



# *Town of Colchester, Connecticut*

95 Norwich Avenue, Colchester, Connecticut 06415

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Patricia A. Watts, Director of Senior Services/Municipal Agent

March 25, 2022

Dear Colchester Community,

As you may be aware, the Colchester Senior Center will soon have a new home, as we design and build a brand new senior center in the near future. With this advancement comes an exciting opportunity to rebrand the Colchester Senior Center with a new logo. We will be holding a community-wide contest in order to design this logo, which we envision using in the new building, as well as in promotional materials such as our monthly newsletter, on business cards and letterhead.

If you are interested in creating a design and entering it into the contest, here are some things you need to know. The goals of the design are as follows:

- The logo should include the words “Colchester Senior Center”
- It should be appealing and attractive, classic yet modern
- Any logo submitted should be gender neutral, and specifically not off-putting to men, who are historically difficult to recruit into senior centers
- The logo should communicate vitality, energy and lifelong growth
- It should incorporate aspects of the Vision Statement, which states that CSC is “a community resource dedicated to engaging, enriching and empowering the lives of seniors.”

Please submit any logos in pdf format, with your name, address and phone number and email address to [pwatts@colchesterct.gov](mailto:pwatts@colchesterct.gov) or drop off to the Colchester Senior Center at 95 Norwich Avenue, Colchester, CT 06415, by 3:00 p.m. on Friday, May 6, 2022. A cash prize of \$500 will be awarded to the first place winner. The Board of Selectmen will make the decision regarding the final logo selection. Best of luck, and thank you for your interest in the Colchester Senior Center.

Sincerely,

*Patty Watts*

Patricia A. Watts  
Director of Senior Services  
Municipal Agent for the Elderly