

Town of Parker Youth Commission Agenda

Tuesday, November 15, 2022, 6:30 p.m.
Parker Town Hall, Pikes Peak Community Room
20120 Mainstreet, Parker CO 80138

1. Call to Order
2. Roll Call
3. Approval of Minutes - October 18, 2022
4. Public Comment
5. Old Business
 - a. Mission statement: We, the Parker Youth Commission, serve as ambassadors for town youth. We strive to actively represent, engage, and educate those connected to Parker. Through the creation of unique opportunities, we seek to encourage positive change and community involvement.
 - b. Goals
 - i. Create an environment where the youth feel that they are advocated for.
 - ii. Create a safe space where youth feel comfortable sharing their ideas.
 - iii. Boost youth engagement.
 - iv. Develop a well rounded team.
 - v. Have open and honest discussions as a group.
 - vi. Root all decisions in making positive change for Parker youth.
 - vii. Thoughtfully address issues with integrity.
 - viii. Support youth involvement in government processes.
 - ix. Fundraise and donate to organizations that support youth.
 - c. Escape room
6. New Business
 - a. November volunteering - food bank, discuss possible dates
 - b. Fundraiser/event - choose a charity that supports youth
 - c. Find internship opportunities for youth - Sarah
 - d. Work with The Local/Parker farmers market to sell youth created products - Amara
 - e. Diversity Garden - Amara
 - f. New project ideas
7. Staff Updates
 - a. Budget - Cheri Sullivan
 - b. Branding and Design Standards - Andy Anderson
 - c. Volunteer Poster - Andy Anderson
8. Committee Updates
 - a. Executive Committee
 - b. Social Media Committee
 - c. Town Events Committee

9. Housekeeping

- a. Douglas County Voter Center Field Trip on December 16th at 4:00
- b. Chair Update
- c. Vice Chair Update
- d. Secretary Update
- e. Treasurer Update

10. Adjourn

Next Meeting: Tuesday, December 13 at 6:30 p.m.

**Minutes from the Parker Youth Commission
November 15th, 2022, 6:30pm**

Meeting Location: Parker Town Hall, Pikes Peak Community Room, 20120 Mainstreet, Parker CO 80138

Roll Call

Attendees

Sarah
Noor
Brayden
Iris
Landon

Amara

Not Present

Carson
Joey
Aarav
Amara

Staff Present

Andy Anderson
Bri Rock
Cheri Sullivan

Call to Order

At 6:36 pm, Iris called the meeting to order.

Approval of Minutes- October 18th, 2022

Two changes were suggested. One was an attendance issue with staff. The other one was that Landon's suggestion on adopting a street was not accurate. After completing the review and filing the issues, Amara moved the motion of approving the minutes. Joey seconded. The final vote was 6-0.

Public Comment

No public comment. Public comment closed at 6:42 pm.

Old Business

Goals:

Iris discussed the goals. ^{Brayden}Brayden discussed the idea of adding another goal, one that aligns with the core values of the town of Parker, which includes teamwork, quality service, integrity, and innovation. Bri had the suggestion of adding these core values into goal three instead of creating another goal. Brayden motioned. Noor seconded. The final vote was 6-0.

Mission Statement:

The Youth Commission created this new mission statement, where it will be further edited in a later meeting:

We, the Parker Youth Commission, serve as advocates for local youth. We strive to actively represent, engage, and educate those connected to Parker. Through the creation of unique opportunities, we seek to encourage positive change and community involvement. We advise the Town of Parker, including elected officials and town staff.

Escape Room:

The commissioners discussed the group activity at **The Clue Room**.

New Business

Volunteering- Iris discussed volunteering at a local food bank. Many Youth Commissioners were busy, so the Commission decided to hold on to this idea for a later time.

Fundraising/Event- Cheri explained what it takes to put on a Fundraiser or Event and will report back at a later date. Charity ideas were discussed. Brayden did not like the idea of a Fundraiser. Cheri had the idea of doing a party where anyone that wants to attend must bring canned food or another item towards the Parker Task force. ^{Brayden}Brandon had the idea of doing an event like this during the summer. Iris brought up the idea of helping with the 4th of July event. ^{Brayden}Brayden had the idea of speaking at Middle and Elementary Schools about the government and more on what they want in their Town.

Student Government Outreach Committee:

Brayden suggested the idea of doing a committee with student government representatives, NJHS, and student council members in elementary or middle schools. Brayden had the idea of calling this the Student Government Outreach Committee. This committee was made. Brayden, Joey, and Noor decided on being a part of this committee.

Education Outreach Committee:

Iris had a new idea of creating the Education Outreach Committee. Iris, Amara, Landon, and Brayden wanted to be a part of this committee.

Internship Opportunities for Youth:

Amara had the idea of talking to council members. Landon talked about the Downtown Business Alliance and how they can assist us with finding internships. Sarah explained more on contacting local businesses to see if they are willing to do this.

Work with The Local/Parker Farmers Market/The Nest to sell youth created products:

Amara explained the idea of having teens with businesses having the ability to sell their product in a booth in these areas. Everyone liked this idea and decided we should talk with the owner of these places where students can sell. Amara became a part of the Town Opportunities Committee.

Diversity Garden:

Amara talked about having a diversity garden, where kids could paint and show their art. Brayden had the idea of creating a garden, where other forms of art could be shown.

Tree Lighting Ceremony:

Iris brought up the idea of participating in the Tree Lighting Ceremony. Iris and Brayden decided they will be there.

Staff Updates:

Budget:

Cheri gave the Youth Commissioners a budget sheet. This budget sheet will be further discussed when Aarav, the Treasurer, is present.

Branding and Design Standards:

Andy Anderson, Communications Manager for the Town, who is responsible for discussing the branding and design standard of our logo as well as volunteer poster suggestions:

Andy each gave a sheet of branding standards, Town Logo Policies, and Logo examples. Brayden suggested having the logo be similar to the Parker Logo. Amara suggested making the logo separate from the original Parker logo. Iris suggested talking about the logo at a later meeting when other commissioners are present.

Volunteer Poster:

Andy gave a sheet of an example poster. The Commissioners suggested changing the poster to less text and making the QR code bigger. Brayden suggested making the picture more volunteer oriented, or an active image of students volunteering. Cheri asked the Youth Commission to see where we could put the posters and the point of contact for this. The Commissioners decided on using digital forms and posting on TV's around each of the schools in Parker.

Committee Updates:

Douglas County Voter Field Trip- Confirmed on **December 16th at 4pm.**

Chair Update- no updates

Vice Chair Update- Amara is holding a holiday party some time in December.

Secretary Update- no updates

Treasurer Update- not present

Town Council Updates:

Cheri explained having updates to the Town Council sometime in 2023, around April, in order to explain all of the Youth Commission updates. The Youth Commission agreed on explaining our progress later in the year.

Adjournment

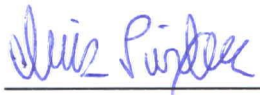
Amara motioned. Brayden seconded. Final vote 6-0 and adjourned at 8:20pm.

Next meeting- December 13th at 6:30PM

Approval of Meeting Minutes



Secretary



Chair



PARKER
C O L O R A D O

BRAND GUIDELINES

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INTRODUCTION

The purpose of this document is to provide standards that will guide and inform the way we express the Town of Parker brand to the public visually. Consistent implementation of these standards will help establish a distinctive identity and voice for the Town of Parker in the marketplace. This guide was developed for internal staff, external vendors and partner organizations.

SECTION 01

LOGO

PRIMARY LOGOS | SECTION 01

The updated logo for the Town of Parker is a more friendly and modern approach, reflecting Parker's values and personality. This new direction is also more functional and adaptable in the way it can be utilized.

There are two primary logo options to help make the logo placement more versatile. The first version is a stacked and vertical design. The second is a longer horizontal design. The size and orientation of the space available for placement of the logo should determine which version is used.



SECONDARY LOGOS | SECTION 01

The updated brand identity for the Town of Parker includes a secondary version of the logo that includes the new tagline, “Your kind of place”. This secondary version is available in a vertically stacked format and a wider horizontal format.

These secondary versions should be used or distributed to community partners in instances where the logo tagline lock-up is the primary visual element in such uses as collateral or apparel.



LOGO REQUIREMENTS | SECTION 01

The minimum clear space to be maintained around the logo at all times should be roughly equivalent to the height of the letter "P" in the logo. This allows the logo to be seen clearly, unobstructed by surrounding or adjacent content.

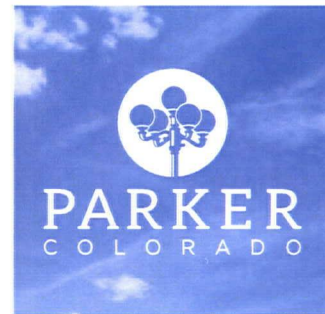
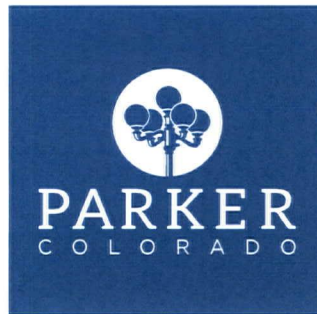
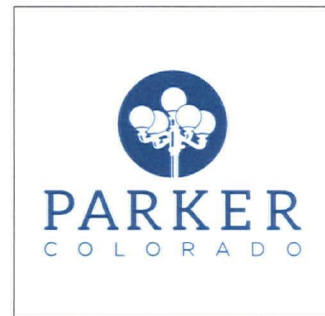
The vertical version of the logo should not be reproduced any smaller than 1" in width. The horizontal version of the logo should not be reproduced any smaller than 1.5" in width.



LOGO REQUIREMENTS | SECTION 01

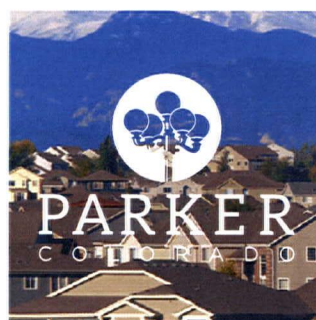
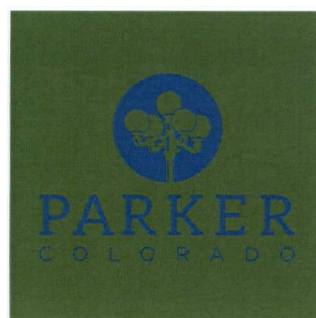
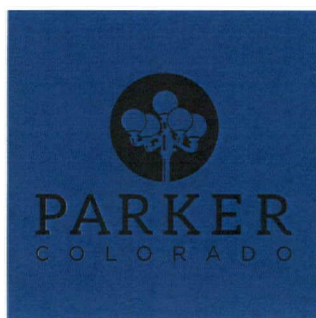
Black and blue logo versions should be used on light colored backgrounds. Conversely, white should be used on darker colored backgrounds and most photography.

When placing the logo on photography, it is important that the image—or the area of the image intended for logo placement—be simple in texture, color and/or subject matter (eg. sky, grass, water). This will help ensure that the logo remains clear and legible.



LOGO REQUIREMENTS | SECTION 01

Here are a few examples of what NOT to do when you are working with the Parker logo color options.



SECTION 02

TYPOGRAPHY
& COLOR

TYPOGRAPHY | SECTION 02

Aleo is a versatile and modern serif typeface. The serif nature of the typeface maintains the attributes of trustworthiness, tradition and readability. The modern twist of rounded details gives the typeface a friendlier and more approachable personality. Aleo will be used mostly for headlines, titles, subheads, caption copy, the Parker brand name and the Parker tagline.

ALEO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ALEO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ALEO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ALEO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

TYPOGRAPHY | SECTION 02

Gotham is a highly modern san-serif typeface. The geometric simplicity of Gotham complements Aleo's more organic serifs. These attributes and its versatility make Gotham ideal for body copy.

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

COLOR | SECTION 02

Parker's color palette consists of its branded blue, dark green, light green, light sand, medium sand, purple and red. These earthy colors reflect the town's personality and offer a range of combinations that complement each other.



PMS: 3015 U, 7692 C
CMYK: 98.64.28.9
RGB: 0.90.132



PMS: 7743 C
CMYK: 76.36.100.27
RGB: 71.102.48



PMS: 7489 C
CMYK: 55.17.96.1
RGB: 134.168.64



PMS: 7499 C
CMYK: 2.3.26.0
RGB: 251.249.230



PMS: 614 C
CMYK: 16.15.55.1
RGB: 217.203.137



PMS: 668 C
CMYK: 69.78.28.11
RGB: 100.76.120



PMS: 7621 C
CMYK: 27.100.100.31
RGB: 139.24.27

SECTION 03

BUSINESS
MATERIALS



PARKER
COLORADO

Mr. John Doe

Lorem ipsum dolor sit amet, id nec sed, eget pellentesque ac magna nunc
erat ut pellentesque, pellentesque enim non in bar, at and cur, rep
omare tellus. Potenti ipsum suspendisse interdum, tortor, conubia suscipit
Pulvinar imperdiet, sit ligula. Eleifend at quam, ante sed infames suscipit
accumsan vestibulum, rhoncus fusce elementum odio tellus, eu tringula a
nunc aenean ut, auctor vel id, donec condimentum ut, peribit nulla a p
nunc sed, eget et Libero locus sit urna ut, sit facilis. Consequo nunc
vulputate eleifend ac, imperdiet nec, in mauris, donec id at, ydne
eummod eleifend vel mauris, accumsan in morbi, non torquent id h
lacinia, tristique id amet et mauris, elementum torquent id ut him cur
it ligula. Eleifend at quam, ante sed, etiam in suscipit
rhoncus sapien, metus nec libero cubia, conseqa nulla
in. Aliquet libero odio suspendisse magna vestibulum,
At imperdiet pretium tellus interdum, quisque l
rhoncus dignissim, mi volutpat dolor tellus lobort
ise, et non ut, consectetur egetas, lacus pulvinar

Pulvinar imm
am

Pulvinar immo-



JOHN DOE
President

303.768.8100
john.doe@p

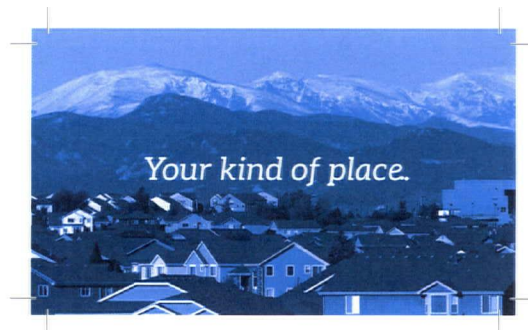
768 8100
m.doe@parker.com
20120 E. Mainstreet
Parker, CO 80138
www.parkeronline.com

Your kind of place.

20120 E Mainstreet, Parker, CO 80138 | www.parkeronline.org

BUSINESS CARD | SECTION 03

The business card measures 3.5" X 2" with an extra .125" image bleed around all sides. This extra image will be trimmed to ensure the image and colors will extend to the very edge of the paper. One side depicts imagery of the town with the branded blue overlayed on top. The other side provides the card holder's contact information.



*Business card not pictured at actual size

LETTERHEAD | SECTION 03

The letterhead measures 8.5" X 11" with an extra .125" image bleed around all sides. This extra image will be trimmed to ensure the image and colors will extend to the very edge of the paper.

The letterhead maintains the same consistent branding aesthetic as the business cards, utilizing the branded blue logo and the branded green bar at the bottom of the page.

*Letterhead not pictured at actual size



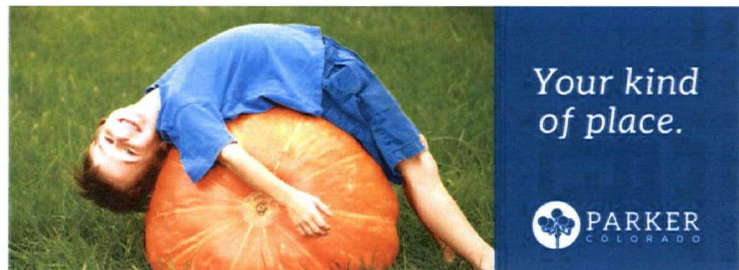
SECTION 04

SIGNAGE

SIGNAGE | SECTION 04

There are two stylistic options for various forms of signage. The first version depicts a colored image with a block of solid color featuring the message and logo. The photography should be warm, friendly and display people participating in town activities.

The second option depicts a black and white image with a brand colored pattern playfully interacting with the imagery.



WE'D LOVE TO HEAR FROM YOU.

Email: aanderson@parkeronline.org
Phone: 303.841.0353

20120 E. Mainstreet
Parker, CO 80138





Town Logo Policy

Updated March 2016

The Town of Parker strives to maintain a clear and recognizable image of the Town government for our citizens, vendors and other stakeholders. The use of the Town's logo is varied and represents significant trust in the Town government and our operating departments. To maintain this integrity and continuity, the Town requires that all employees and outside organizations wishing to use any form of the Town's logo observe and hold to the standards detailed below. By maintaining a standard look and feel on all print and promotional items that leave our facilities, we offer continuity and stability and gain the public's trust in our government.

The Town's Logos

The Town's logo is one of the most visible and recognizable faces of our government. When used frequently and consistently, this logo will be associated with the excellence for which our Town strives. The logo is trademarked and may only be used with approval of the Town's Communications Department. The approved black and white and color versions of the Town logo are shown below:



Additional versions of the logo may be used for marketing purposes with the approval of the Communications Department.

Image and Design Management

The Town's Communications Department is available for assistance and direction on the use of the Town logo and for approval of designs incorporating the Town logo. Any use of the Town's logos by employees of the Town, contractors hired by the Town or authorized agents of the Town must be reviewed and approved by the Communications Department.

Trademark Designation

The logo is a legal trademark owned exclusively by the Town and may only be used as authorized. Use by outside entities is not allowed unless the logo is being used on a proposal being submitted to the Town or an entity working in partnership with the Town. These uses must have prior approval of the Communications Department.

Basic Rules for Use of Logos

In general, the Town's logo may only be printed in connection with Town-approved advertising and promotion and in support of Town programs and services.

- The Town logo must be used on all Town publicity, publications and promotional materials that are being distributed to the public. This includes posters, programs, advertising, tickets, newsletters, fliers, departmental publications and forms.
- The lamp post in the logo may only be separated from the words with the approval of the Communications Director.
- An outside entity or agency designated as an authorized Town partner may use the applicable logo that the Town provides, as long as they adhere to our logo standards and have prior approval of the Communications Department.
- The Town's logo must not be used in such a manner that it implies the Town's approval or endorsement of another entity's products, services or programs.
- The Town logo may not be used on the marketing materials of outside agencies unless the Town is a partner in the program.

Color

The approved color for Town of Parker logo is PMS 2194C or CMYK 98, 64, 28, 9. Other colors in the Town' color palette may be approved for use by the Communications Department.

- The logo is also available in both black and white versions.
- The Town logo may also be reproduced in one color when budget is a consideration with prior approval of the Communications Department.

Logo Size

- If used in conjunction with a supplemental Town graphic, or the logo of an outside agency, the Town logo must be of equal or greater size.
- When resizing the Town logo, be sure to maintain the correct dimensions. Do not skew or distort the Town logo. To maintain the proportional sizing, hold down the control key as you resize the logo, or right click on the logo, click on the "format picture" option and resize the logo using the percentages under the "size" tab. If you need assistance, contact the Communications Department.

Reproducing the Logo

- Electronic artwork in a variety of file types is available from the Communications Department. If you do not fully understand the digital file, check with the Communications Department to see which logo is the best option for your use.
- Never reproduce the logos from a laser or color print or a facsimile copy, as the quality of reproduction will be diminished. Do not try to copy and paste the logo of off the website as it also reduces the quality.

The Registered Trademark and Trademark Symbols

The Town logo is trademarked. Always use the Town logo with the trademark symbol. To obtain a copy of the trademarked logo, please contact the Communications Department.

Co-Branding

- Co-branding is used to identify any cooperative partnership between the Town and another entity.
- Use of the Town's logo with the logos of other entities will be subject to a prepublication review and approval process on the part of the Town. The Town retains the sole right for authorization of any alterations or colorizations of the Town logo. When the Town logo is used in combination with the logo or mark of another entity, the Town must provide authorization for its use through the Communications Department and the logos or marks of other entities must be of equal or lesser unit size to that of the Town's logo.

Unapproved Usage

- Unless approved by the Communications Department, do not separate the components of the logo.
- Do not substitute an unapproved color for any element of the logo.
- Do not electronically skew the size or shape of the logo.
- Do not place any logo on a background that clouds its legibility.
- Do not modify the Town logo by placing any additional elements behind or next to it.
- Do not substitute a low quality of artwork in place of an authorized version.
- Do not place any logo on a background too light for its legibility.

Apparel

Due to the difficulty of matching thread colors to apparel, there is more flexibility with the Town logo used on apparel. When possible, the Town prefers use the standard Town logo, or the black and white version for embroidered Town shirts and uniforms. However, it is acceptable for the logo on apparel to be printed or embroidered in colors other than the standard Town logo colors.

Supplemental Logos

While Town staff understands the need for and encourages the use of a primary brand identity, there are certain situations/circumstances where a more focused graphic identity could assist in gaining public support and participation in a Town program, event or process. The purpose of a supplemental logo, in this situation, is not to separate the program or activity in question from the overall Town identity, but rather to use a high profile activity to expand the public's understanding and knowledge of the variety of services provided by the Town.

With this understanding, the Town may consider the development and use of supplemental logos and fonts if the following guidelines are met:

- Town program/department is revenue-generating and offers process-oriented programs.
- Town program/department engages in or relies on direct marketing to raise money and/or increase program participation.
- Town program/department is required to be self-sufficient and/or meet revenue goals.
- Town program/department that requires an easily identifiable image to help establish credibility.
- Special circumstances as determined by the Communications Department.

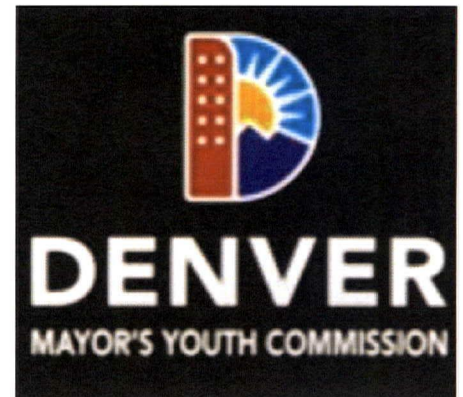
In these special circumstances where supplemental logos/fonts are allowed to be utilized, the following rules apply:

- The Communications Department reserves the right to deny the development or use of any/all supplemental logos.
- Program/Department supplemental logo and/or fonts must be designed in conjunction with the Communications Department and be compatible with the Town-approved graphic standards.

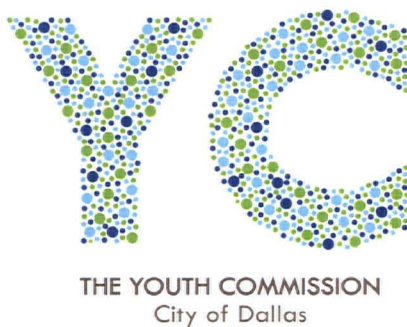
- Supplemental logos must be approved in advance by the Communications Department before it may be used in any form or fashion.
- Whenever possible, the Town logo should be used in conjunction with the supplemental logo.
- Any program/department that does not adhere to these guidelines will forfeit their privilege of using supplemental logos/fonts.

The Communications Department can be contacted at 303.841.0353 or ca@parkeronline.org.

COMMUNITY-BRANDED EXAMPLES



UNIQUELY BRANDED EXAMPLES



OTHER TOWN OF PARKER DEPARTMENT /
COMMISSION / GROUP LOGOS



PARKER
C O L O R A D O

Parks and Recreation



PARKER
C O L O R A D O

Cultural and
Scientific Commission



PARKER
C O L O R A D O

Teen Court