AD HOC TOWN SEAL COMMITTEE



List of possible designers and artists

Local artists:

- Stephen Wells framing, visual artist, experience graphics he has an artist shack on Ptown Pier
 block print style.
- 2. Sylvia Tomayko both parents are artists business Middle Dune graphic experience
- 3. Khristian Bennett Mooncusser Tattoo from Truro wife is artist also
- 4. Casey White graphic design
- 5. Jean Wilcox graphic designer, local did the logo for PAAM designed catalogs wilcoxinc.com a Truro resident
- 6. Steve Peters Smoke Sygnals Wampanoag rep –
- 7. Paula Scher Pentagram graphic designer
- 8. Zella Swain line illustration, posters for events Truro local
- 9. Dave Temelini frequent visitor to Truro works for UMass, freelance did Eastham lighthouse for Chamber
- 10. Rob Sergel Graphic artist who does zines friend of Sue's niece and graphic designer stark black and white art.

AD HOC TOWN SEAL COMMITTEE

List of possible stakeholders to communicate with

Drafted at committee meeting 4/8/25

Truro residents

- People who work in and around Truro
- Shellfishing industry.
- Farmers
- Artists
- Summer residents
- Seniors
- School children

Town employees

- Library
- DPW
- Safety
- Schools
- community center
- town hall
- COA

Civic and cultural assets

- CCNS
- Castle Hill
- Sustainable Cape
- Historic Society

Wampanoag Tribe leaders

AD HOC TOWN SEAL COMMITTEE - Designer selection

Personal details

		-	I	1		I				
designer/artist name	Khristian Bennett	Steve Peters	Robert Sergel	Paula Scher	Zella Swain	Dave Temelini	Sylvia Tomayko	Stephen Wells	Casey White	Jean Wilcox
firm name	MOONCUSSER TATTOO	SMOKE SYGNALS		PENTAGRAM		KOLO DESIGN	MIDDLE DUNE			WILCOX DESIGN
title	Tattoo artist	Museum exhibition designer	Graphic artist of comics	Graphic designer	Illustrator	Graphic designer	Multii-media artist / stationery	Mixed media artist, framer	Graphic design student	Graphic designer
notes	Wife is artist also	Wampanoag adviser	Friend of Sue's niece		Cape Cod artist based in Mexico	Frequent visitor to Truro, works for Umass, freelance		Artist shack on Ptown pier, experience in graphics		Primarily print/catalog designer. Did PAAM logo
URLs	https://www.mooncusserta ttoo.com/khristianbennett	https://smokesygnals.com	http://secretacres.com/?p age_id=2354	https://www.pentagram.c om	Insta: @zella.handmade	http://www.roamedandra mbled.com/	https://syl.arvidtp.net	https://www.studioprovinc etown.com/gallery		https://www.wilcoxinc.com
URLs				https://www.madamearch itect.org/interviews/2020/7 /16/paula-scher		https://www.umb.edu/dire	https://www.middledune.c om/about			
Selection criteria										
 Portfolio of Work										
Demonstrated experience creating visual identity system for										
civic or nonprofit org - Has created one or more in past										
Portfolio of past work shows ability to distiill diverse ideas into visual design										
Portofolio includes sample of brand usage guides for previous clients										
Experience	1		I		1		ı	ı		
Minimum of 5 years professional experience: Evidence of										
successful projects with similar scope/deliverables										
Has worked with public committees/multiple decision maker clients in past										
Can show past visual identity design that worked across mediums: digital, print, outdoor, etc										
Technical Skills			l	l					l	
Proficiency in design software, e.g. Adobe Creative Suite										
Can show typography expertise - print & digital										
Can show scalibility of past design work: designs that work										
small and large										
Discovery & Research	•		•			•				
Able to synthesize stakeholder input										
Has strategic approach beyond pure aesthetics										
Understands Truro's values and audience										
Communication					•	•	•	•		
Able to articulate design rationales										
Is responsive to our initial communication										
Conducts themselves professionally										
Knows how to present design concepts to general public										
Willing to participate in committee meetings										
Shows willingness to respond to feedback										
Project Management										
Can manage project of this scope										
Can meet our deadlines										
Will meet our budget										
Able to do multiple rounds of revisions										
Has established process for presenting concepts and synthesizing feedback										
Deliverables Capability										
Experience creating brand usage guidelines										
Able to produce mockups										
Able to deliver all necessary file formats at appropriate size										
Experience working in the usage applications: digital, social,										
print, outdoor, uniform, vehicle.										

AD HOC TOWN SEAL COMMITTEE

Stakeholder Communication Strategy			Have physical
3 ,		Have email	mailing
	Quantity	addresses	address
Town newsletter subscribers	2000	Υ	
Truro registered voters		unk	Υ
Truro residents/property owners - non-voters		N	
Summer visitors		N	N
Local businesses			Υ
Library users/newsletter subscribers		Υ	
Part-time resident advisory committee		Υ	
Shellfish advisory committee		Υ	
Town employees	260	Υ	Υ
Library employees	6	Υ	Υ
Town Boards, Committees, & Commissions		Υ	Υ
Truro Historical Society (Cobb Library)	1	Υ	Υ
Sustainable Cape	1	Υ	Υ
Wampanoag Tribe		Υ	
Cape Cod National Seashore (who?)		Υ	
Castle Hill (Executives? Boards?)		Υ	Υ

Public print media: flyers, newspaper

Locations for flyers (or to collection "comment cards":

Library

Town Hall

Local businesses

Farmers market

Post offices

Possible locations for public forums:

COA

Llbrary

Reach via	Reach via public print media	Reach via "comment card"	Reach via	Reach via social media
			•	

04/15/202