

Town of Elon selects new logo

By Bill Cresenzo

Times-News

Posted Aug 14, 2018 at 7:55 PM

ELON — Introducing the Town of Elon's new logo.

The Elon Board of Aldermen approved the logo Tuesday, Aug. 14. It will appear on all things Town of Elon, including its website, its stationary and eventually, its town seal and water tower.

It was designed by North Star Marketing. The firm presented a logo to the board in June. Members asked it to return to the board with a tweaked one, and last week, reps from the firm offered the board two choices.

In the meantime, Alderman Ron Klepcyk said he and fellow Alderman Mark Greene met with a committee, which decided that the newly adopted logo option would best fit the town.

"We are satisfied the company has responded to all the concerns expressed by members of the board," he said.

The town is paying North Star Marketing \$56,000 to rebrand the town.

The logo is just one piece of the rebranding puzzle. Among other things, the firm will also redesign and overhaul the town's website.

In other business, the board voted to designate a one-hour time limit for most of the new parking spaces being installed along West Lebanon Avenue. Several others will be designed two-hour.

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