

City of Lebanon Logo Project

**New logo adopted by the City
Council,
August 10, 2016**

The City Council asked the Task Force to:

- Review the existing City logo and concept logos and
- Develop a recommendation for Council consideration on how the City should represent itself through a logo.

April 6th Task Force Meeting:

The Task Force:

- Reviewed existing logos and discussed thematic ideas that would be appropriate to represent Lebanon through a new logo.
- Asked staff to prepare a new logo guided by the thematic concepts discussed.

Thematic concepts developed by the Task Force included:

- Community values, including friendliness, inclusivity, progress, community, optimism, bright future.
- Natural Environment.
- Iconic images unique to Lebanon, such as the north end water tower.

After the April 6th meeting, staff worked with professional graphic artists to develop a proposed logo based on the Task Force's thematic concepts.

- The proposed logo is unique to Lebanon.
- Design elements were developed that specifically represent the Lebanon community.

August 3rd Task Force Meeting:

The Task Force:

- Reviewed thematic ideas developed at the April 6th meeting.
- Viewed the proposed logo and agreed, by unanimous consensus, to forward the logo to the City Council with a recommendation to adopt.

- Even the colors used were selected with intent for their meaning and relevance to Lebanon.
- The design portrays the community as a blending of residential life, local government and the business community.

The City Council received the recommendation of the Task Force to adopt the logo at the August 10, 2016 Council meeting. The logo was unanimously approved.

Residential Life

A home designed in the English Tutor Cottage style was chosen to represent residential life on the logo. This distinctive architectural style is common in some of Lebanon's historic residential neighborhoods. The following slides show several examples.



ADT



180



549



886



284



587





648



260



413



242




880



Local Government

The east facade of the Lebanon City Library was chosen to represent local government on the new logo. The next slide shows the building façade.



**LEBANON
PUBLIC LIBRARY**

Business Community

The east facade of the historic Andrews & Hackleman Building, built in 1886 and located at the intersection of Main Street and Grant Street in downtown, is shown on the logo to represent Lebanon's business community.



Water Tower

The old water tower, located south of Industrial Way, is shown on the logo. It is a familiar image to the people of Lebanon.







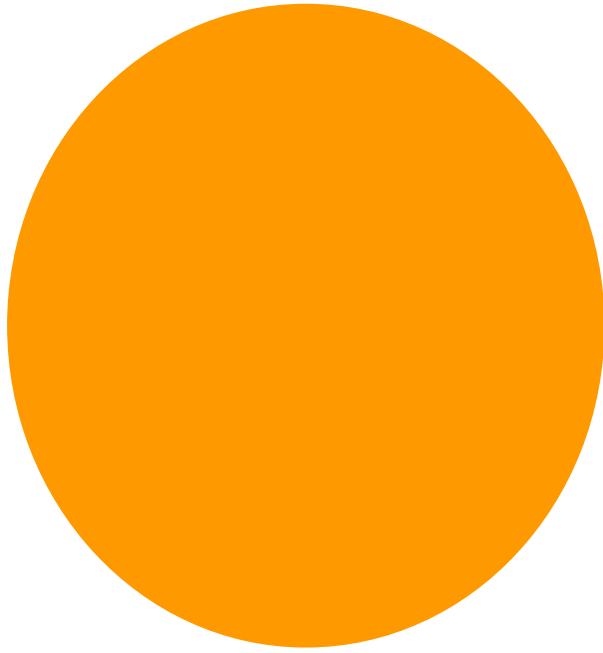
Other Design Elements

The logo also shows a rising sun and uses orange, blue and green as colors for the graphic design of the logo. The following slides provide interpretations of how these elements add meaning to the logo.



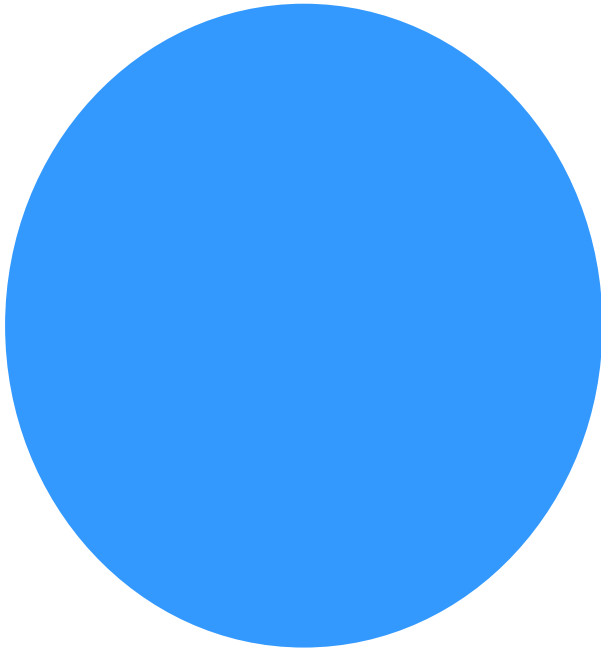
RISING SUN:

- Bright Future
- Optimism
- Greetings
- Warmth
- Hope
- Beginnings



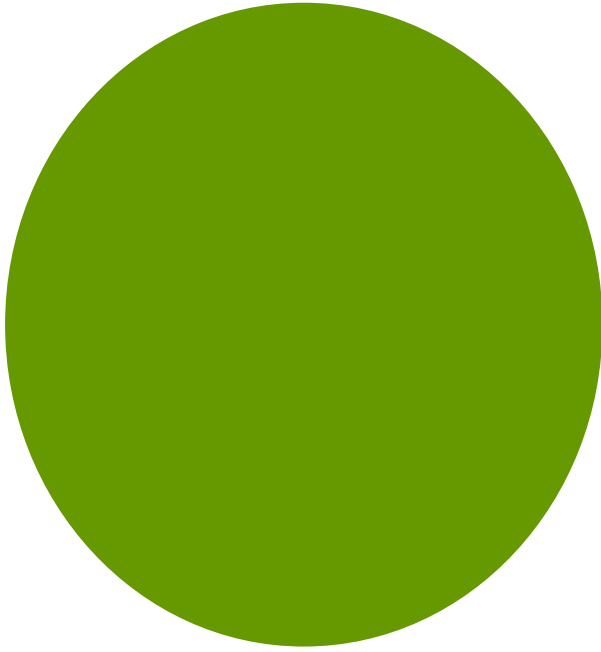
ORANGE:

- Vibrant/Active
- Warmth/Friendliness
- Happy/Optimism
- Boldness/Bright
Future
- Progress



BLUE:

- Strength
- Stability
- Confidence
- Cool
- Official
- Civil Government



GREEN:

- Nature
- Life
- Growth
- Money/Commerce
- Success

City of Lebanon Logo

See next slide.



O R E G O N

Lebanon

THE CITY THAT FRIENDLINESS BUILT



This image is a mock-up of how the logo will appear on City vehicles.

Thank you for viewing
our new logo.