

TOWN OF SCITUATE  
***Design Review Committee***

**Meeting Minutes for: Tuesday, July 19, 2016**

**Topics:**

- **Discussion Scituate Signage/Logo with Economic Development Commission**

*The meeting was held in the **Planning Board Office** and called to order at **7:01PM**.*

**In Attendance:**

Hal Stokes (DRC Chairman)  
John Roman (DRC Secretary)  
Laura DeLong (DRC Member)  
Laura Harbottle (Town Planner)  
Anne Burbine (Economic Development Commission)  
Paul Kukstis (Economic Development Commission)  
Monty Newman (Economic Development Commission)  
Mark Faverman (Faverman Design for the Economic Development Commission)  
Matt Brown (Scituate Resident and Career Graphic Artist)

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**First Order of Business:**

A) *Approval of DRC July 12, 2016 Meeting Minutes.*

A) Additions were requested for the July 12<sup>th</sup> Minutes. Corrected minutes to be forwarded.

**Second Order of Business:**

**Discussion Scituate Signage/Logo with Economic Development Commission**

The meeting began with Chairman Hal Stokes reading a memo sent to the Design Review Committee by Stephen Pritchard, Chairman of the Scituate Planning Board regarding this evening's meeting. The memo stated:

The Planning Board is referring the design for the section branding and way-finding signs to the Design Review Committee for consultation. The design has been developed by the Economic Development Commission over a period of about 18 months, with the signs on display in the Planning Board office during much of

that time. Therefore, we do not want to reinvent the design but rather afford the Town the opportunity to consult with the DRC's graphic design experts primarily for the purpose of obtaining technical comments that could be helpful and to give the committee an opportunity to provide the benefit of their knowledge in this area.

The Design Review Committee commented on the character and design of the Scituate Logo that had been commissioned by the Economic Development Commission and created by Mark Faverman. The DRC had never seen the logo up until it was brought to their attention via an e-mail on July 7, 2016.

Local graphic artists Marie Flaherty, Robert Beaulieu, and Matt Brown commented that the graphic design of the logo required some fine-tuning. Flaherty and Beaulieu addressed their comments via e-mail.

Comments discussed during meeting were:

1. The lighthouse appears crooked. DRC requested a drawing to reflect a straightened lighthouse.
2. The lighthouse and the boat are two distinctly different styles of illustration that do not work in unison.
3. The definition of whether the dory is on water or rocks is unclear.
4. The reverse (negative) version of the logo works better than the positive version.
5. The horizontal signs have a better relationship between the lighthouse and the dory.
6. The "blue" color (Pantone 7692) used on the logo is favorable.

The Economic Development Commission personnel at the meeting were adamant that they would not change any aspect to the logo. Mr. Faverman was also adamant that he would not change his graphic design. The meeting at this point became quite acrimonious between both sides of the discussion.

The DRC appreciated the opportunity to review the signage, as afforded by Planning Board Chairman Stephen Pritchard in a memo to the DRC, asking DRC to "afford the Town the opportunity to consult with the DRC's graphic design experts primarily for the purpose of obtaining technical comments that could be helpful and to give the committee an opportunity to provide the benefit of their knowledge in this area."

Following a rather heated meeting, the DRC came away with the following recommendations to the Planning Board:

1. The reverse (negative) version of the logo works better than the positive version. It should be used in certain applications around the town.
2. The uses and applications for where to use the reverse version vs. the positive version should be spelled out specifically by signage consultant Mark Favermann and the sponsoring EDC in a written "style guide," in order that the signs are not just used "willy-nilly" throughout the town.
3. The horizontal signs have a better relationship between the lighthouse and the dory.
4. The "blue" color (Pantone 7692) used on the logo is favorable. It must be specified and adhered to in all printings and other uses of the signage.

With the Economic Development Commission people remaining steadfast not to change the logo and unwilling to accept any of the suggestions by the Design Review Committee, the committee members voted to close the meeting with the offer for the EDC to at least *consider* some of the points brought up by the DRC, but not take the issue any further or to mandate specific changes be brought before the DRC at any point in the future.

*The meeting adjourned at 8:07PM.*

**John Roman**  
Design Review Committee Secretary  
7.22.16



10.25.16