

City Seal Redesign Community Meeting

March 28, 2024

Druker Auditorium

Recording

This meeting is being recorded so that we may be present in the meeting



City Seal Team

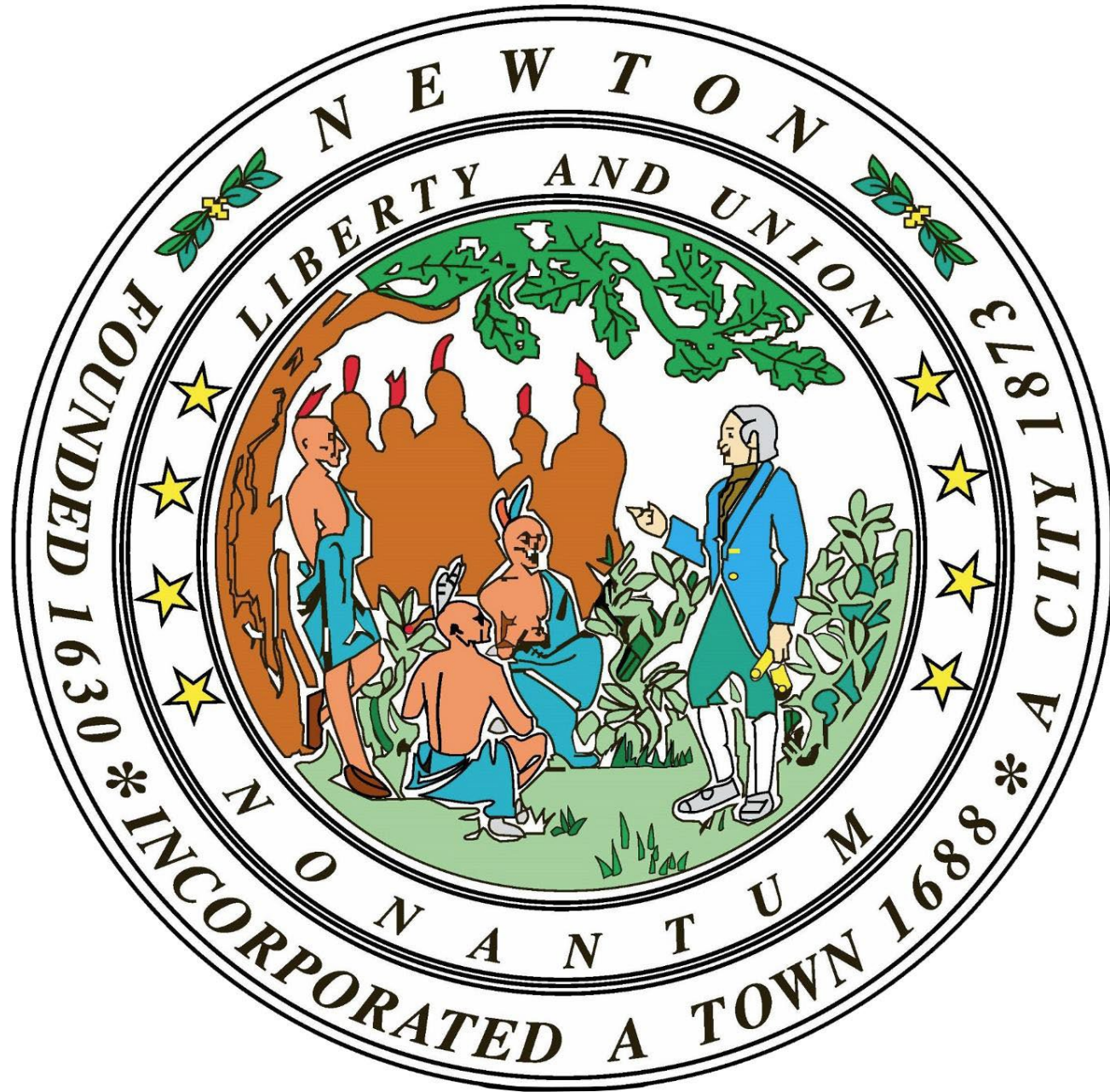
- Lisa Dady
Director Historic Newton
- Bill Humphrey
City Council Ward 5
- Hattie Kerwin Derrick
Director of Community Engagement & Inclusion
- Jim Murphy
Resident
- Ryan Naragon
Resident
- Shubee Sikka
Urban Designer in the Newton Planning Dept.



Agenda

- **Introductions**
- **Updating the City Seal: From Should We to We Should**
- **Sebastian Ebarb**
- **Community Meeting Guidelines**
- **Community Feedback**

HISTORIC
Newton



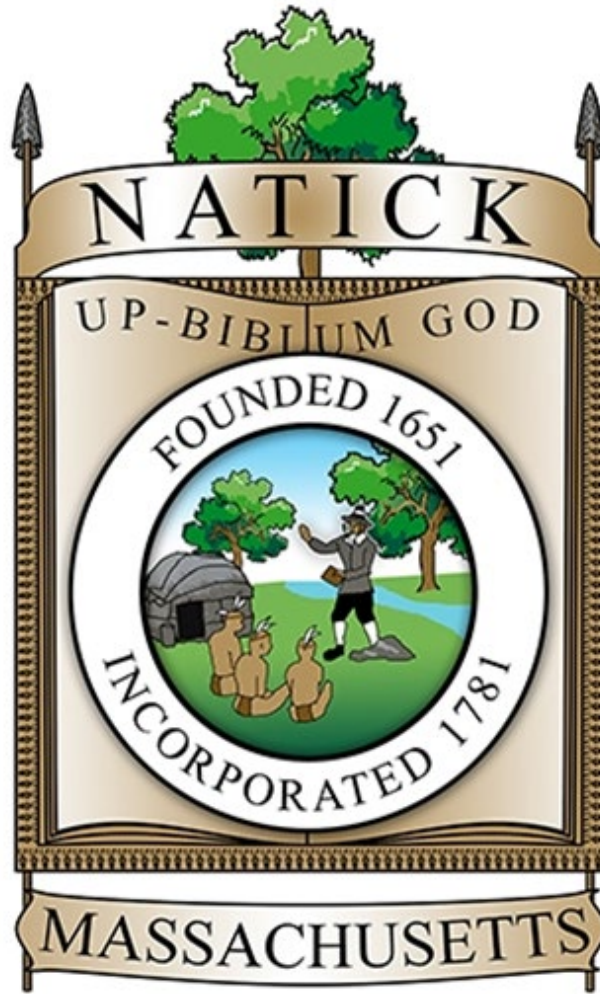
Update the City Seal:

*From Should We to
We Should*



1. *1630, 1688, 1873*
2. *LIBERTY AND UNION*
3. *NONANTUM*
4. *THE SCENE*





Early European contact with Indigenous people is very common on Massachusetts City and Town seals.



The Eliot proselytizing to Waban scene was found many places in the 1800s, such as in 1865 when the seal voted on.



Recommendations

- Retain circular shape and some content of the outer rings, for its official and traditional feel and link to previous iterations
- Replace the scene of John Eliot evangelizing Waban and Indigenous people
- Remove the word “Nonantum.” Consider using another Algonquian word, such as “Quinobequin” (the Massachusetts word for the Charles River) or Cohannet, as this area was called before 1646.
- Consolidate the City’s founding dates; don’t need all three
- Retain *or* omit the words “Liberty and Union”
- Simplify for accurate reproduction in many formats

New Elements to consider:

- Environment/Nature (the Charles River; ponds & lakes; trees; the colors green and blue)
- Community (13 Villages; people on equal ground; “union” in the motto; well-known community buildings)
- Themes of education, progressivism, global connection, and inclusivity.



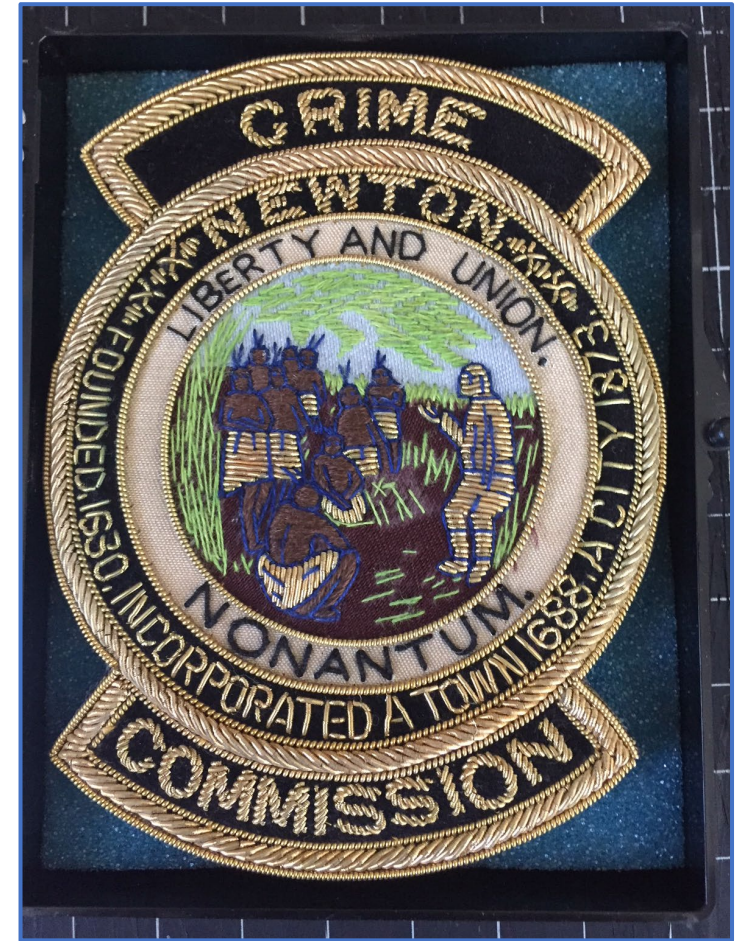
Why Change?

Pictured is a Colonial authority telling a people that their ways of living and worshiping are wrong.

Most Newtonians do not want a symbol of cultural arrogance to represent their city made up of many faiths and cultures.



Over time the image has morphed and degraded.
A clean, replicable update and standardization is needed.



The emblem will be replaced gradually, as materials need to be reordered; in the normal course of the existing budget. This is not a large one-time expenditure; it will not happen all at once.

“Nonantum” on the seal does not refer to our village (the Lake).

Until the 1880s, that village was known as North Village.

The reference is to this spot in Newton Corner.

- It was chosen by Eliot for the short-lived settlement of Native Christians.
- It is easily confused with the other location that came to be known Nonantum in the late 1800s.



Take a closer look at the symbols in the current state flag and seal.

Illustrator Edmund Garrett used a Frankenstein approach to designing the “ideal Native American” image for the Massachusetts flag and seal. His design was formally adopted by the legislature on June 14, 1898.

“The bow is an accurate representation of one taken from an Indian shot and killed in Sudbury in 1665.”
-Edmund Garrett

Garrett patterned the belt after the red flannel belt of Metacomet (King Philip), housed in the Peabody Museum in Boston. Metacomet was a leader in the first Native war of resistance against English colonization. His severed head was impaled on a pike and displayed in Plymouth for more than 20 years as a war trophy.



The sword is modelled on Myles Standish’s broadsword, borrowed from the Pilgrim Hall in Plymouth. Standish was the military commander for Plymouth Colony, known for killing Native Americans.

The face came from a photograph of Thomas Little Shell, a Chippewa chief from Montana. Garrett called him “a fine specimen of an Indian”.

Proportions for the body were taken from a Native skeleton dug up in Winthrop.

The downward pointed arrow indicates a ‘pacified’ Native American.

The Latin motto begins:
“ By the sword we seek peace...”





RFP Process

- On October 19, 2023, the RFP release date was released.
- All questions from interested companies were due November 3, 2023, and proposals were due November 16, 2023.
- Three proposers completed the RFP process.
- The Evaluation Committee then reviewed the Technical Proposals.
- On December 15 and 18, the three proposers were interviewed by the Evaluation Committee. On December 22, 2023, the Chief Procurement Officer awarded the contract to Sebastian Ellington Ebarb Design (SEED).



About SEED

Sebastian Ellington Flying Eagle Ebarb is a graphic designer based in Wayland. As a member of the Choctaw-Apache tribe of Ebarb. In creating designs that help people Sebastian's work has won numerous awards. Including ten Excellence in Graphic Design awards from GDUSA, two Award of Design Excellence from Communication Arts, and eight other notable design awards over the last decade.

Sebastian's experience includes being the design director for the City of Boston where he helped develop the City's seal and brand and overarching design processes and policies. He is also currently a professor of design at Northeastern University.



City of Boston



More details and examples at sebastianebarb.com

Town of Natick seal



More details and examples at sebastianebarb.com

Pipestone National Monument



More details and examples at sebastianebarb.com



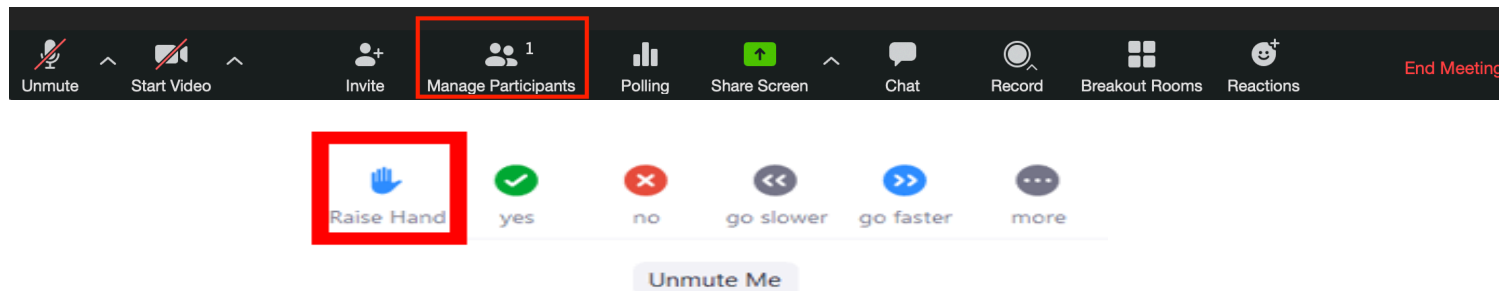
sebastianebarb.com

Meeting Ground Rules

- Each speaker will have 3 minutes. If there is time we may come back to a speaker.
- We will alternate between attendees in the room and those online.
- Be respectful in comments that are made.
- Be respectful of other people's opinions, even if they are different from yours.
- We will **only** be taking answers to the four questions presented. We will not be discussing anything else.

Zoom Guidelines

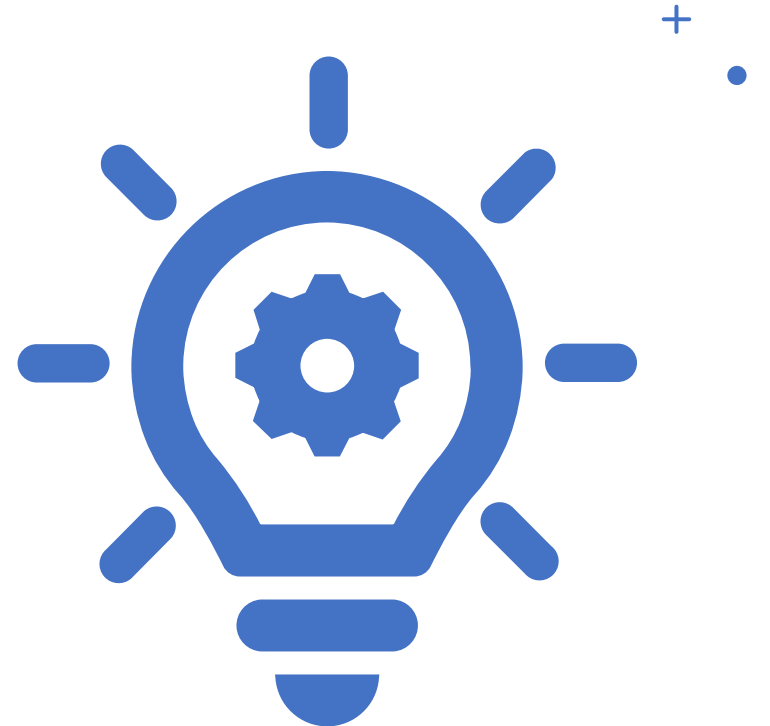
- Meeting is Webinar Format (security purposes)
- When it is your turn, we will call on you and promote you to panelist.
- Raise your virtual hand if you would like to speak.



- The Chat function has been disabled. If you have a question you can use the Q&A.

Reimagine our City Seal

- If you were to describe Newton in 3 words, what would they be?
- What would you like Newton to be known for?
- What concepts/images would you like to see in a design that represents Newton?
- What concepts/images would you rather *not* see in a design that represents Newton?



**Thank you for your comments
and participation!!!**

