



NEWS RELEASE

For immediate release

Tuesday, July 6, 2010

Beaufort unveils logo for historic city's 300th birthday

Bold colors, a clean typeface and the creative use of crescent moons in the "300" that mirrors the South Carolina flag brought Beaufort a logo for its 300th birthday celebration and brought Bluffton graphic artist Kelly Logan Graham a check for \$1,000.

Graham's logo was selected from among 27 entries from across the United States to represent Beaufort, SC, during its Tricentennial celebration throughout 2011.

City leaders unveiled the logo Tuesday at a ceremony in the Henry C. Chambers Waterfront Park.

"For a community that celebrates our unique history and culture on an almost daily basis, 300 years is a huge benchmark" Beaufort Mayor Billy Keyserling said. "Over the past two and a half years, the Beaufort Three Century Project has been exploring our past so that we could better craft our future. It's really important to set the stage for the 2011 celebration. Presenting the logo is step one to an inspiring and enriching Tricentennial Year."

Logo judges included Curtis Zimmerman, principal of the Zimmerman PR agency in Tallahassee, FL; Frank Stoner, graphic designer and illustrator in Asheville, NC; and Ken May, acting director of the SC Arts Commission.

"We certainly want to thank all the artists and graphic designers who took the time to share their talent and creations with us," said Mike McFee, Beaufort City Councilman and chairman of the Tricentennial Committee. "There were a number of wonderful logos to choose from, and I'm sure the judges had a difficult time."

The Tricentennial Committee is finalizing community-wide events throughout 2011 to celebrate Beaufort's 300th birthday and its entry to its fourth century. Beaufort was founded in 1711 by the English, although its beginnings date back to Spanish explorers in 1514. Beaufort was named for

Englishman Henry Somerset, Duke of Beaufort (1684-1714), one of the Lords Proprietors of Carolina.

The logo will be used from now through the 2011 celebrations of Beaufort's 1711 charter as South Carolina's second city. It may be reproduced on items as small as key chains and lapel pins or as large as banners and billboards. On Tuesday, City leaders unfurled a four-by-six foot flag of the design.

"My logo for the Beaufort Tricentennial is designed to create a colorful impression of celebration and festivity," Graham said. "The type I used is a font called Trajan, based on letters chiseled into Trajan's column in ancient Rome, which has an air of tradition and history.

"The color graphic obviously uses the number 300, expressed using symbols that echo the crescent moon shape on the SC flag. The three colors represent the full spectrum of light, as well as the red bloodline of local founders, the golden Carolina sunshine and the blue waters that define Beaufort's boundaries," he said.

Graham and his wife, Ann, own Graham and Graham, a Bluffton-based advertising firm.

The Tricentennial Committee has been working since January to plan events commemorating Beaufort's 300th birthday, with much of the initial work related to the logo. The year-long commemoration will kick off with a "Tricentennial First Night" on Dec. 31, 2010, around dusk in Beaufort's Henry C. Chambers Waterfront Park. The evening likely will include the Parris Island Band, historical reenactments and fireworks.

The city's actual birthday, Jan. 17, 2011, will be celebrated that early evening with a birthday cake cutting and other events at Beaufort City Hall.

Throughout 2011, the Tricentennial recognitions will be woven through traditional city events such as the Gullah Festival, Water Festival, home tours and the Shrimp Festival.

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