

**REQUEST FOR BOARD ACTION**  
**Committee of the Whole**  
**April 17, 2019**

**Subject:** Lincolnshire Logo and Branding Initiative

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**Action Requested:** Continued Consideration of Branding Initiative

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**Originated By/Contact:** Ben Gilbertson, Assistant Village Manager/Community & Economic Development Director

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**Referred To:** Village Board

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**Background:**

- The 2019 Budget includes the following goal:

***Continue Work on Update to Village Brand Identity: Pending Village Board direction, update print and electronic media as appropriate as part of initial roll out of new brand and marketing initiative. The following is a history of the project.***

- In November 2014, the Village Board agreed to the assessment and update of the Lincolnshire “brand” to differentiate the Village from other Chicagoland municipalities, projects a consistent image, as well as build organization and community culture. This initiative was introduced as a multi-year project with an eye toward the future. The purpose is to develop a story that will resonate with businesses and residents to achieve community and economic development objectives identified by the Village Board. A key component of the branding initiative is to develop a unified visual identity to use consistently across all Village communication platforms such as the website, E-News, Business Spotlight, and the Village’s quarterly newsletter.
- The Village began its efforts to develop a new logo in 2014. This was (and remains) the initial component of a broader branding initiative to bring continuity to all areas of the Village’s communications, marketing, and brand presence. Teamworks Media was retained to conduct stakeholder interviews as well as competitive analysis of other municipalities, who draw from the same potential pool as Lincolnshire. In April and September of 2015, Teamworks presented logo recommendations and ideas for the overarching campaign message to the Village Board. Staff recommended using the Teamworks idea “Find Your Space” as the Village tagline, which was well-received by the Board and has since been incorporated into Mayor Brandt’s “State of the Village” presentations and other marketing materials. However, after several discussions there was not consensus among the Board regarding an update to the Village logo, and the project was placed on hold.
- Building on the efforts of Teamworks, in August 2016, Lincolnshire resident, Erin Rice, contributed ideas and provided insight and recommendations on the development of the Village’s visual identity as part of a senior project at Notre Dame University, including logo designs. Ms. Rice presented several logo renderings to the Board that were well-received and prompted discussion, yet there was no consensus on a specific logo for direction at that time.

- Stemming from the recommendations by Teamworks and Ms. Rice, the Board's general consensus and direction was as follows:
  - The Lincolnshire "L" should retain prominence, but updated/modernized.
  - The "three leaves" signified history and tradition and should be considered in logo design.
  - The Village's natural assets (mature trees, parks, and open space) should be reflected.
  - "Find Your Space" should be used in marketing materials.
- In July 2018, Village staff reinitiated branding efforts by resuming the relationship with Ms. Rice and retained her services. To support this project and Ms. Rice's work, the Village has retained the services of Jaimie Flagg to serve as a brand strategy consultant. Logo design development is the specific focus of both service contracts.

**Future Opportunities**

- Upon selecting a new logo and development of brand style guide, staff plans to first incorporate it into print and digital marketing materials (e.g., the Village website, letterhead, business cards). Staff intends to complete this in 2019.
- Over time, the logo would eventually be incorporated into other communications (e.g., Village vehicle markings, signage, etc.).
- Two near term projects upon a final determination of direction of the Village's brand identity include:
  - **Village Sign Replacement Initiatives:** The 2019 Budget includes a goal to Research all streets and/or parks signs, posts, lights and make recommendations on replacement and/or update as a result of the Village branding initiative. Include recommendation for parks entrance signs and entry way signs within 10-Year Capital Improvement Program.
  - The 2019 General Capital Fund Budget includes \$15,000 to retain design services to assist in developing recommendations on updated park and entryway signs incorporating new brand identity. Upon Village Board direction regarding park and entryway signage, sign updates would be incorporated into the 10-Year Capital Plan.

**Recommendation:**

Consideration and discussion of the new brand design options, with feedback and direction to Ms. Rice and staff.

Attachment:

- Brand Strategy Brief

<b>Meeting History</b>	
Special Committee of the Whole	April 27, 2015
Committee of the Whole	September 15, 2015
Committee of the Whole	August 8, 2016
Special Committee of the Whole (current)	April 17, 2019