

MEMORANDUM

ATTACHMENT 1

TO: Mayor and Town Council

FROM: Greenways Commission
Peter Calingaert, Chair

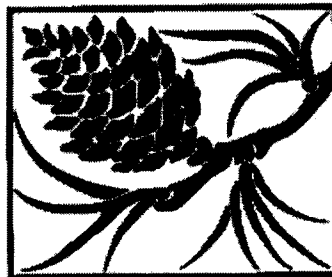
SUBJECT: Petition to Allow Continued Use of the Greenways Program Logo

DATE: April 27, 2005

The Commission voted unanimously (5-0) to ask the Council for formal permission to continue to use the Greenways Commission's pine cone logo. See below.

The Commission understands the staff's desire to use a single, unified symbol for all of Town government. However, we believe that the greenway program logo has been used for so long and in so many different ways that it has become the graphic identity of the program. The logo has been used for over 15 years on almost every aspect of the program including tee shirts, trail signs, brochures, reports, agendas, maps, and most other literature dealing with the greenway system.

We believe that the logo is attractive and in no way or manner causes confusion to the citizens of Chapel Hill. It has served the Town well as a marketing tool and is well known among those who use our growing trail system. We formally ask the Council for permission to continue to use the logo.



Voting yes were Peter Calingaert (Chair), Bill Bracey (Vice Chair), Sarah Bergmann, Jim Earnhardt, and Glenn Parks