

Voting Results for the New Town Seal

There were 120 Chaplin residents who voted for the new town seal. Below are the top 3 selections, #1, #16, and #7, which account for 79 of the voters. While there were some votes for designs with the church in it, the majority clearly preferred the designs with Diana’s Pool, as the 4th design with the most votes was #19.

	Seal # 1	Seal # 16	Seal # 7
First Choice	44	21	14
Second Choice	21	13	24
Third Choice	10	12	14
Total Votes	75	46	52



Is there anything you would change about this seal?

Seal #1 Comments:

no it's a perfect representation of our town

My favorite in that it highlights a key, local feature.

I would use a bolder/thicker font for the text and/or a darker green. The white text on medium green is a low-contrast combination, that may not show up well in many contexts.

I would make the green a more forest green and the blue a darker shade rather than turquoise like ocean water

This was the best (artist rendition) of the Natchaug. Some others looked too much like a serpent.

I like the existing seal except it has too much detail. #1 is the closest to it. Start with a photo of Diane's pool Bill Ireland

At first, this was my first pick but it was just too ordinary compared to my other picks.

The black and white image used on documents isn't so great. The image might need to be slightly simplified to look better big, small, in color, or in black and white. Four colors is a lot for printing on things. Perhaps one of the blues could be dropped?

full color only, add hardwood tree tops in the arctic circle looking pine forest. Catches the naturalness of the place.

No change needed. There were plenty of options in the list of 26 logos.

no. I chose this one because I think it is the best laid out design of those that show the natchaug river front and center, I grew up in this town and moved away. The river is what brought me back here.

maybe change the rock color to a variegated gray similar to no. 7

Seal #7 Comments:

Make the shirts in full color.

No. I love it!

The falls look too high. I like the concept of the river emerging into Diana's Pool

I prefer subdued colors. The green is a little bit too bright

Nothing so far, would have to review.

maybe change the green to similar trees like #11

Seal #16 Comments:

All with church too religious looking. One church should NOT define our town.

Perhaps a better photo of the bridge. See my web site where I have a nice photo of the bridge.
natchaugmusic.com

Lighten up the bridge to show more of the actual color of the present bridge

I'd put the Established date under the town so the river "flows"

Looks fine: attractive

The image would look better in black and white if it were simplified. Dropping one or two colors would help. I prefer the circle to the rectangle seal.

Make the t-shirt logo either a pocket logo, or change the ratio of the front design. Looks too long and narrow now.

The rendering is a bit digital looking. Maybe consider making it a bit more natural.

NO - Like it just the way it is.

I realize artist wanted to keep the map shape but not fond of irregular line at top. On the other hand, could be a conversation starter. Still, I prefer letting go of that look.

This designer has demonstrated respect for heritage and a good imagination. I feel they have captured the essence of Chaplin in their concept. The seal needs to include the words "Town of Chaplin, Connecticut", not just "Chaplin, Connecticut". Make the top banner longer and the bottom banner shorter to properly fit the text. Improve sweep of text in banner: text reaches outside banner on top, and on both banners the text curvature does not match the banner curvature. The presented black and white version is incorrect in that it shows greys. Designer should consider use of hatching for the black and white edition; greys are not possible on rubber stamps. The presented reversed logo version is also incorrect: designer should consider how the logo appears on a black background. Add more detail to the bridge and water: bricks, guardrail, rocks, turbulence, whitewater. Make the light green, blue, and light grey a bit lighter, to make the image overall less heavy. Consider providing additional formats: a favicon (32x32 px), a banner version (with the text alongside the seal rather than on top of it for letterhead), a two-color version (Green and blue, for economical screenprinting on T-shirts - different shades can be achieved using various patterns of crosshatch, greys can be made by overlaying green and blue hatch patterns). Consider a more distinguished font choice: small caps, LM Roman or LM Modern are two very distinguished font faces Congratulations to the designer, this is by far the best design concept: both modern and historical, with a tribute to the old seal, highlighting the best parts of Chaplin which is our co-existence with Nature. Just needs a bit of tweaking to make it a professional design.