

Flagstaff New Logo Project Summary

Summer 2024 – Spring/Summer 2025

Project Summary

The City of Flagstaff will undertake a project to design a new logo for use by the organization as its primary public-facing symbol. The technical design work will be done by the NAU Virtual Design Lab. The City hopes to provide direction and oversight to the design team through a newly formed working group. The project is expected to last for approximately 1 year, when working group will recommend a design to City Council for final approval.

Expected Role of Working Group

A working group is recommended to serve as the representative body of the City for the project for this project because it is important that the body overseeing the project meet the following conditions:

- The body is diverse and adequately represents the different perspectives of the community
- The body possess the background to guide the design team towards a product that represents the history and culture of Flagstaff
- The body possesses the expertise to guide the design team towards a product that is beautiful
- The body is large enough to contain different perspectives, but small enough to be manageable and efficient in decision-making

The expected responsibilities of this working group will be as follows:

- Establish guidelines for how it will organize itself and its responsibilities prior to beginning work
- Meet regularly to review design concepts from the NAU Virtual Design Lab
- Provide feedback and direction on the concepts presented by the NAU Virtual Design Lab
- Receive and consider comments from the public throughout the process
- Chose a final design to recommend for implementation to City Council
- Communicate with Staff via phone/email on matters pertinent to the project

This working group is expected to meet approximately one a month for approximately an hour. As an informal working group, membership is not codified and minutes, agendas, and quorums are not required for meetings (but may be used nonetheless).

Composition of Working Group

In order to balance the criteria above, this working group will consist of 5 members, each from a difference commission or committee. The commissions being considered for this project are themselves diverse and vary in their subjects of expertise. The commissions being solicited are as follows:

- Arts & Beautification Commission
- Heritage Preservation Commission
- Commission on Diversity Awareness
- Indigenous Commission
- Employee Advisory Committee