

**CBAC Subcommittee:  
On the State Symbols and Emblems and Brochure Redesign**

Convened at 1:30 PM on September 19, 2013

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**Subcommittee Members:**

Theresa Holst  
Thom Buchanan  
Doug Walter  
Marilyn Eddins  
Christopher Livingston

**Subcommittee Guests:**

Simon Maghakyian, Legislative Council Staff, Visitor Services  
George Orłowski, Colorado State Archives  
Marie Shapiro, Reed Art and Imaging  
Laura Embleton, Dumb Friends League

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**Brochure Redesign**

*Mr. Buchanan* discussed the new brochure design. He presented three potential options for a new brochure:

- a booklet;
- an accordion style, with panels, similar to the current brochure; and
- a four paneled fold-out poster.

He discussed the dated style of the current symbols and spoke on the opportunity to design the newly adopted symbols in a new style.

*Mr. Orłowski* discussed the use and design of the brochure for children.

*The committee* discussed the possible size and design of the brochure. They discussed the fold out poster design.

**Recommendation:**

*The committee* asked to see a prototype of the fold out poster design with all the state symbols on one side. The other side will feature:

- a cartoon description of how a bill becomes a law;
- a quiz for matching the symbol with the description; and
- and the title page.

*The committee* asked *Mr. Buchanan* to create two bids for the CBAC to view: one with the cost to redesign of all of the state symbols; and one with the cost to rework and modernize the current symbols.

**Recommendations to CBAC:**

Approve the fold-out poster design for the brochure and to discuss the bids for a redesign or a rework to be presented at the October 18, 2013, CBAC meeting.

## **Pack Burro Racing Symbol**

*Mr. Buchanan* presented an updated example for the state symbol for pack burro racing (Attachment A) and discussed the details of the new design, specifically placing the second person and burro deeper into the background.

### Recommendations to CBAC:

Approve the new design for the pack burro racing symbol

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## **Western Tiger Salamander Symbol**

*Mr. Buchanan* presented an updated design for the western tiger salamander (Attachment B), specifically highlighting the attempt to create scale by placing rocks in the foreground.

### Recommendations to CBAC:

Approve the new design for the western tiger salamander

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## **Shelter Pet Symbol**

*Mr. Buchanan* spoke on the background of the state pet design, specifically that CBAC requested that no breed specific animals be included. He presented four examples to the subcommittee (Attachments C, D, E, and F), highlighting different aspects of shelter pets.

*Ms. Embleton* discussed shelter dogs and cats. She requested the collars and tags be put on the animals in the symbol. She also suggested that a person be included in the image to highlight the idea of "pets."

The committee members discussed whether the symbol should tell a story, or be similar to the symbol included on the shelter pets license plate. The committee concluded that a story has more heart and character, but the license plate symbol should be integrated into the design.

The committee discussed placing a person in the symbol with the pets. *Ms. Embleton* recommended proper ways a person should handle a dog. The committee decided that a person would help to signify the idea of adoptable pets.

*Mr. Buchanan* presented an option of the symbol to include language about shelter pets. The committee discussed the use of language to signify that the shelter pets in the symbol were going to be adopted.

### Recommendation:

The committee asked to see options for a new design, with the existing pets, and with the inclusion of a young adult and language about adoption.

### Recommendations to CBAC:

Discuss and approve one of the new designs for the state pet to be presented at the October 18, 2013, CBAC meeting.