

RESOLUTION NO. 2290

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SOUTHWEST LOUISIANA REGIONAL PLANNING COMMISSION (SWLA-RPC) FOR LOUISIANA PLANNING DISTRICT 5 APPROVING AND AUTHORIZING THE 2024 SWLA-RPC LOGO DESIGN.

WHEREAS, the Southwest Louisiana Regional Planning Commission (SWLA-RPC) has and supports a strong brand identity for the regional planning commission; **AND**

WHEREAS, development of a logo is a critical necessity in providing membership, elected officials and the general public with a visual representation of the SWLA-RPC brand; **AND**

WHEREAS, the Board of Directors is interested and supportive of the investment in a brand identity to build community trust and loyalty, and create a recognizable identity to tell the SWLA-RPC story; **AND**

WHEREAS, the professional capacity and experience of regional planning commission staff has demonstrated a high level of quality and understanding of challenges presented in logo development; **AND**

WHEREAS, for purposes noted and to enhance the SWLA-RPC image as a key communication and economic development driver in the region;

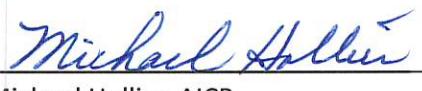
NOW THEREFORE BE IT RESOLVED BY THE SOUTHWEST LOUISIANA REGIONAL PLANNING COMMISSION BOARD OF DIRECTORS APPROVING, ADOPTING AND AUTHORIZING THE LOGO DESIGN IN ATTACHMENT A AND MADE A PART OF THIS RESOLUTION.

THIS RESOLUTION BEING VOTED ON AND UNANIMOUSLY ADOPTED ON THIS 16TH DAY OF OCTOBER 2024.



Mayor Marcus Renfrow, Chair

ATTEST:



Michael Hollier, AICP
Executive Director

Against Black



#1 Against white – w/shadow treatment



#2 same logo w/different shadow treatment

