



Department of Public Works | 860.584.6125

DATE: June 8, 2021

TO: Mayor Ellen Zoppo-Sassu
Board of Public Works

FROM: Raymond A. Rogozinski, P.E., Director of Public Works

RE: DPW Vehicle Logo

The Department of Public Works has been investigating revising the logo on the Department's vehicles in order to affirm the City's, "All Heart" initiative. DPW has been assisted by Marketing Director for ECD, Dawn Neilson in developing the attached Bristol "B" with gear logo. The proposed design consist of a black logo. There is no color proposed around the "B", the void will have the same yellow as the vehicle or silver, in the case of passenger vehicles.

DPW recently received shipment on a new dump truck and is anticipating shipment of a new rubbish/recycling truck. We've currently installed magnetic logos, made in DPW sign shop, on the vehicles. If the following action is approved, the Department will install the logo on all new vehicles:

Move to authorize the Department of Public Works to utilized a revised and updated, "All Heart" vehicle logo black in color, with no color proposed around the "B". The void space of the logo will show the color of the vehicle to which it is applied.

The DPW will also install the new logo on all existing DPW vehicles, provided that it does not create a back ground image from faded paint associated with the existing logo.

Please feel free to contact me with any questions at 860-584-6113.