

**Wednesday, September 12,
2018**

**Ad-Hoc Committee
5:00 PM**

**McFarland Municipal Center
Conference Room A**

AGENDA

1. CALL TO ORDER.
2. APPOINTMENT OF VOLUNTEER COMMITTEE RECORDER
3. APPROVAL OF MINUTES
 - a. Review and possible approval of draft minutes from the June 11, 2018 Ad-Hoc Branding Committee meeting.
 - b. Review and possible approval of draft minutes from the June 26, 2018 Ad-Hoc Branding Committee meeting.
4. PUBLIC APPEARANCES.
5. BUSINESS.
 - a. Discuss and Review Brand Standards
 - a. Brand identity
 - b. Brand voice
 - c. Primary and alternate logos
 - d. Color palette
 - e. Typography
 - f. Design principles
 - g. Imagery and layout
 - f. Brand application
 - b. Discuss Implementation Plan
 - c. Discuss next steps
 - a. Refine standards based on committee feedback
 - b. Meeting with Village Board - Final approval
 - c. Family Festival
6. ADJOURNMENT.

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or cassandra.suettinger@mcfarland.wi.us