter signage on a dark blue background. See Attachments 2 & 3. This generated immediate reactions from the group.

Jack Palano found the sky an unnatural color. He was concerned the sky was yellow and red. Susan Whitmore objected to the pairing of blue and gold: Stoneham High School's colors are blue and gold. Colleen Getty was not present at the last meeting, but having read the minutes, suggested returning to an image/theme abandoned on March 15th, the bandstand. Ms. Getty distributed illustrations of the three options discussed at the last meeting with her fourth option inserted, a photograph of the bandstand all tinted red. If her vision was adopted, Wakefield's wayfinding signs would be red and black, Wakefield High School's colors. See Attachment 4.

The entire group debated whether the bandstand should be abandoned as Wakefield's branding image/theme. The committee seemed to be split between the members that had not been present on March 15th wanting the bandstand versus the full-attendance members wanting something new. Mr. DiNocco championed – dump the bandstand; it's a tired and all-too-overused theme. A peacemaker offered: (maybe) we shouldn't run from the bandstand; it's an image known throughout the region. No one backed down on the image issue, but the color issue seemed to be settled for all Wakefield's graduates: Wakefield can never use Stoneham's blue and gold. An unidentifiable voice suggested: looking for an old colorized postcard of the vista across the lake; a color image could be better than a tinted photograph. Sensing that lifetime bitter enemies would result if votes were cast (bandstand vs. vista), Mr. Favermann offered to devote more time to color studies and for discussing at the next meeting.

Minutes

Branding & Wayfinding Advisory Committee

May 23, 2018

Favermann gave the group a glimpse of the kiosks being designed for Wakefield's Main Streets Inc. The current kiosk design, Attachment 5, has a top panel with a profile similar to the silhouette the bandstand's roof. The kiosks have a black frame and a red top. [Wakefield's High School colors.] The Town Planner described the proposed locations of the kiosks. The digital kiosk was proposed for the sidewalk at the library. One would be located in the parking lot at Veteran's Field, another at the Square and one on the lower common. Some committee members objected to the digital kiosk near the library. A post-meeting, meeting was arranged to settle the kiosks sites.

Next meeting was scheduled for Wednesday, June 27th at 7:00.

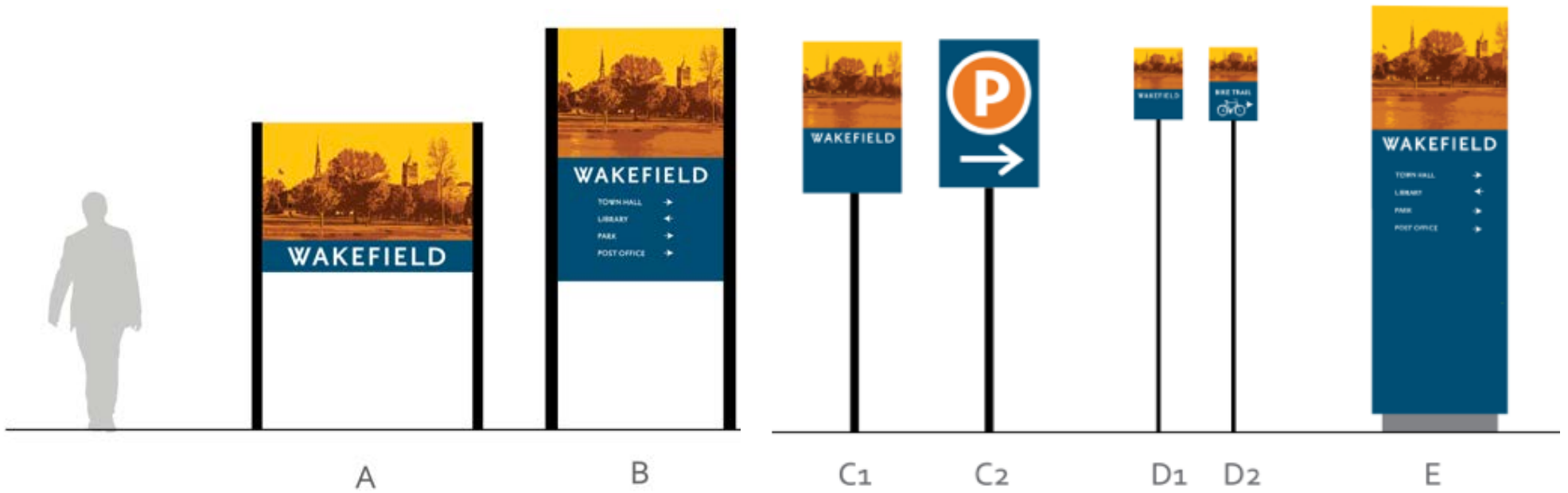
Meeting adjourned at approximately 8:15.

Subsequently, Favermann submitted the additional sepia and red color illustrations for inclusion in the minutes. Attachments 6, 7, & 8. Mr. Favermann requested that before the next meeting, the committee members vote for their preferred color scheme. Whether colors should be sepia/blue or sepia/red. The Town Planner will poll the members. Note: Both color schemes use black posts.

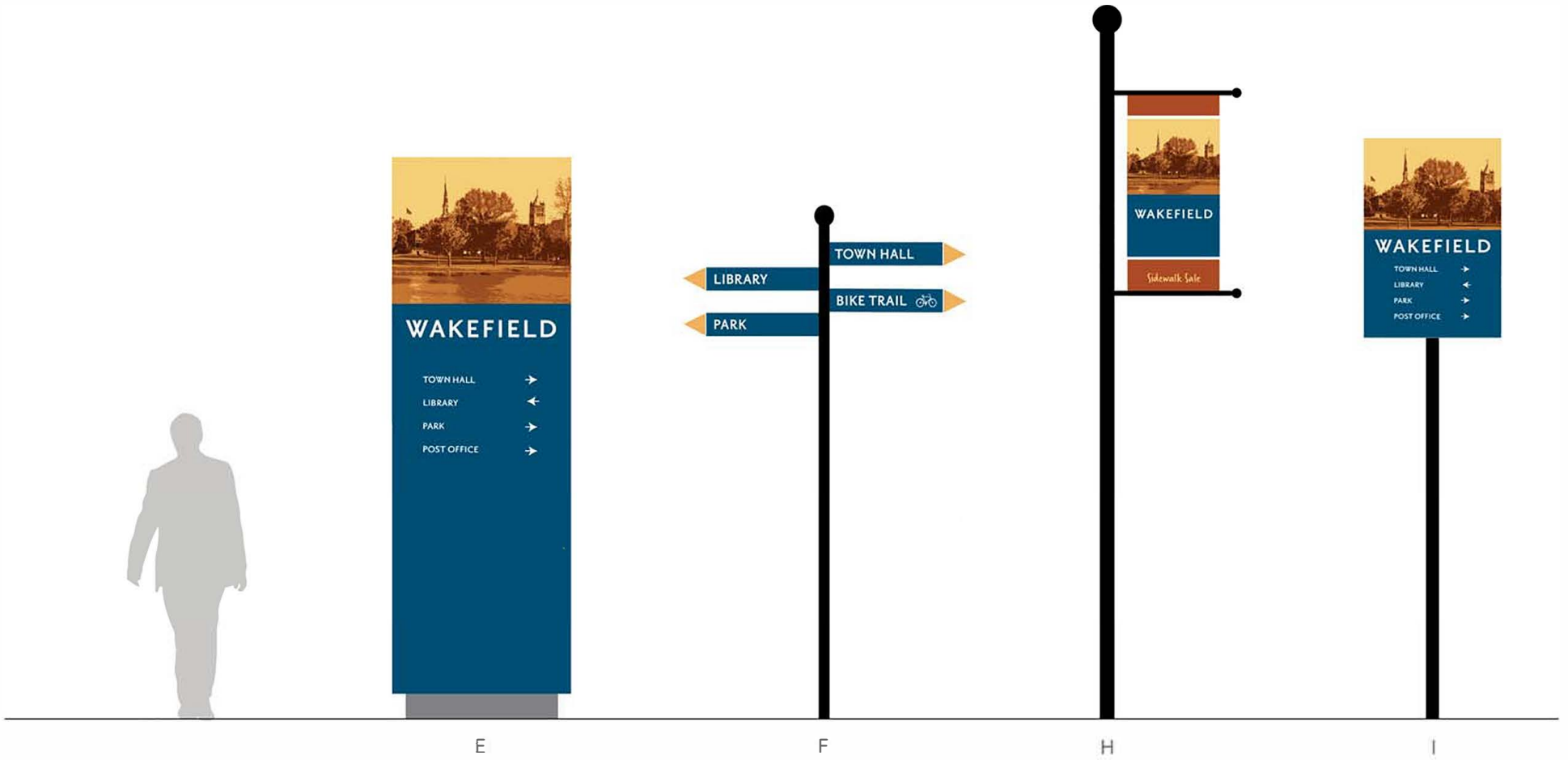
Minutes APPROVED on June 27, 2018.

Wayfinding & Branding Advisory Committee





FAMILY OF ELEMENTS



Wakefield Branding and Wayfinding Committee Signage & Logo Ideas:



The Bandstand



Tree by the Lake



Vista of Town Across Lake



According to the minutes, the group likes the sepia sign best. While I agree with the group, that photo perspective could be any town in Massachusetts and the color scheme is not necessarily reflective of the colors of Wakefield.

- It makes more sense to have the bandstand as the main component in the photo and I would suggest red and white highlights in the image and other parts of sign vs the brown and blue.
- I would suggest keeping with the same font used in one of the town logos shared: Time New Roman
- I would suggest reflecting more variety through the white silhouette images below the main image. While geese are nice to watch flying—they are a bit of a problem for our town 😊



Here's a few other random tag-line/descriptive ideas I thought of to add to our list:

- The North-of-Boston Neighborhood
- The Convenient Community with a Hardworking History
- Not-so-North of Boston Neighborhood
- A North-of-Boston Neighborhood where convenient community meets hardworking history.

--Just having fun with words 😊

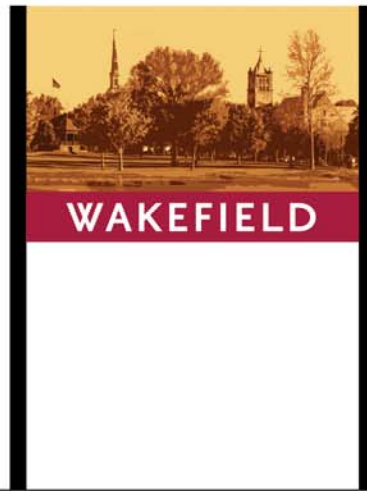
Attachment 5

Minutes: May 23, 2018
Wayfinding & Branding Advisory Committee

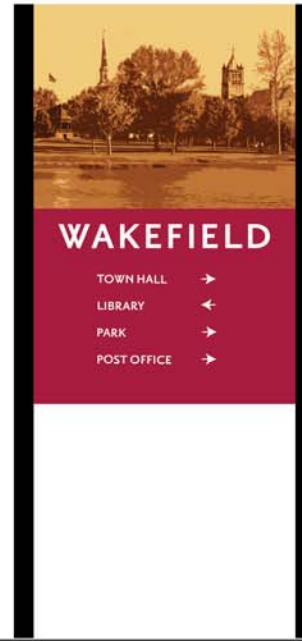


Attachment 6

FAMILY OF ELEMENTS



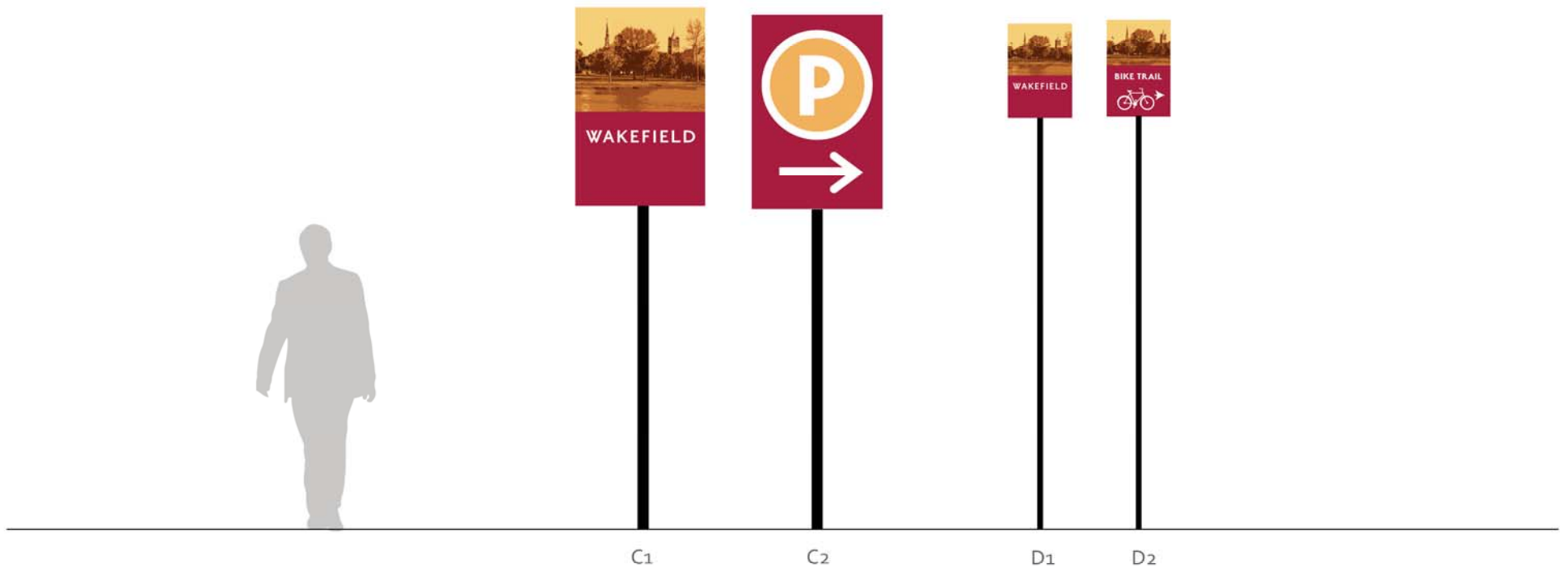
A



B

Attachment 7

FAMILY OF ELEMENTS



Attachment 8

FAMILY OF ELEMENTS

