

Chronicle

Tuesday, April 11, 2006

Two new logos for Third Thursday

By HEATHER LAKE
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WILLIMANTIC — With the Third Thursday Street Fest just a month away, festival organizers have announced new logos to mark the event's fifth season.

One logo will turn up on print materials while another will show up on T-shirts. There will also be street banners.

Students at Eastern Connecticut State University, working with graphic artist professor June Bisantz-Evans, designed them.

Ann Marie Lombardo designed the selected print logo and Adam McLaughlin the T-shirt logo. Both are senior visual arts students and part of ECSU's design team.

Seven students submitted designs.

"We were delighted by the wonderful choices," said Andrew Gutt, one of the festival's organizers.

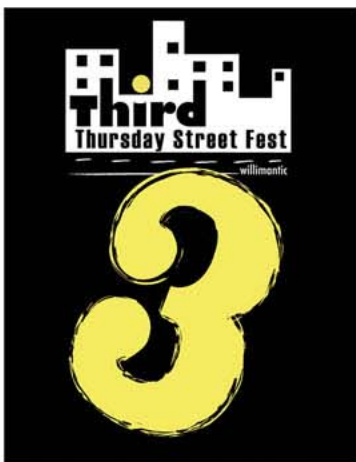
"This logo will give us easy name recognition in many media."

The new print logo is expected to go out on this month's street festival newsletter and will pop up in more and more places as the first event of the season draws near.

That logo emphasizes the "3rd" in Third Thursday Street Fest and features a frog, Windham's symbol, sitting on top of the "d," similar to the ones atop the Thread City Crossing bridge downtown.

"Anything we can get the stamp on it'll be on,"

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Gutt said.

The festivals are attended by thousands each month between May and October and offer flavors and sounds from around the world, a beer and wine garden, children's entertainment, the Windham Idol contest, fund-raisers, vendors selling crafts, jewelry and clothing and information

booths.

Main Street is blocked off for the event.

The event began in May 2002 with Willimantic Renaissance Inc., a group whose mission is to revitalize downtown.

The first festival for this year is scheduled from 6 to 9 p.m. May 18. For more information, visit www.willimanticstreetfest.com.