

MEMORANDUM NO. M16-043

TO: Committee of the Whole
FROM: Dean Bostrom, Executive Director
Mike Kies, Director of Recreation & Facilities
Sandy Manisco, Communications & Marketing Superintendent
Lindsay Grace, Graphic Designer
RE: New Logo Considerations
DATE: March 9, 2016

Background

Many years ago the Park District adopted the logo below as its brand identity, with the yellow sun as an icon, the narrow font and “water” element.



Approximately 5-10 years ago, the Park District updated its logo, carrying forward the sun, and adopted a new font that is bolder and translates more easily to a wide variety of mediums. A new shade of green was adopted as well. Variations of color and shape have also been used to accommodate the various media the logo is used on:



The sun has been in use for quite some time, the District has invested in this icon and it can be assumed that residents identify the sun as representing the Hoffman Estates Park District. It has become a well-established brand identity, a valuable asset in the District’s marketing arsenal.

Implications

In 2016, the Communications & Marketing Department was asked to explore new concepts for logos for the district. Staff feels that the existing logo could use a rebranding that will integrate the many elements of our park district: health, green initiatives and programs for all; and also give the logo a new more contemporary feel.

This year in particular we have two significant opportunities to change the logo that would be difficult if we wait:

- 1) Park rules signs are being manufactured at \$30,000.
- 2) Ice surface will be repainted this summer, providing an opportunity to change the logo below the ice. The next opportunity would not be for many years.
- 3) At this time of the year our Camp Shirts, Park Maintenance and other apparel have yet to be ordered.

New Logo Designs – The new logo carries forward a sun icon with a more contemporary look to maintain some brand consistency and incorporates water and leaf to acknowledge our Green initiatives.

We have incorporated a version that includes “heparks” as an abbreviation in an effort to move away from using “HEPD” which can be mistaken for the acronym for Hoffman Estates Police Department.

New Tagline – We recommend “Making life fun.” This statement is short, inspiring, easy to remember and speaks to our mission to “offer healthy and enjoyable experiences to residents and guests by providing first class parks, facilities, programs and services in an environmentally and fiscally responsible manner.”

Some already in use at other park districts:

Where fun begins. – Fox Valley PD
Take time for fun. – Schaumburg PD
Your fun is our business. – Batavia PD
Engage your senses.- Naperville PD
Experience it! - Glenview PD
Create. Discover. Play. – Wheaton PD
SPD Cares. – Streamwood PD
Your chance to play. – Downers Grove PD
Having Fun. – Elmhurst PD

Intellectual Property (IP) Rights Research - Staff searched the U.S. Patent and Trademark office website for potential trademark or copyright infringements of the proposed logo and tagline. There were no logos identified with a trademark or copyright similar to the proposed logo. Two trademarks were identified as being similar to the proposed tagline, “Making Life Fun”. These were “Making Life More Fun” for a party supply company called Ballooney’s. This company’s logo/tagline is nothing like HEPD’s proposed logo and is in the realm of party supplies, not recreation services.

The other similar tagline identified was “Make Life Fun” which is trademarked by a motivational speaker from Pennsylvania. Whereas Ballooney’s “Making Life More Fun” tagline is still actively utilized, the website of the motivational speaker

for the “Make Life Fun” tagline/trademark has not been actively updated on the speaker’s website since October 2010.

The benefits and rights afforded either a trademark or copyright are “self-enforcing” and therefore, the company that believes another company has infringed upon their trademark or copyright, would initially issue a letter of cease to using the logo/tagline and could then pursue filing an infringement claim. Infringement claims are validated only if the company proves that they have been damaged financially or otherwise. If no substantiated damages occur as a result of the use of the logo or tagline by another company, they cannot prevent the use of the logo or tagline. In an infringement claim analysis, one of the key components is the analysis of potential consumer confusion. If a consumer is not likely to be confused between the two companies because of the tagline or logo, no subsequent damages can be substantiated.

Examples include two companies in two different businesses such as a tow truck company and a shoe company, or a park district located in Ohio and a park district in Illinois. With both examples, potential consumers would not likely be confused prior to making their purchasing decision as a result of the same logo or tagline.

In speaking with legal counsel, the anticipated cost to copyright the logo would be approximately \$1,500 in legal fees plus a \$325 non-refundable application fee. To file an application for a trademark for the words “Making Life Fun”, the approximately cost would be \$3,000 in legal fees plus a \$325 non-refundable application fee.

As legal counsel is not aware of other park districts that currently have their logo copyrighted or trademarked, and only one park district that has their tagline trademarked, they are not recommending that the park district copyright or trademark the logo or tagline. The greatest potential risk of not trademarking/copyrighting the logo or tagline, would be that if another park and recreation related agency in our geographic area were to trademark/copyright the logo/tagline.

Items where the logo will be replaced ASAP in 2016, (already budgeted for or have no cost to replace logo):

- Park Rules signs
- Ice surface
- Summer Guide
- Marketing packages
- Website
- Mobile App graphics
- Email signatures
- Park Board Laptops’ wall paper
- Tshirts and New Apparel orders

Business Cards
Staff Badges

Items where there will be a budget impact to replace in 2016:

Park Maintenance Vehicles
Busses
Board room wall art

Items where new logo will be replaced at the time of re-order:

Brochures (rentals, amenities, etc.)
Comments cards, agreements, contracts
Letterhead (at reorder)
Envelopes (at reorder)
Member badges, as they renew

Items that will be budgeted for 2017:

Registration forms/cards
Internal signage
External Facility Signage
Marquees (park district's logo only)

C&M Staff will prepare a Branding Guidelines document for staff and vendors to follow when using the logos to include an approved color palate that is consistent with the brand. A Hoffman U training session will be held to educate staff on the new branding guidelines.

Staff Recommendation

Staff recommends that the District implement the new rebranded logo and new tagline, implementing the new branding as soon as possible, over the course of the year.



HOFFMAN ESTATES PARK DISTRICT Mission & Goals

Mission: The facility is dedicated to providing a safe and secure environment for all park users, while offering a variety of recreational opportunities.

Goal: Healthy & Engaged Communities for All Residents

Goal: Financial Soundness

Goal: Operational Excellence & Environmental Sustainability

Goal: Quality Leadership & Service

**SCOTT R. TRIPHAHN
COMMUNITY CENTER & ICE ARENA**

The facility is dedicated to Scott R. Triphahn, a lifelong resident of Hoffman Estates, Illinois, who served as the Chairman of the Hoffman Estates Park District Board of Commissioners from 1998 to 2019. His dedication to the community and his passion for parks and recreation have left an indelible impression on all who have been touched by his enthusiastic spirit.

**HOFFMAN ESTATES PARK DISTRICT
Triphahn Center**

SCOTT R. TRIPHAHN
COMMUNITY CENTER & ICE ARENA



heparks.org

Girls Night Out
Friday, February 11

WINTER NOW OPEN
Hoffman Estates Park District

Me Time Personal Training Special
Only \$9.99 per session. Call & register FREE.

Daddy Daughter Dance
Friday, February 11

Parent's Night Out
Friday, February 11

HOFFMAN ESTATES PARK DISTRICT



**WELCOME TO THE
Triphahn**

Dedicated December 11, 2019

The facility is dedicated to Scott R. Triphahn, park board commissioner, founding president of the Friends of HE Parks Foundation, resident and steadfast pillar of the Hoffman Estates community. His dedication to the Hoffman Estates Park District and his regard, and love for parks and recreation have been of the highest caliber. His contagious energy have left an indelible impression on all fortunate enough to have been touched by his enthusiastic spirit. His efforts will resonate in the laughter of children and will radiate on the faces of Hoffman Estates residents for generations to come.

HOFFMAN ESTATES PARK DISTRICT

HOFFMAN ESTATES PARK DISTRICT

**50+ ACTIVE
ADULT
ACTIVITIES
CENTER**

Monday-Friday
9am-4pm



