AD HOC TOWN SEAL COMMITTEE AGENDA

Meeting #7

Monday, June 23, 2025

at 9:00am

In Person – Truro Community Center (COA) – Conference Room

This meeting is open to the public.

- 1. Approve minutes from May 29, 2025 meeting
- 2. Public comment (3 minute time limit)
- 3. Confirm revised meeting schedule
- 4. Agree to deadline for minutes and agenda packet submission
- 5. Review designers' portfolios/submissions and discuss next steps
- 6. Survey status update
- 7. Agenda items for next meeting
- 8. Adjournment

Next meeting: Monday, July 21 at 9:00am in person (same location)

AD HOC TOWN SEAL COMMITTEE



Ad Hoc Town Seal – Meeting Schedule – *Revised 5/29/25*

Meeting	Day	Date	Time	Location
#				
2	Thursday	March 27	9:00am	In person –Truro Library
3	Tuesday	April 8	5:00pm	Virtual - Zoom
4	Thursday	April 24	9:00am	In person –Truro Library (
5	Tuesday	May 13	5:00pm	Virtual - Zoom
6	Thursday	May 29	9:00am	In person
7	Tuesday	June 10	5:00pm	Cancelled
8	Monday	June 23	9:00am	In person – COA Conf Rm
	Tuesday	July 8	5:00pm	SKIP due to Holiday
9	Monday	July 21	9:00am	In person – COA Conf Rm
10	Tuesday	August 5	5:00pm	Virtual - Zoom
11	Monday	August 18	9:00am	In person – COA Conf Rm
12	Tuesday	Sept 2	5:00pm	Virtual - Zoom

AD HOC TOWN SEAL COMMITTEE

Zoom Meeting Guidelines

Approved May 29, 2025

This policy establishes generally-accepted guidelines for professional and effective remote participation in Ad Hoc Town Seal Committee meetings conducted via Zoom. These guidelines ensure productive discussions, maintain meeting decorum, and support the committee's mission to develop the new town seal.

In Advance of the Meeting

Technical Requirements

- **Stable Internet Connection**: Ensure you have a reliable internet connection to support video conferencing
- Updated Software: Use the latest version of Zoom software
- **Equipment**: Test your microphone, speakers, and camera.

Meeting Access

- **Connecting**: The meeting link will be emailed (from Town administration) and posted to the website prior to the meeting. Each meeting has a unique link.
- On time Arrival: Join the meeting a minute or two early to begin on time.
- Meeting Materials: Download and review the agenda, meeting packet, and minutes in advance.

During the Meeting

Audio

- Mute When Not Speaking: Keep your microphone muted when not actively participating to minimize background noise
- Avoid Interrupting: Allow speakers to complete their thoughts before responding

Video

- Camera On: Keep your camera enabled unless issues require otherwise
- Decorum: Dress appropriately as you would for an in-person meeting
- Remain Stationary: Stay in your chosen location throughout the meeting
- Minimize Distractions: Avoid eating, drinking excessively, talking to others, or attending to other tasks.

Not Allowed During the Meeting

- **Smoking or Vaping**: No tobacco products, e-cigarettes, or vaping devices should be used while on camera.
- **Operating Vehicles**: Members may not participate while driving, operating machinery, or in moving vehicles.
- **Household Tasks**: Household activities such as unloading dishwashers, doing laundry, cleaning, or cooking are not permitted.
- **Personal Activities**: Changing clothes, personal grooming, or other private activities must not be conducted during meetings.
- Other Participants: Family members or friends not visible on the camera and noted as a public participant should not listen to the meeting.

Hello,

The Ad Hoc Town Seal Committee invites your input as they create a new Town Seal that represents the unique character of Truro—past, present, and future.

How important to you are each of these aspects of Truro?

Nature (ocean, dunes, forest, ponds, native plants and animals)

Community of artists (visual art, architecture, writing, performance)

Geography (the narrow land between the bay and ocean, the highlands)

History (maritime tradition, early industries, agriculture, first inhabitants)

<sliding scale 1 = not very important to 10 = very important>

What makes Truro unique in your mind?

<open-ended>

In your opinion, what best represents Truro?

<open-ended>

Do you have an idea for what the Town Seal could depict?

<open-ended>

What else would you like us to know?

<open-ended>

Please share your name and contact information so we can reach out if we'd like to talk more. (Your info will not be shared or subject to spam.)

<Name>

<Email address> or <phone number>

Thank you!

<End>

Ad Hoc Town Seal Committee Meeting Minutes May 29, 2025, 9pm In-person at Truro Library

Present:

Holly Gardner, *Chair*Chris Nagle, *Clerk*Sue Lichtenstein, *Member*Isadora Medley, *Member*Stephanie Rein, *Select Board Liaison*

Called to order at 9:03 am.

Approval of Minutes

Minutes from 5/13/25 meeting approved.

Public Comment

None.

New Business

Zoom Meeting Guidelines

Ground rules for members participating in virtual meetings on Zoom were discussed. A few edits were made to the document to make sure the focus is on professional behavior. Guidelines were approved with these edits.

Upcoming Meeting Schedule

The committee meeting schedule for the summer was discussed and adjusted to accommodate the group's schedules:

Tuesday June 10: virtual, 5pm

Monday June 23: in person, 9am

Monday July 21: in person, 9am

Tuesday Aug 5: virtual, 5pm

Monday Aug 18: in person, 9am

Note: Holly will confirm in-person location for Monday mornings given Truro Library is closed on Mondays.

Stakeholder Communication

The team finalized wording for survey questions. Isadora to send final copy to Holly for distribution.

Designer Selection

We currently have four designers in the running: Darren Wotherspoon, Sylvia Tomayko-Peters, Jean Wilcox, and Casey White. Committee agreed to prioritize getting the survey out now. Will make decision on designer later in the summer.

Next Steps

Committee members who have been communicating with designers will let them know about our late-summer timeline for making a decision.

Adjournment

The meeting was adjourned at 10:05am.

Respectfully submitted, Isadora Medley

TRURO TOWN SEAL DESIGN OVERVIEW

WILCOX DESIGN

yilcoxinc.com jean@wilcoxinc.com

At Wilcox Design we listen, explore, and strategize, creating distinct solutions that convey a clear expression of your organization.

LISTEN

Our strategy begins with solid research. The research phase provides important insight into how an organization is perceived and valued, and also provides baseline data upon which to later measure progress. The research phase begins with an immersion that helps us to understand your culture, mission, history, goals, and core values. Growing out of this research and the research conducted by your task force, we refine our recommendations in a highly collaborative effort that promises to be creative and enjoyable and is guided by those who know the town best—you.

EXPLORE

Through a thorough analysis of what we learn, we begin an iterative and highly collaborative process of shaping our findings into a foundation for a strategy that is authentic and framed to support the town's goals and mission:

- Conference calls and meetings with the task force team and leadership
- Review recommendations based on the town's feedback to serve as a springboard for visual design strategy
- Development of mood boards to establish visual direction

STRATEGIZE

Based on the design strategy and goals defined in the discovery phase, we will move to explore and create 3 distinct design concepts for review.

- Series of meetings and presentations
- Once the appropriate design has been selected, we provide digital files and guidelines

TOGETHER, WE WILL BUILD A SEAL DESIGN that will clearly convey the Town's philosophy, community and future vision.

CORE PROCESS AND DELIVERABLES SEAL DEVELOPMENT WILL INCLUDE:

Phase I-Discovery

Our immersion will provide us with insights into your values and provide a foundation that will help us to develop a visual platform that reflects the town's mission and focus, vision for the future, and aspirations, as well as its history and community impact.

Phase I activities may include:

- · Kickoff call to refine process, define schedule and planning
- 3 to 5 meetings to monitor research and feedback

Phase I deliverables:

· Preliminary recommendations for brand direction

Phase II-Design Concept Development

During this phase, our team will develop key findings

Phase II activities may include:

- Development of up to 3 directions for the design
- Presentation of recommendations to core project team and leadership

Phase III-Design

Design and refinement

Phase III deliverables:

- Presentation of last refinements to seal design
- Digital files for both print and electronic applications
- A graphic standards guide. This guide outlines the proprietary approaches to typography, color, and imagery

We would like to thank you for the opportunity to provide a scope of services for the design of the Truro Town Seal. We feel our team is uniquely qualified to produce a compelling new design having branded the Provincetown Art Association and Museum (PAAM), the Fitchburg Art Museum (FAM), The Icon Museum and Study Center, and also for being a resident of Truro for over 25 years who feels deeply connected and invested to the town and its vision and culture.

The following pages show a selection of our branding and identity work.

Provincetown Art Association and Museum PAAM

Rebrand and Capital Campaign, publication design, event graphics and signage

In 2014, Wilcox Design redesigned the PAAM identity for its Centennial year. Rebranded publications and exhibition materials were launched that highlighted the significant artists, artwork, and events celebrating PAAM's first 100 years as the oldest continuous art colony in America.

Provincetown Art Association and Museum is a National Arts Leader with significant local impact. PAAM promotes and cultivates the practice and appreciation of the fine arts through its innovative programs and exhibitions, promoting education of the public in the arts and social engagement within the community.

During the rebranding process, we focused on the core challenges of:

- Respecting tradition while building a dynamic future
- Engaging core stakeholders and Provincetown community while expanding reach and donor base nationally
- Celebrating the Centennial but keeping the focus on the future

Our collaborative process revealed:

- Something extraordinary happens here every day
- Unique mission—art, education, community
- Making the case that PAAM needs to go beyond its past successes—100 years as nation's longest continuous arts colony, nation's first green museum
- Need to deepen awareness of year-round impact and re-introduce PAAM to those who don't know us today
- Must capture the unique Provincetown spirit and energy

The Messaging Evolution emerged out of Exceeding Expectations:

Something Extraordinary Every Day — Beyond Extraordinary

Visual Rebrand

The tight cropping and bold scale shifts of the acronym suggest a "framing" mechanism and a dynamic play between foreground and background, which are key elements in artistic compositions. There is flexibility in how the acronym letter order can be read, either left to right or up and down. The larger A can be for Art, the works that draw us the museum, or is it can be for Association—the community—that brings us all together.



Previous logo design





APPLIED SKILLS

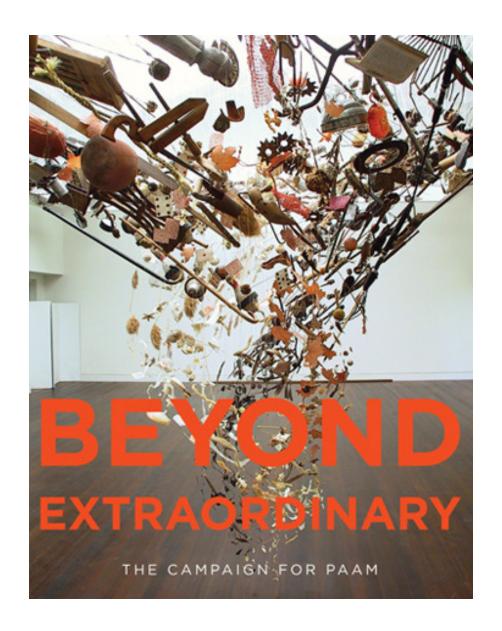
- An audit of current PAAM brand and communications materials
- Competitive landscape research

MADE WITH

Adobe Creative Suite and Squarespace

CLIENT

Provincetown Art Association and Museum



"Something extraordinary happens here every day."

Christine McCarthy, Chief Executive Officer

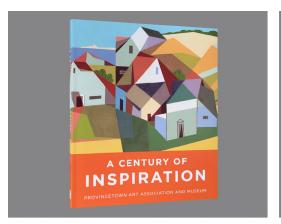


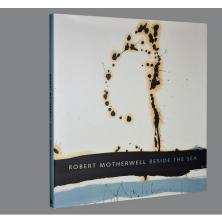




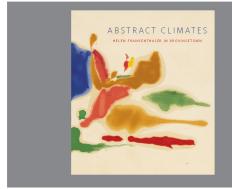














Fitchburg Art Museum FAM logo

Rebranding, wayfinding, signage and website support

Rebranding a Community Treasure

In creating a new brand for the Fitchburg Art Museum, Wilcox Design was charged with creating an identity that both reflected its rich history—nearly 100 years as a key participant and leader in the Fitchburg cultural community—and demonstrate the museum's future vision of innovation and inclusiveness.

A new visual look and updated brand narrative would publicly recognize the work the museum has been doing for nearly a decade to welcome every member of the diverse Fitchburg community, including an innovative bilingual initiative.

The new brand identity forefronts the FAM acronym with a typographic design that reflects the museum's culture of openness—everyone is welcome in the FAMily—while boldly asserting its mission to bring groundbreaking, high-quality art offerings to the community.

Design Vision

The design of the logo is bold, elegant and confident and evokes the inventive and industrial history of Fitchburg. The interconnected letterforms are open and welcoming, creating multiple pathways that lead you into the heart of FAM. All points of entry are wide open, allowing you to connect with your own creative spirit—and with the creativity in the community.

While FAM welcomes all and creates programming to invite all visitors to explore art and their own creativity, the museum's brand needs to reflect its long history and deep commitment to offering art programming at the highest level—bringing the best to Fitchburg, and inviting visitors from throughout New England and beyond to experience the unique curatorial vision and often challenging exhibitions that reflect FAM today.

"Our new brand reflects the energy, quality, and commitment to community of the rejuvenated Fitchburg Art Museum, while also representing the City of Fitchburg. We are proud to adopt this fresh 21st-century look that will signal to diverse communities in the city and region that we are accessible and approachable, authentic and fun, creative and inspiring."

Nick Capasso, FAM Director





APPLIED SKILLS

- An audit of current FAM brand and communications materials
- Competitive landscape research
- · A member/visitor survey

MADE WITH

Adobe Creative Suite

CLIENT

Fitchburg Art Museum















Previous logo design

The brand system incorporates multiple colorways, reflecting the energy and diversity of the museum's programming and its community, and providing tools for creating a unified identity across all of the museum's communication materials.

Within the design you will also see a nod to Thurston, the welcoming sculpture at the museum's main entrance.

A Brand that Creates Connections

Wilcox Design worked with brand strategist Kim Carlin to engage the FAM community in the brand development process and to build the FAM messaging framework. The strategy phase of the project needed to weave together the goals and expectations of a diverse group of stakeholders with the work FAM has been doing as a participant with the Massachusetts Cohort of cultural organizations implementing an evidence-based messaging framework to engage communities in the arts developed by Creating Connection—a national social change movement focused on advancing the position of arts, culture, and creative expression in our nation.

FAM believes that museums belong to people and communities, bringing together innovative ideas and diverse viewpoints that foster human connections through art. Great art is for everyone and everyone deserves to connect with great art.



Thurston



Extending a Museum's Brand into an Interactive PLAYscape

PLAYscape is a space with a particular emphasis on FAM's core value of inviting community members to explore art, interact with artists, and unlock their own creativity.

Creating a Creative Learning Space for Children

Since fall 2021, FAM has collaborated with the Fitchburg Public Schools (FPS) in an after-school learning program held in its adjacent studio space, The Art Place on Elm. For FAM, this program is core to its mission "as a catalyst for learning, creativity, and community building."

Wilcox Design developed wayfinding and signage to support an exciting new artist-in-the-community initiative for participants in the afterschool arts program at FAM. The new signage continued the museum's commitment to bilingual wayfinding in both English and Spanish as part of its holistic approach to welcoming and engaging the entire Fitchburg community.

Bringing a Space to Life

Artist Roberly Bell's sculpture, along with new landscaping and signage, transformed a quiet cul-de-sac on the FAM campus into a lively, inviting, interactive space that extends the studio and learning experience into the outdoors and provides yet another tangible moment of welcome to the museum's community.

As an artist working in the public realm, I try to engage the stakeholders...[and children] are the long term stakeholder of a project in their neighborhood."

Roberly Bell, sculptor













The Icon Museum and Study Center

Renaming, Rebranding and Website design

Wilcox Design was engaged by the Museum of Russian Icons in Clinton, Massachusetts, to develop a new brand, including a new name to reflect its evolution from a passion project of its founder to present his expansive collection of Russian Icons to an international locus for the exhibition, collection, and study of Eastern Christian art.

Growing out of a recent strategic planning process, the rebrand needed to emphasize a revitalized mission to balance exhibition and scholarship, while reflecting the expansion of its collection to include sacred icons from the full range of Eastern Christian cultures. The new name, mission, and graphic identity were unveiled at a "Big Reveal" event to celebrate the museum's 25th anniversary.

A New Name and Tagline

The Wilcox Design team, including strategist Kim Carlin, conducted extensive interviews with the organization's staff and volunteers, leadership, and community members. Sharing our findings, we led a core brand committee of Board members and museum leadership through an exploration of naming options, landing on The Icon Museum and Study Center, and a tagline: *Illuminating the art of the sacred icon*.

The name emerged from a very collaborative process. It is both an accurate reflection of who they are, and a bold statement of the leadership role they are claiming as the only organization entirely devoted to the collection, exhibition, and study of Eastern Christian art in the U.S.

THE ICON MUSEUM AND STUDY CENTER

THE ICON
MUSEUM
AND STUDY
CENTER

APPLIED SKILLS

- An audit of current brand and communications materials
- Competitive landscape research
- · A member/visitor survey

MADF WITH

Adobe Creative Suite and WordPress

CLIENT

Icon Museum and Study Center

Visual Rebrand

The visual rebranding grew out of a deep dive into the "iconography" and structure of sacred icons, identifying several key elements to consider in developing a new logo: their symmetry and framing/placement of images, and the circle as a metaphor and as expressed through the ubiquitous halo.

The new logo features a typographic rendering of the halo which is a key feature of all icons. The negative space indicates a head and shoulders.

The golden color is a bright, warm, illuminating tone that connects to the gold leaf embellishment featured on icons.











Previous logo design

The process and evolution behind the name change

From: Museum of Russian Icons / Center for Icon Studies To: The Icon Museum and Study Center

The renaming encompasses the full mission and vision

- It puts "The Icon" first and asserts leadership and uniqueness with "The"
- The name forefronts "Museum"—respects and honors the historic role as a destination/economic driver in Clinton
- This raises visibility of icon studies—signals an expanded role beyond Clinton
- It removes "Russian"—allows continuation of current focus but also room for growth and new directions
- Modern and simple—signals a forward-looking mission and vision











Website homepage

www.iconmuseum.org





NAJATALK

ARTISTS ON NATIVE, AFRICAN, AND AFRICAN-AMERICAN STEREOTYPES



HALKADAE BACKALAT

BACKTALK

Branding and website design

BACKTALK, an online exhibition featuring diverse artists speaking back to racial and cultural stereotypes

View website and the animated wordmark https://stereotypes.africa.si.edu

The online exhibition website *Backtalk: Artists on Native, African, and African American Stereotypes* for the **Smithsonian Museum of African Art** focuses on a diverse group of artists from various backgrounds, geographies, and contexts who have addressed intersecting themes and subjects relevant to the impact of cultural and racial stereotypes. Backtalk features works by nine 20th- and 21st-century artists who capture, reflect, and/or speak back to the stereotype.

These artists challenge historical assumptions and destabilize Western power dynamics by unveiling the profound influence of colonization and racism on the writing of history. All of the works in Backtalk speak from the perspective of the "Other," and invite us to rethink the impact of institutionalized racism and sexism on issues of individual identity, authenticity, and the history of representation.

APPLIED SKILLS	MADE WITH	CLIENT:
Web Development, HTML/css, JavaScript, User Research	WordPress	Smithsonian Museum of African Art