



Estero Branding

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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 too small and unreadable
 - When “stero” is appropriate size “E” is too large
 - Thickness of “stero” makes “E” disappear
- Younger generation can't write or read cursive
- Different font types creates readability challenges

Option 1

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

Option 1



Option 1



Option 1



Implementation

Babcock Ranch



Implementation

Babcock Ranch



Implementation

Babcock Ranch



Option 2

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



Village of
Estero

Option 2



Option 2



Option 3

- 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



Option 3



Option 3



Questions?

