



LAKE COUNTY FOREST PRESERVES
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Preservation, Restoration, Education and Recreation

DATE: June 5, 2017

TO: Craig Taylor, Chair
Operations Committee

FROM: Nan Buckardt
Director of Education

FOR INFORMATION ONLY: Update on brand and logo development for the Bess Bower Dunn Museum of Lake County.

STRATEGIC DIRECTIONS SUPPORTED: Communication, Education and Outreach;
Public Access and Connections

FINANCIAL DATA: Funding for the Museum branding project is included in the approved FY17 budget.

BACKGROUND: The District has retained a consultant for visual brand creation and message development for the new Bess Bower Dunn Museum of Lake County opening in late 2017. The brand and messaging will connect our audiences to the Museum as a whole: exhibitions; programs; and research facilities. The logo will identify the Museum in the simplest way via the visual presentation of the logo.

Throughout the spring, a staff team hosted a series of planning meetings with a team from Costello Communications. Our objective in developing a new logo and tag line for the Museum is to help shape perception and to convey key attributes of the Museum's mission. The new identity will help to distinguish the Dunn Museum as a trusted repository and storyteller of Lake County history, an educational partner, and a friendly and family-oriented destination. Our initial meeting introduced the Costello team to the Museum and its scope. Our staff provided context for the themes being used to develop the exhibits and explained the interconnectedness of the human and natural history of Lake County.

Costello Communications then took this information and began the development of both a logo and a tag line for the new Dunn Museum. At a subsequent meeting, the staff team was presented with about a dozen options for both the logo and tag line. These options were shared with a wide group of staff in an effort to get a broad range of opinions and comments. The number of options for both tag line and logo was reduced by staff.

Further refinement resulted in our brand and tag line. The next steps will be for Costello Communications to take the logo and tag line and develop applications for the various

uses. Applications range from placement on signage and stationary to use on Museum store merchandise and in promotional ads. This work is the foundation for the Bess Bower Dunn Museum of Lake County brand for years to come.

REVIEW BY OTHERS: Executive Director, Chief Operations Officer, Superintendent Educational Facilities, Public Affairs Manager.