

Estero Branding

David Willems & Jeanne Frazer

Background

- Current logo has served the Village well from incorporate through first 4-years
- Estero has established an identity that can now be expressed with a logo
- Estero's Strengths (as identified through surveys)
 - Architectural standards
 - Landscape standards
 - Preservation

- Estero River
- Location
- Shopping

Background

Challenges with current logo

- Large "E" and small "stero" makes scaling up and down difficult
 - When "E" is appropriate size "stero" is to small and unreadable
 - When "stero" is appropriate size "E" is to large
 - Thickness of "stero" makes "E" disappear
- Younger generation can't write or read cursive
- Different font types creates readability challenges

Keeps many attributes from current branding/logo

- Sunset, egret & water from Council Chambers
- "Village of" maintained in logo
- Similarities to envelope text we currently use The Village of Estero

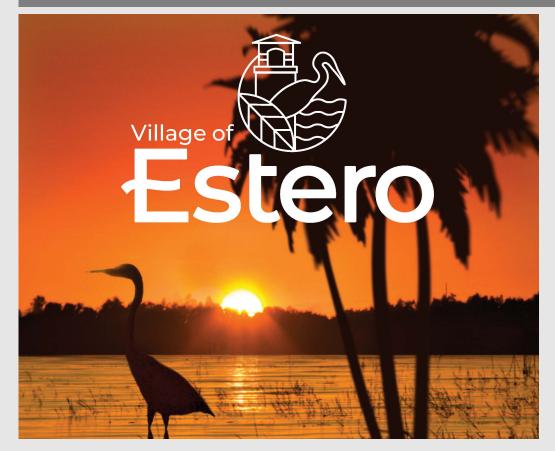
Representation of Estero's strengths

- Tower Architecture
- Water Estero River and Ponds
- Leaf Landscaping & Preservation
- Sunset & Egret Maintain current branding











Implementation

Babcock Ranch





Implementation

Babcock Ranch



Implementation

Babcock Ranch



- Generally the same as Option 1 with "E" more similar to current logo
- Still has some readability issues but improved





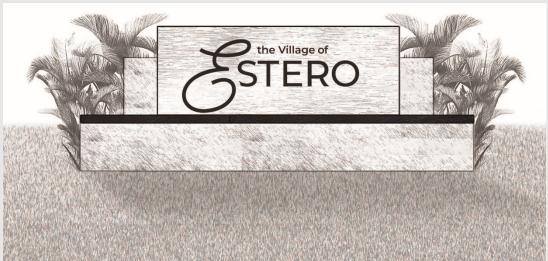


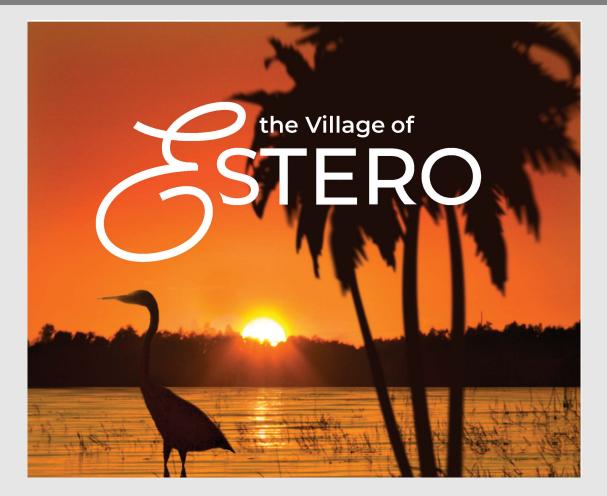


- Similar to current logo
- Font size and type are more similar
- Still has some readability issues, but improved
- Tells less about Estero
- Not as versatile as other options









Questions?