

# Friends of the Parks

Visual Identity   December 2021   Roger Hong

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01

# Organizational Research

Friends of the Parks was formed in 1975 as a response to a Chicago Park District administration which ran our park system as a political patronage army and not for the benefit of Chicagoans and taxpay-ers. Evidence of the problems included poor landscape maintenance and horticultural practices; poorly attended recreational programs; parks isolated from the communities they served, inequitable distri-bution of tax dollars; and patronage that at times paralyzed the functioning of local parks.

In an article entitled “A Slow Death for the Parks,” writer Jory Graham shares her desire for a Chicago group to watch over the parks. Lois Weisberg and Vicky Ranney respond by forming Friends of the Parks.

Friends of the Parks envisions a well-balanced Chicago park system, protected by Chicagoans for Chicagoans, to advance the individual, community, public, ecological, and economic health and well-being of our city.

Friends of the Parks believes that a healthy park system:

- is equitably distributed and resourced
- contributes to inclusivity and democracy
- offers a balance of recreational and natural resources
- contributes to neighborhood safety
- ensures gathering spaces that help to build community
- supports the rejuvenation of the body, mind, and spirit
- promotes the health of our environment
- forms part of a healthy economic base for our neighborhoods and the city

Friends of the Parks Visual Identity

Organizational Research

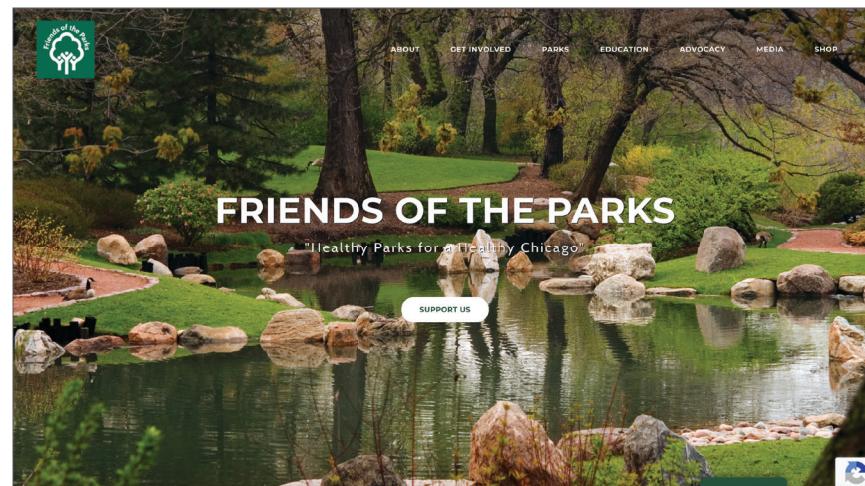
Current Identity



## Friends of the Parks Visual Identity

## Organizational Research

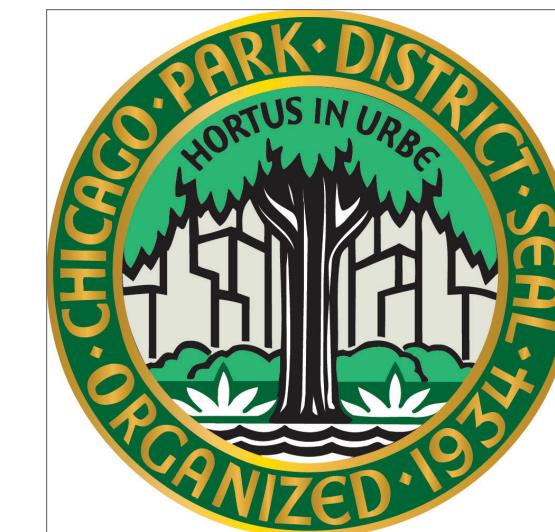
## Existing Application



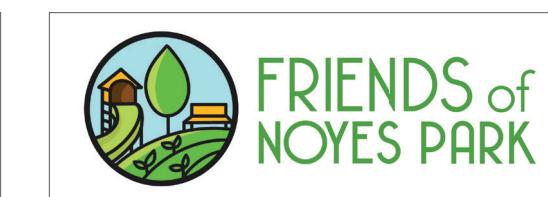
Friends of the Parks Visual Identity

Organizational Research

Competition



Friends of the Parks Visual Identity



## **“Healthy Parks for a Healthy Chicago”**

Friends of the Parks inspires, equips, and mobilizes a diverse Chicago to ensure an equitable park system for a healthy Chicago.

It's a non-profit organization that focuses on the parks and people in the Chicago area. They are known for their friendliness, community-oriented programs, and sustainable approach to the environment.

Professional  
Landscape  
**Forestry**  
Diversity  
Uplifting  
Vital  
Relax  
Leisure  
Approachable  
**Neighborhood**  
Clean  
**Nature**  
Soothing  
Warm

Resources  
Society  
**Social**  
Activity  
Foundational  
Active  
Enthusiastic  
Cultural  
**Creativity**  
Knowledge  
Hopeful  
Conservation  
Stewardship  
Decoration

**Friendly**  
Safety  
Sustainable  
Healing  
Healthy  
Friendship  
**Environment**  
Passion  
Activists  
Volunteers  
**Community**  
Education  
Information  
Experience

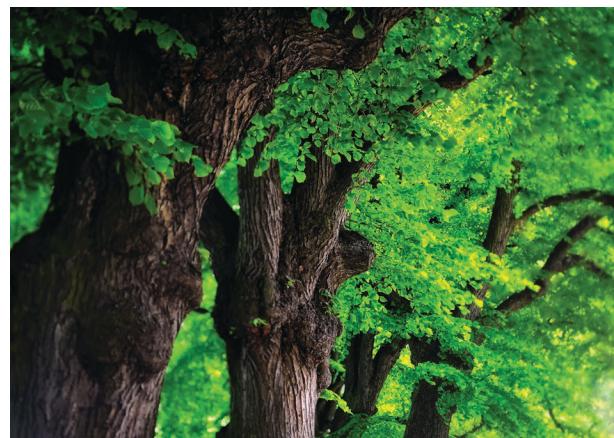
**Friends of the Parks Visual Identity**



**Organizational Research**



**Visual mood board**



02

Trademark  
Design

Realist

**Friends of the Parks**  
**friends of the parks**

Le Havre

**Friends of the Parks**  
**friends of the parks**

Dunbar Low

**Friends of the Parks**  
**friends of the parks**

Mr Eaves XL San OT

**Friends of the Parks**  
**friends of the parks**

Bree

**Friends of the Parks**  
**friends of the parks**

DIN Next LT Pro

**Friends of the Parks**  
**friends of the parks**

Kabel LT Std

**Friends of the Parks**  
**friends of the parks**

Frutiger LT Std

**Friends of the Parks**  
**friends of the parks**

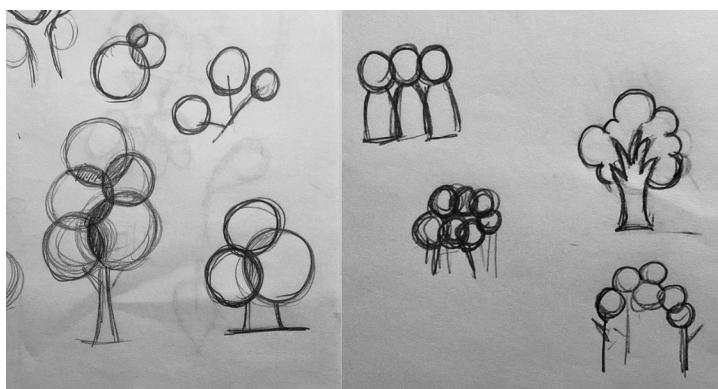
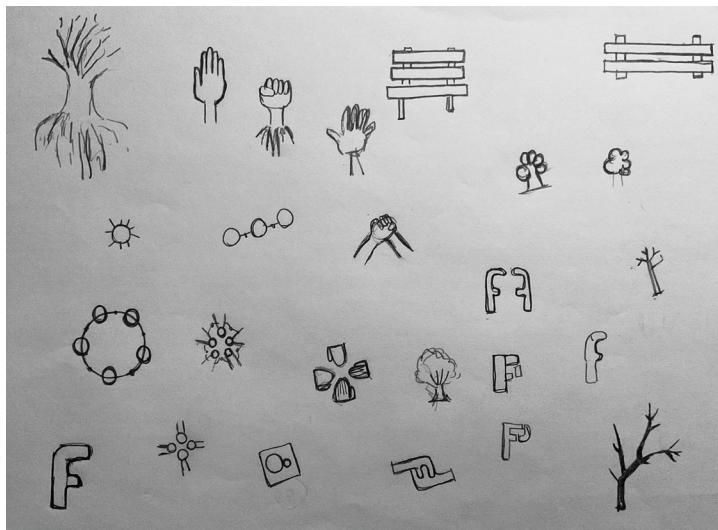
Bree Regular

A B C D E F G H I J K L M  
N O P Q R S T V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

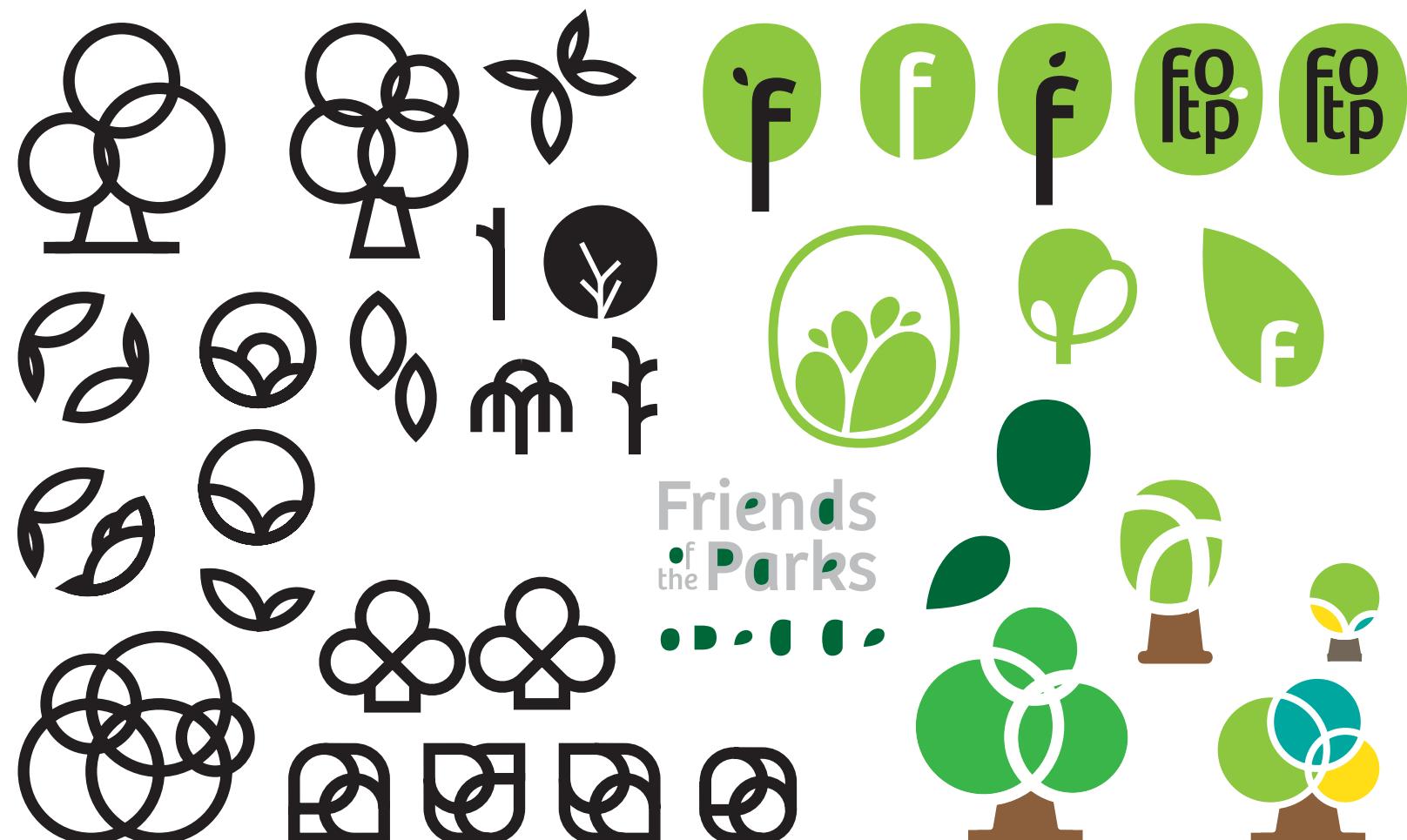
0 1 2 3 4 5 6 7 8 9  
% \* ^ # \$ £ € ¢ / ( ) [ ] { } ® ©

friends of the parks  
friends of the parks  
**friends of the parks**  
**friends of the parks**  
**friends of the parks**  
**friends of the parks**

Friends of the Parks Visual Identity



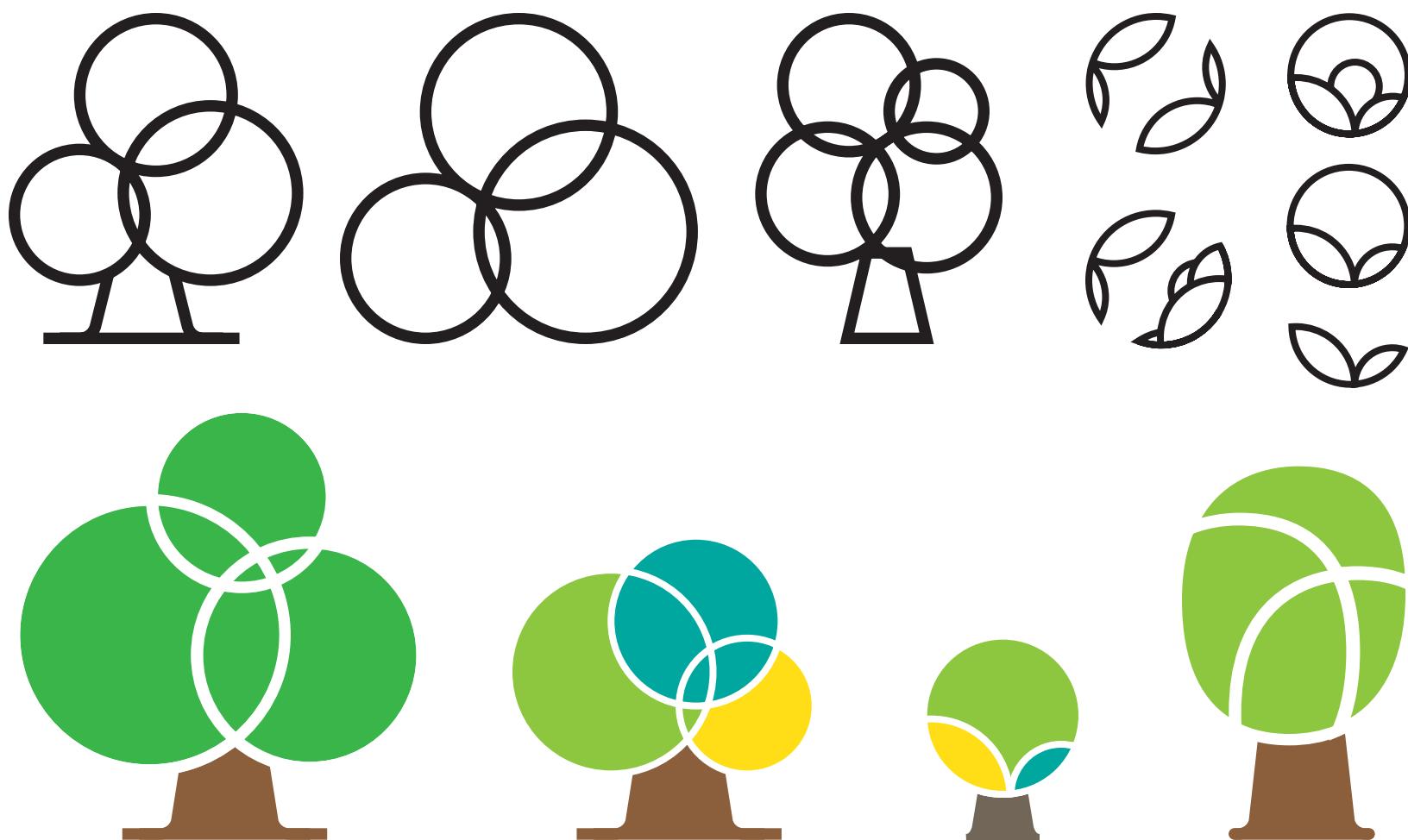
Trademark Design



Preliminary Sketches

**Concept 01**

Tree  
Social  
Community



**Concept 02**

Leaves  
Nature  
Forestry



Friends of  
the Parks.

Friends  
of the  
Parks

friends  
of the Parks

Friends of  
the Parks

friends  
of the parks

friends  
of the parks

friends  
of the parks

Friends  
of the Parks

friends  
of the parks

**Horizontal Lockup**



**friends  
of parks**

Note: Never separate the elements of the logo.

Horizontal Lockup (Clear Space)



Note: The minimum width for the horizontal lockup is 1" (72pt/ 96px). When the width is shorter than 1", prefer the lockup on page 22.

Vertical Lockup



**friends  
of the parks**

Note: Never separate the elements of the logo.

Vertical Lockup (Clear Space)



Note: The minimum height for the vertical lockup is 1" (72pt/ 96px). When the height is shorter than 1", prefer the lockup on page 22.

Friends of the Parks Visual Identity

Trademark Design

Alternatives

Alternative Lockup (horizontal)



Alternative Lockup (vertical)



Friends of the Parks Visual Identity

Trademark Design

Logo Usage



Logo on white background



Logo on light background



Logo on green background



Logo on dark background

Friends of the Parks Visual Identity



Do not use logo on busy images

Trademark Design



Do not use the original letter "k" in trademark

Logo Misuse



Do not modify the logo colors



Do not use logo on unapproved color backgrounds



Do not modify the position or proportional relationship of the logo elements



Do not remove the symbol

**Logo Type**

Bree Regular (Altered) 45 pt/ 45 pt

abcdefghijklmnopqrstuvwxyz  
1234567890

**Display Type**

Bree Regular 35 pt/ 35 pt

abcdefghijklmnopqrstuvwxyz  
1234567890

**Headline**

Frutiger LT Std Bold 24 pt/ 26 pt

abcdefghijklmnopqrstuvwxyz  
1234567890

**Sub-Headline**

Frutiger LT Std Roman 16 pt/ 20 pt

abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()

**Body**

Frutiger LT Std Roman 12 pt/ 14 pt

abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()

**Primary Color**



CMYK (50, 0, 100, 0)  
RGB (141, 198, 63)  
Tint: 20%



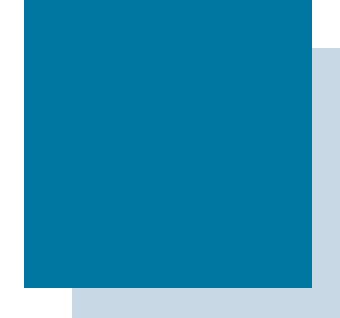
CMYK (0, 0, 0, 100)  
RGB (0, 0, 0)

CMYK (0, 0, 0, 0)  
RGB (255, 255, 255)

**Secondary Colors**



CMYK (100, 45, 25, 0)  
RGB (0, 119, 160)  
Tint: 20%

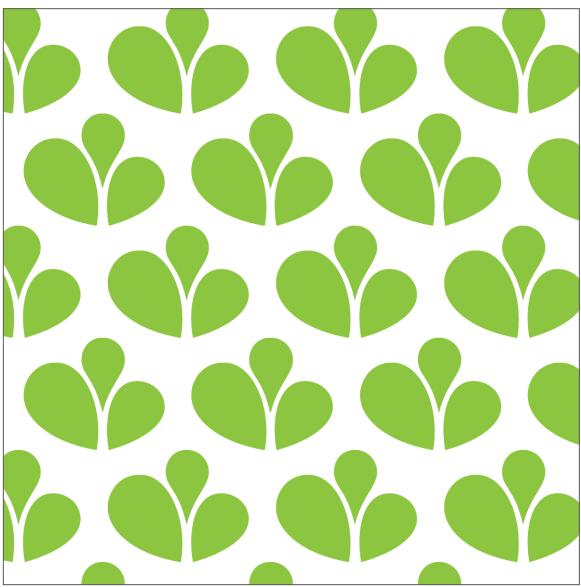


CMYK (0, 35, 100, 0)  
RGB (252, 175, 23)  
Tint: 20%

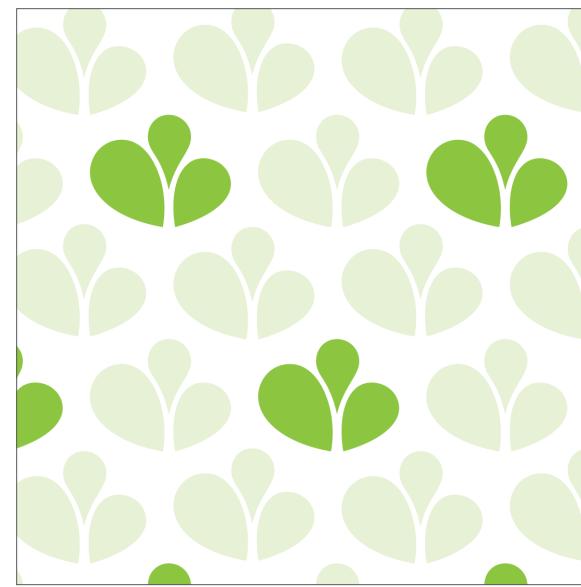


CMYK (0, 80, 100, 0)  
RGB (24, 190, 34)  
Tint: 20%

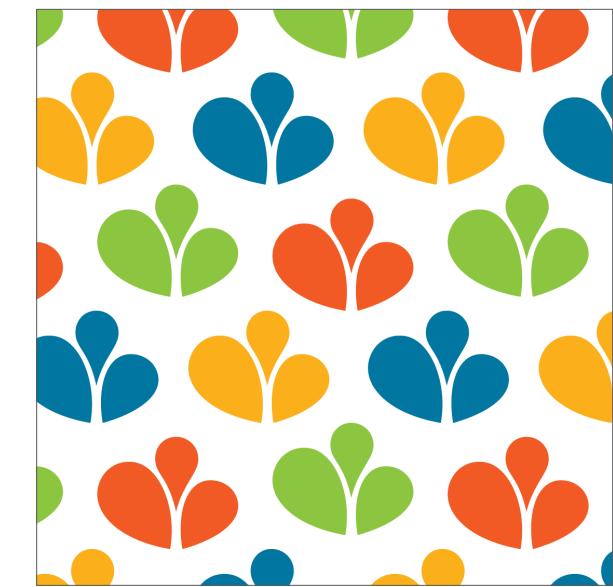
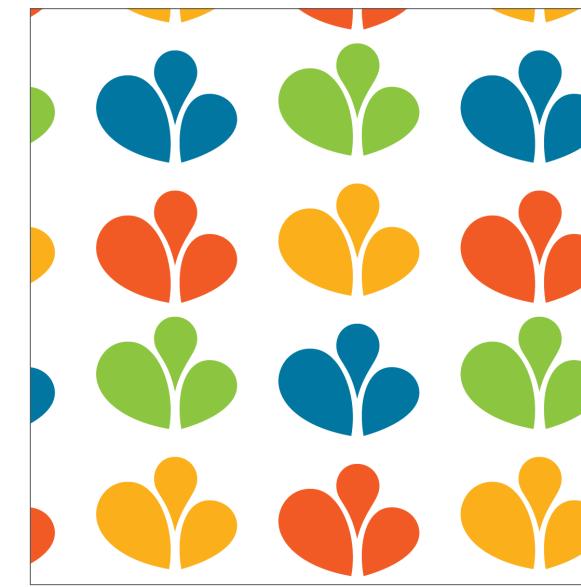
Friends of the Parks Visual Identity



Trademark Design



Patterns



Note: The logo is simplified for pattern use to create a cleaner composition.

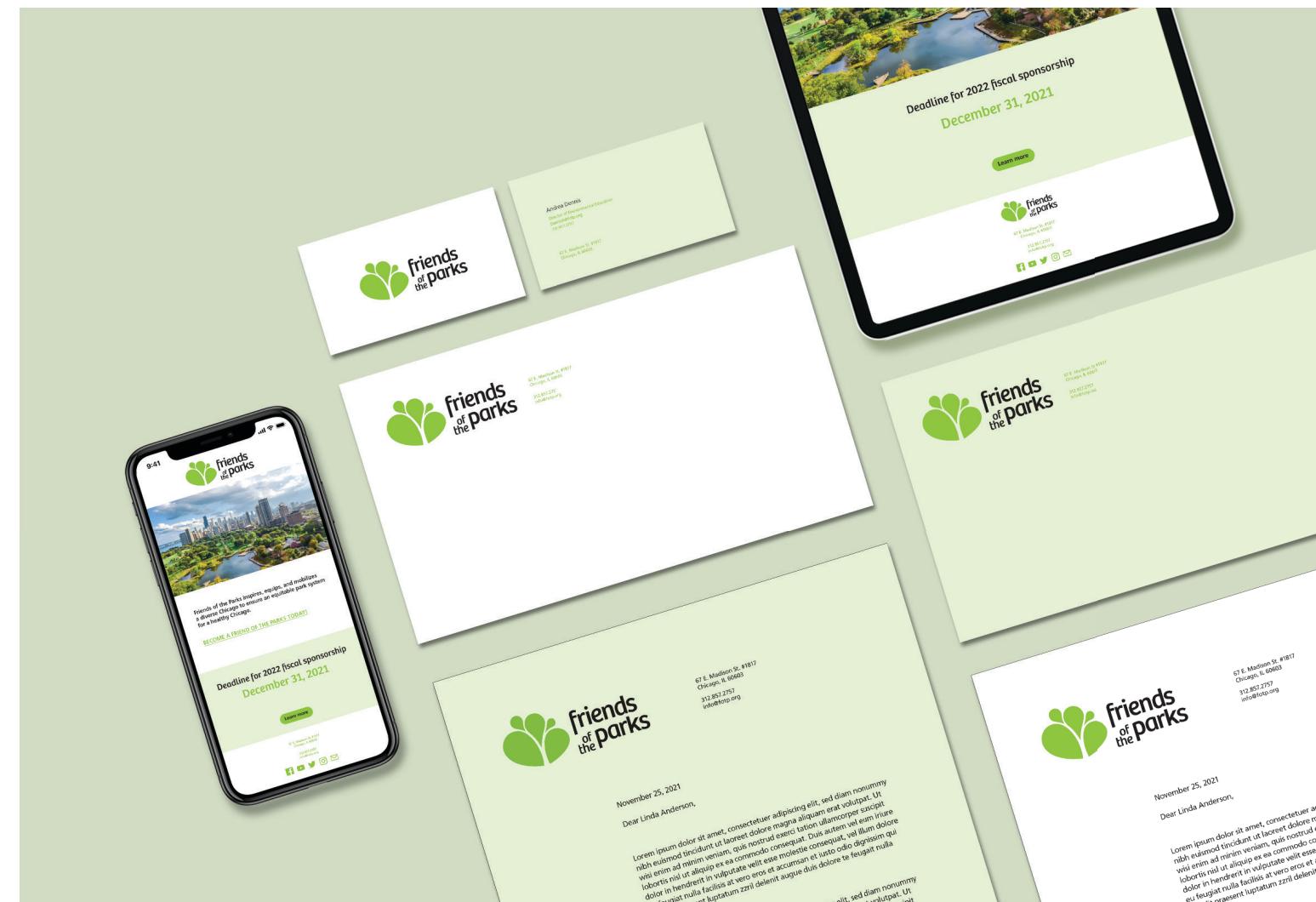
03

## Trademark Implementation

## Friends of the Parks Visual Identity

## Trademark Design

## Stationery



Friends of the Parks Visual Identity

Trademark Design

Stationery



Friends of the Parks Visual Identity

Trademark Design

Calendar



Friends of the Parks Visual Identity

Trademark Design

ID Card



Friends of the Parks Visual Identity

Trademark Design

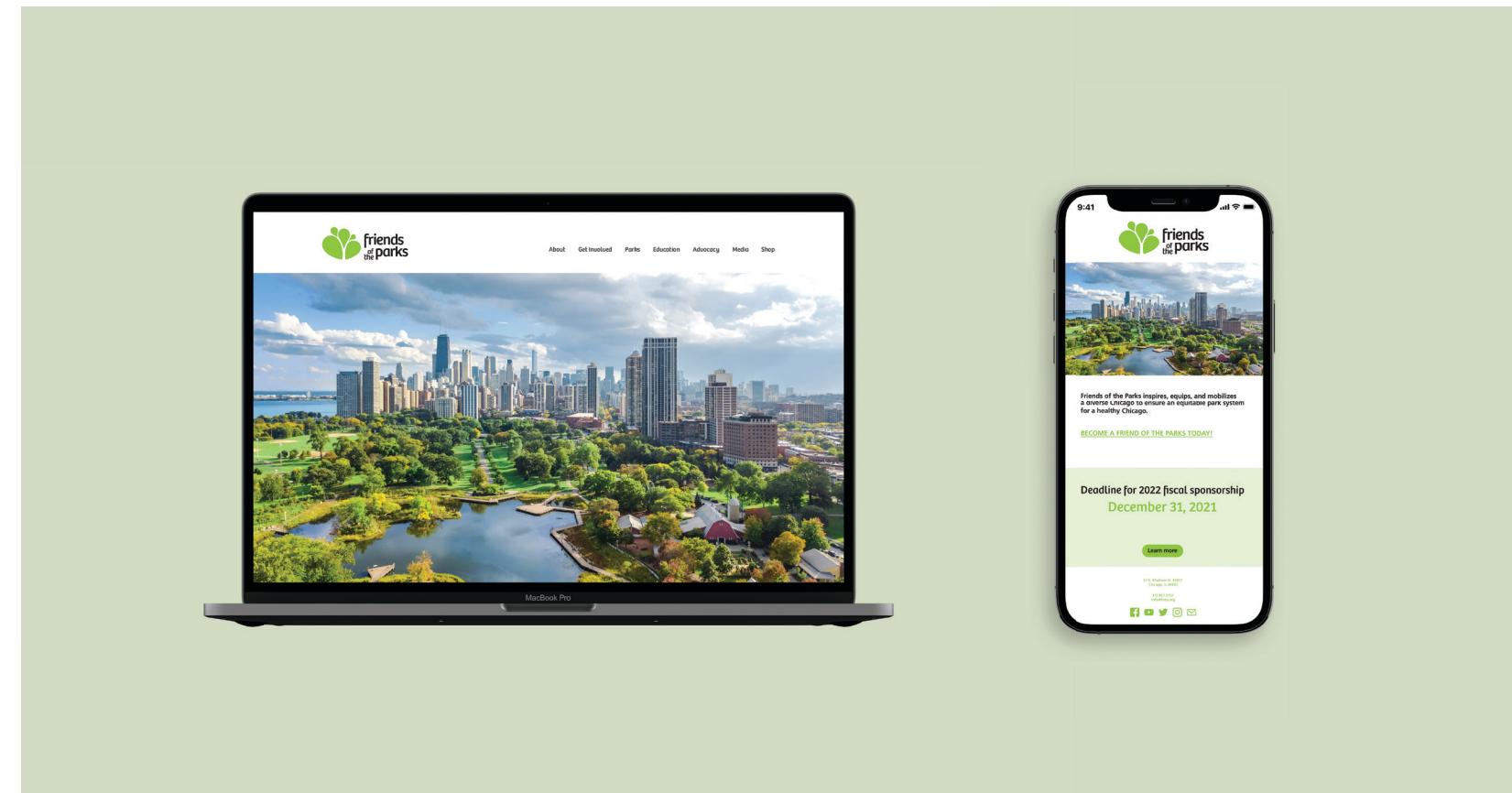
Office Wall



Friends of the Parks Visual Identity

Trademark Design

Website Landing Page



Friends of the Parks Visual Identity

Trademark Design

Merchandise

**Mask**



**Hand Sanitizer**



Friends of the Parks Visual Identity

Trademark Design

Merchandise

T-shirt



Friends of the Parks Visual Identity

Trademark Design

Merchandise

**Water Bottle**



Friends of the Parks Visual Identity

Trademark Design

Merchandise

Pet Travel Bowl



Pet Bag Dispenser



Friends of the Parks Visual Identity

Trademark Design

Merchandise

**Tote Bag**



Friends of the Parks Visual Identity

Trademark Design

Vehicle



## Friends of the Parks Visual Identity

## Trademark Design

## Before And After

