

BLUER Committee Meeting
July 6, 2007
Minutes-Addendum

Addendum:

At the July 6, 2007 meeting, the BLUER Committee also discussed its new logo, designed by Scott Tornek's wife and partner, Alex. We unanimously agreed that we *very much* like this logo, as it is clean, very much indicative of West Chester, and communicates our three-pronged CO₂ reduction message. We decided to play slightly with the blue color to see how this changes the look of the logo, and then we will finalize it. **Action:** Scott/Alex will offer an alternate blue color and will proceed with finalizing the logo and Business Leader Award labels. (A copy of the current **DRAFT** logo is attached, FYI.)



NEXT BLUER COMMITTEE MEETING: August 3, 1-3 pm