

## WHAT'S TODAY ABOUT?

- 1. Reviewing Current Branding
- 2. Exploring Brand Refinements
- 3. Exploring Brand Applications
- 4. Feedback

## **OCURRENT BRANDING**

### **CHALLENGES**

- Gradient background cannot be applied to physical signage
- Multiple variations can detract from a sense of Village identity
- Overlapping iconography can impact visual accessibility

### **OPPORTUNITIES**

 A more modern variation of the logo can be created and applied to signage and improvements in opportunity areas





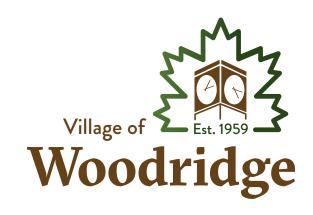


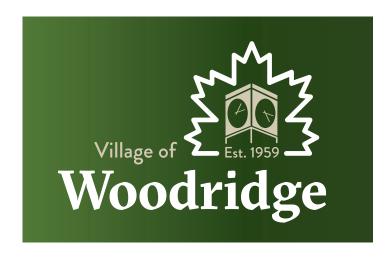




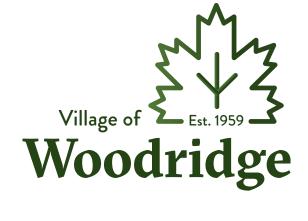
- Identifiable leaf
- Reduced overlap
- Improved contrast
- Adjusted font
- Retains all key elements of current logo

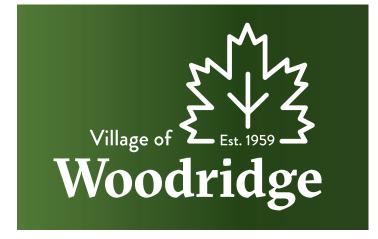






- Slight simplification
- Focus on leaf, rather than clock tower
- Retains most key elements
- More clarity and visual impact

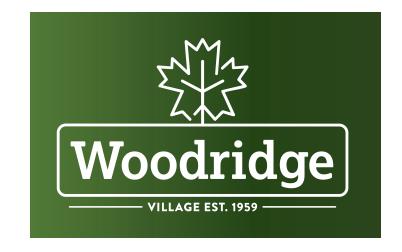






- Simplification for maximum clarity
- Emphasis on "Woodridge"
- Compact design ideal for signage of all sizes



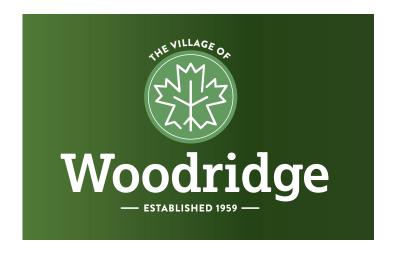




- Simplification for maximum clarity
- Emphasis on "Woodridge"
- Leaf icon can stand alone as a decorative element in different contexts, such as on signage and other branded materials







#### **CURRENT LOGO**

#### **VARIATION 1**

- Identifiable leaf
- · Reduced overlap
- Improved contrast
- Retains all key elements

#### **VARIATION 2**

- · Slight simplification
- Focus on leaf, rather than clock tower
- Retains most key elements
- More clarity and visual impact

#### **VARIATION 3**

- Simplification for maximum clarity
- Emphasis on "Woodridge"
- Compact design ideal for signage

- Simplification for maximum clarity
- Emphasis on "Woodridge"
- Leaf icon can stand alone in different contexts



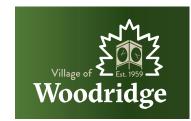


















## **OBRAND APPLICATION**

### **BANNER CONCEPT 1**

- Variety of banner types
- Can be used as Village identifiers
- Can be used as district/area identifiers
- Can be used seasonally (holidays, etc.)
- Green color palette unites all signage
- Modernized leaf symbol utilized across all elements

UTILIZES BRAND VARIATION 3



## **OBRAND APPLICATION**

### **BANNER CONCEPT 2**

- Consistent design and color palette with slight variations by district or area
- Bold and recognizable to serve as a Village signifier

UTILIZES BRAND VARIATION 1



# **OBRAND APPLICATION**

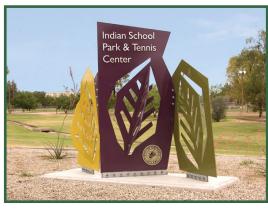
### **OTHER APPLICATIONS**



SCREENING / MAP / DIRECTORY



**BRANDED MURALS** 



**AREA SIGNAGE** 



**SMALL-SCALE WAYFINDING** 



INTERACTIVE SCULPTURE



MERCH / GIVEAWAYS

## **OWHAT'S NEXT?**

- Plan Commission to provide feedback on designs
- Brand direction and application to be refined for inclusion in the Comprehensive Plan placemaking and branding recommendations
- Comprehensive Plan branding and signage guidance may be implemented in the future

