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PRESS RELEASE - FOR IMMEDIATE RELEASE

Finalists Announced for Downtown Lafayette Logo Contest

LAFAYETTE, Colo., April 6, 2012 – The City of Lafayette on Friday, April 6 announced seven logo designs from six designers as finalists in the contest to select a new logo for the downtown business corridor. The city asked graphic designers and artists to submit logo concepts to the City of Lafayette Community Development Department in March, as one of the first steps in implementing the city’s newly adopted Downtown Vision Plan. More than 50 logos were received by the city.

In April, the Downtown Action Committee, Lafayette Old Town Association and Lafayette Cultural Arts Commission will provide feedback on the seven logo finalists. The Lafayette Urban Renewal Authority (LURA) is expected to select the new logo in May. The designer of the logo that is ultimately selected by LURA will receive a stipend of \$2,300.

Downtown Lafayette has a rich history and is home to a number of cultural offerings including the Peach Festival, Oatmeal Festival, Art Night Out, the Art on the Street rotating sculpture exhibit, Mary Miller Theater, Miner’s Museum, Rocky Mountain Center for Musical Arts, World of Wonder Children’s Museum, wonderful boutique shops, and great restaurants. Building on these strengths will be the cornerstone of future efforts to enliven the downtown corridor and guided the creation of logo submissions.

In September 2011, LURA along side a team of consultants completed a Downtown Vision Plan for the city’s downtown corridor, which includes a retail strategy for the business district and identifies Old Town Lafayette’s brand as being “Creative, Diverse and Eclectic.”

To view the logo finalists and to read the Downtown Vision Plan, please visit:
www.cityoflafayette.com/downtownvision