

City of South Bend Common Council

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Tim Scott
President

Oliver Davis
Vice-President

Gavin Ferlic
Chairperson, Committee
of the Whole

Tim Scott
First District

Regina Williams-Preston
Second District

Sharon L. McBride
Third District

Jo M. Broden
Fourth District

Jake Teshka
Fifth District

Oliver Davis
Sixth District

Gavin Ferlic
At Large

John Voorde
At Large

Karen White
At Large

NEWS RELEASE

Subject: South Bend Common Council Launches Logo

Date: Wednesday, September 5, 2018

From: Council President, Tim Scott

Contact: 574-538-1936

South Bend Common Council Launches Logo

The South Bend Common Council is proud to launch the first ever Council logo. The logo provides a unique identifier for the Common Council.

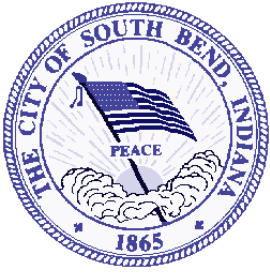
“Since our founding in 1865 we have always used the City Seal as our logo, as do the other city departments. Many people are not sure who we are and how we differ from other departments within the city. The City Council, as the legislative branch of the city, operates separately from the other departments and focuses on its own agenda. We feel this symbol not only identifies us as an elected entity it also shows our relationship and commitment to the city with a logo having similar features,” stated Tim Scott, South Bend Common Council President.

The Common Council votes on ordinances, resolutions and budgetary items; and this time it was a vote to promote and identify the Council from the rest of the city.

“When we attend local neighborhood meetings, participate in community events, invite residents to chat with us outside of sanctioned council meetings, and start initiatives based on our conversations with residents. Thus, we wanted to show residents that although we are city government, we are here because of them and for them,” said Scott

As with any logo, we wanted it to symbolize who we are and what we stand for. With that goal in mind, Casey Colvin, Council Intern, began the design process by researching other Cities and their Councils. She developed multiple concepts utilizing different identifiers of our Council, the “CC” for Common Council, the “SB” for South Bend; the six-point star from the flag. After completing 15 design concepts, the ideas were presented to the Council Members. Council Members voted at the August 27th after the public committee meetings, with a unanimous outcome, which is the winning logo seen here.

The logo has many different symbols within it.



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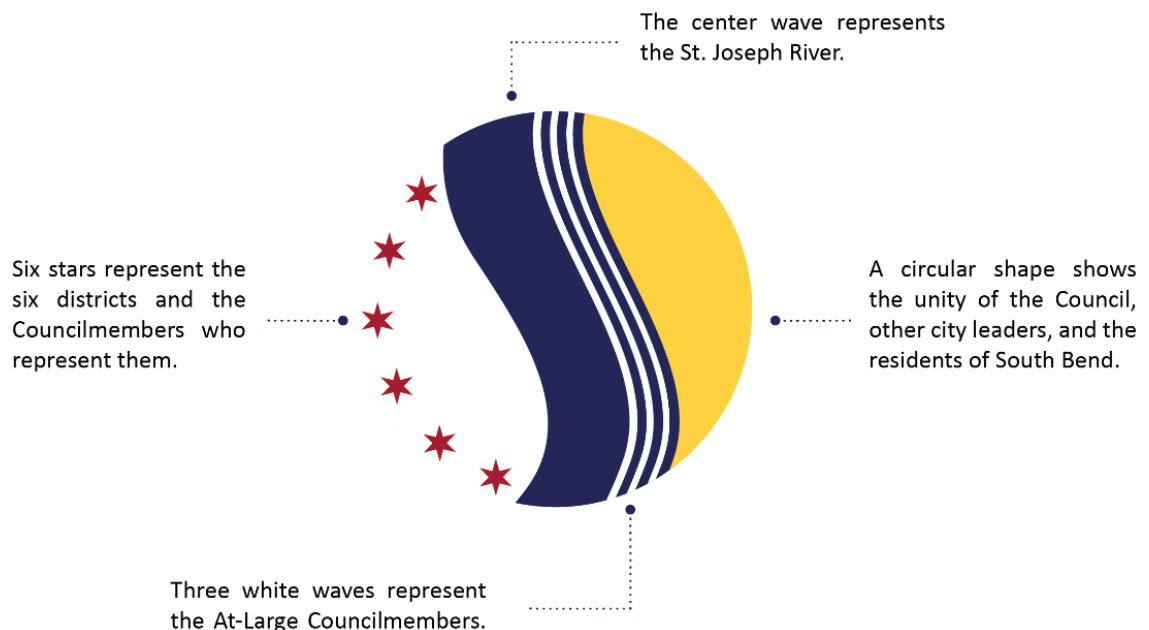
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1. The colors are in relation to the South Bend City flag and have the same connotations.
2. The Six-pointed stars represent each Council District and each point of those stars represent the various fine points and element of each district
3. The wide-blue wave-like band, represents the river which passes through the entire city; like the river the three smaller white bands represent the three At-Large Council members which represent the entire city. The South Bend At-Large members are Karen L. White, Gavin Ferlic and John Voorde.
4. The circular shape represents the unity among the Common Council, other leaders and the citizens of South Bend.

From the outset, the Council was aware that this rebrand would be a balancing act. The new logo conveys the Common Council as its own entity within the City of South Bend, without steering so far from the City branding, after all we do represent the residents of this city. With that in mind, the Council chose to complement the same strong color scheme utilized within the city flag.



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