



A new image campaign was unveiled at this morning's Five Points South merchants group meeting. Brian Kurlander of [Slaughter Group](#) (pictured above) presented the design to those in attendance, the result of nearly a year of focus groups and small committee work.



The new campaign consists of a star formed from the crossing of five sets of "tracks", using a white Gothic font on a red background. The identity would potentially be used on banners and decals for storefronts.

It was also suggested that the mark could be used on plaques attached to the buildings allowing visitors to the commercial district to learn more about the history of the area.

The president of the Five Points South neighborhood, Gary Bostany, invited Kurlander to present the design at their meeting next week. If the neighborhood association were to approve using the mark on their materials, it would help to further identify the entire neighborhood as there is always a question as to where it ends and where it begins. The district currently stretches from the site of the Railroad Reservation Park to the Vulcan Trail and encompasses most of UAB's southside campus.

Other items covered during the meeting included the possibility of participating with ESPN and [Operation New Birmingham](#) in creating a larger "pep-rally type" event for this year's [Papa John's Bowl](#), taking place on December 22 at 12 p.m. CST. The proposed event would take place earlier in the week, most likely the Friday afternoon. Those merchants in attendance expressed interest in participating and plans agreed that more information should be gathered about it.