Appendix 9.10:

Branding

9.10 BRANDING

LOGO RECOMMENDATIONS

BRAND IDENTITY AND LOGO

A strong, easily identifiable logo is a key element in visual communication. These are examples of logo changes that strengthened recognition of four brands:

BEFORE	AFTER		BEFORE	AFTER

Figure 1. Examples of logo updates that illustrate the six elements of great logo design: simple, relevant, versatile, memorable, distict, and timeless *(Courtesy of DNA)*.

NEW LOGO OPTIONS

With the recommended Brand Driver and Experience Traits in mind, five logo options were developed for the Bergen County Parks Department:

Brand Driver: *Unplug to Recharge*
Experience Traits: *Energizing, Inviting, Uncomplicated*

Figure 2. Logo options developed by DNA *(Courtesy of DNA)*.

OPTION 1– DNA RECOMMENDED

How does this bring our brand driver to life?

This approach brings nature before the city in a different approach; here we're making nature the clear hero with the forms and the colors. We're really only nodding to the city by showing the windows in the space between the trees.

OPTION 2

How is this unique or distinctive to Bergen County?

Bergen County is both the most populous County in New Jersey, while also having 9,200 acres of park. Also, Bergen County is located directly across the George Washington Bridge from Manhattan (About a 50-minute drive)

How does this bring our brand driver to life?

- Illustrates how our park experience directly aids the realities of modern life.

- Brings to life the fact that our spaces are maintained to give residents permission to escape daily obligations, such as working in a congested downtown.

- Bench is a physical representation of the fact that humans need nature to recharge.

OPTION 3

How is this unique or distinctive to Bergen County?

This approach utilizes the shape of Bergen County and its topography to create an effect that looks like leaves. This logo is strong and iconic. If people didn't recognize the shape of Bergen County before, they will now. And they will associate Bergen County's shape with its parks.

How does this bring our brand driver to life?

- By turning the shape of Bergen County into a tree, we are making Bergen County parks and nature interchangeable. They are one in the same.

OPTION 4

How is this unique or distinctive to Bergen County?

This approach highlights more attractive elements that bring people to Bergen County's parks.

How does this bring our brand driver to life?

- By highlighting Bergen's diverse range of outdoor scenery, we are also demonstrating that these are ways a person can "unplug" and get out into nature.

LOGO IDEA SUPPORTING THE VISION OF THIS MASTER PLAN: FROM MARSHES TO MOUNTAINS
Contributed by CUES

BERGEN COUNTY PARKS

How is this unique or distinctive to Bergen County?

The origin of Bergen's name is often attributed to the Dutch word meaning "hill." Bergen County offers a diverse landscape for residents to enjoy–from Bald Mountain and the Ramapo Mountains to the Hudson River and New Jersey Palisades.

How does this bring our brand driver to life?

- The shapes uniquely bring to life our extensive park system, 9,200 acres of fresh air for residents to unplug and recharge.

- The bright colors represent the fact that we continuously create an experience that leaves residents feeling more energized than when they arrived.

- The simplicity of the shapes illustrates our goal to make reaping the benefits of the outdoors simple for every resident.

ADDITIONAL OPTION

Although we appreciate the thorough investigation and analysis developed by DNA, the CUES Team believes that the Bergen County Park logo should be a graphic embodiment of the overall Master Plan vision developed in this report.

Figure 3. Example of additonal option logo on Riverside County Park sign *(Courtesy of CUES)*.

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