



AGENDA ITEM #18

**AGENDA ITEM EXECUTIVE SUMMARY
Village Board Meeting
5/22/2023**

Item Title: Village Logo Redesign Update

Staff Contact: Emily Glimco, Community Relations Coordinator

NEW BUSINESS

VILLAGE BOARD ACTION:

Receive update on the Village logo redesign process.

Executive Summary:

The Village of Roselle will get a new logo this year that will support marketing efforts to promote the community as a great place to live, visit, and run a business. After using the Centennial logo throughout 2022, the timing is right to pursue a new visual identity that will carry the modernity and appeal of the Centennial logo into a permanent logo. Mayor David Pileski initiated the logo redesign process and contacted the Roselle-based graphic artist who designed the Centennial logo, Andrew Reband of Reband Creative, to create the new logo. Our contract with Andrew began in March 2023.

Earlier this month, staff participated in an internal survey on the three initial logo design concepts to provide feedback and vote on the best design. Mayor and staff feedback as well as internal survey results were provided to Reband Creative to inform the next stage of the rebranding process. Survey results indicated a clear choice for the Village's new logo, so next steps will involve refining the selected logo and finalizing the color scheme. The new logo will utilize a 3-rose motif similar to the existing logo, but with updated floral elements, new typography, and a refreshed color scheme.

While full revisions to the selected logo concept are still in the works, staff has already requested and received an update to the selected design's logotype (the "Village of Roselle" text with no additional graphic elements). The new logotype will debut in marketing efforts for Roselle's status as a Top Pick for Best City/Town to Live from the Daily Herald's annual Readers' Choice contest. The Village's new logo and brand guide could be ready as early as next month, though the timeline is subject to change.

Implications:

Is this item budgeted? Yes, the FY 2023 Budget includes \$10,000 for the logo rebrand.

Estimated cost: \$7,200

Any other implications to be considered? N/A

Strategic Priority:

N/A

Attachments:

Project Overview and Scope

Village of Roselle Logo Redesign Project Overview and Scope

The Village of Roselle’s current logo features a 3-rose motif that has been part of the Village brand for decades. The 3-rose motif can be seen throughout the Village on signage, buildings, and bridges. The 3-rose motif is also part of the Village’s official seal and is used on the “Choose Roselle” economic development logo. The current Village of Roselle logo features three colors (“Roselle Red,” green, black) as well as the tagline “Tradition Meets Tomorrow.”

The Village seeks an updated logo that can complement the 3-rose motif that will continue to be part of Roselle’s visual identity while also representing the community’s vision for the future and capturing the essence of the community as it exists today. The new logo will help promote Roselle as a great community to live, visit, and run a business.

The new Village of Roselle logo design must lend itself to varying formats, including publications, signage, website, promotional items, and other printed materials. It must reproduce well in various sizes and when printed in black and white. A new color scheme could include a distinct red or pink shade, as a nod to our historic branding and to the 3-rose motif, as well as a fresh suite of modern complimentary colors. Text included in the logo shall be limited to “Village of Roselle.”

Project Timeline

The Village received initial logo concepts at the end of April 2023 and sought staff feedback on logo concepts in May 2023. As of May 17, 2023, we have selected the winning concept and have already finalized the logotype (the “Village of Roselle” text with no additional graphic elements) for the new logo.

Next steps will involve refining the rose elements of the logo and finalizing a refreshed color scheme. While the project timeline is subject to change, the finalized logo could be ready as early as June 2023.

Selected Design Concept and Survey Results

The following pages include:

- Village of Roselle final logotype
- Selected design concept to be refined in the revision stage
- Compiled survey results from staff poll



VILLAGE OF
ROSELLE

VILLAGE OF
ROSELLE

INITIAL Concepts for Roselle Logo Redesign

Description:

This logo leans into the current tri-rose village logo that is well known in the community. And while implementing something old, it also manages to feel fresh and inviting with the use of clean minimal roses and foliage shapes. A refreshed color palette is also applied with reds and pinks but also a deep blue symbolic of balance and trust. The bouquet is also reminiscent of an archway or a bridge reinforcing the connection that Roselle has with its people and the neighboring villages and communities.



Mockups:





A



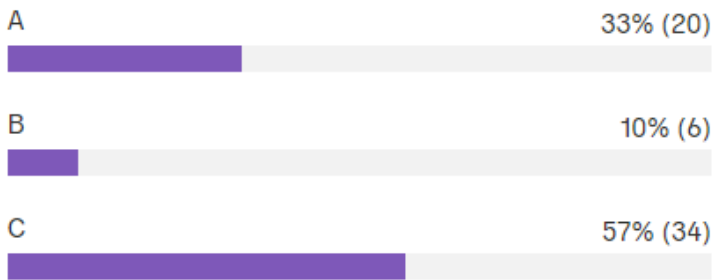
B



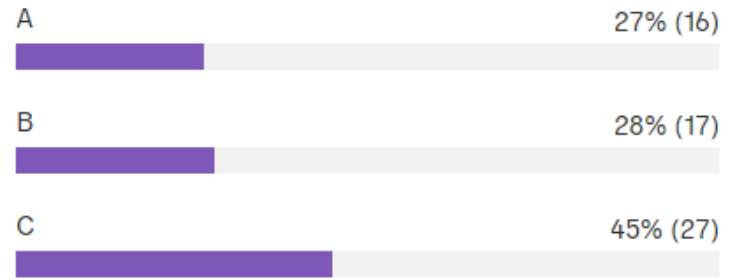
C

Most eye-catching (57%)
Best colors (48%)
Best font (45%)
Overall favorite (58%)

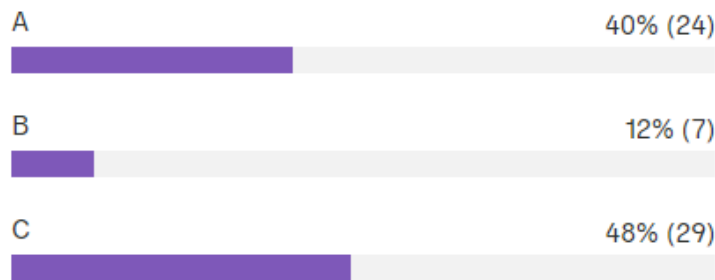
1. Which logo caught your eye first?



3. Which logo uses the best font? ("Village of Roselle" text)



2. Which logo uses the best colors?



4. If you had to pick one design to be the new Village of Roselle logo, which would you choose?

