

Truro, Massachusetts

Characteristics, themes, and ideas most associated with the spirit of the town

Natural Beauty

The dramatic dunes and unspoiled beaches of the Atlantic coastline

Cape Cod National Seashore, which preserves much of Truro's landscape

The iconic Highland Light standing sentinel on the bluffs

Rolling hills and kettle ponds amid maritime forests

Artistic Heritage

A long-standing colony of artists, writers, and intellectuals

Association with Edward Hopper, who painted Truro landscapes

Creative spaces like Truro Center for the Arts at Castle Hill

A tradition of plein air painting capturing the unique Cape light

Rural Character

One of the least developed towns on Cape Cod

Low-density housing and extensive conservation land

Absence of commercial development and chain stores

Quiet, contemplative atmosphere outside the summer season

Cultural Identity

Deep connections to fishing and maritime traditions

Historic Pamet Harbor with its working boats

Agricultural heritage through cranberry bogs and small farms

Wampanoag Native American history and influence

Seasonal Rhythms

Dramatic contrast between busy summers and peaceful winters

Sense of community among year-round residents

A place of retreat and reflection for many seasonal visitors

The feeling of being at "land's end" — a place apart from mainstream life

The spirit of Truro is a balance between preservation and forward-thinking, where the landscape nurtures creativity and the community fosters its intentional simplicity and connection to the rhythms of nature.

AD HOC TOWN SEAL COMMITTEE



Work Plan

Draft – 3/27/25

Phase 1: Research

1.1 Goals

- Define characteristics, themes and ideas associated with Town of Truro
- Define committee goals

1.2 Discovery

- Identify stakeholders to be consulted
- Identify existing usage & applications of Town Seal
- Define values and key messaging for seal—who/what it represents
- Identify best practices: Massachusetts towns, other states/entities
- Identify target audience

1.3 Research implementation

- Define research objectives
- Identify target respondent groups
- Determine contact methods
- Gather contact lists
- Design surveys, questionnaires, interviews, focus groups, public forums
- Schedule surveys, interviews, etc.
- Tabulate and summarize results

1.4 Design Firm Research and Vetting

- Develop selection criteria for design professionals/agencies
- Create a shortlist of potential design agencies
- Request portfolios and initial proposals
- Conduct interviews
- Check references and past client work
- Select final candidate for detailed proposal

1.5 Proposal and Contract Development

- Request detailed project proposals
- Review proposed timelines, deliverables, and costs
- Negotiate contract terms
- Select final design partner

1.6 Funding

- Prepare budget for research
- Prepare budget for design work
- Submit request for funding to Town/Select Board

Phase 2: Design Planning

2.1 Design Brief

- Compile research results from stakeholders
- Define creative direction and prepare design brief
- Define usage requirements and applications
- Define key deliverables
- Meet with designer to provide creative direction/requirements

2.2 Initial Concept Development

- Design firm develops initial concept directions
- Prepares 3-4 distinct design concept presentations
- Include:
 - Conceptual rationale
 - Preliminary logo sketches
 - Color variations
 - Potential application mockups

Phase 3: Design Iteration

3.1 First Round Design Review

- Designer provides range of design concepts based on creative direction

- Committee review of initial concepts
- Discuss and agree to comprehensive feedback for designer
- Provide detailed critique and improvement recommendations to designer
- Refine usage application list for Town Seal

3.2 Second Round Review

- Designer provides 2nd round of concepts incorporating committee feedback
- Committee reviews refined concepts from designer
- Committee prepares additional feedback and adjustments

3.3 Third Round Review

- Designer's 3rd round presents single concept incorporating committee feedback
- Committee reviews refined concept from designer
- Committee provides refinement direction for final seal design

Phase 4: Design Finalization and Delivery

4.1 Final Design Refinement

- Precision tweaking of selected design
- Color palette finalized
- Usage guideline needs finalized
- Town Seal variations created (position, color, media, etc.)

4.2 Deliverable Preparation

- Designer prepares final logo files in multiple formats:
 - Vector (AI, EPS)
 - High-resolution raster (PNG, JPEG)
 - Scalable formats
 - Color/BW
 - Application
- Creates usage guidelines
- Develop application mockups

4.3 Final Presentation

- Comprehensive design presentation
- Explain design rationale
- Demonstrate logo versatility
- Prepare presentation for public display/Town Meeting/voter approval

Project Timeline

- Total Estimated Duration: