

APPROVED

June 02 2022

BOARD OF RECREATION AND PARK COMMISSIONERS

BOARD REPORT

NO. 22-136

DATE June 02, 2022

C.D. N/A

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: APPROVAL OF NEW LOGO FOR THE DEPARTMENT OF RECREATION
AND PARKS

*AP Diaz	<u>APD</u>	M. Rudnick	_____
H. Fujita	_____	C. Santo Domingo	_____
V. Israel	_____	N. Williams	_____



General Manager

Approved X Disapproved _____ Withdrawn _____

RECOMMENDATIONS

Approve the new logo for the Department of Recreation and Parks in the form depicted as “Option Two” in the Summary of this Report and as further described in this Report.

SUMMARY

Our Department provides vast assets and resources which benefit and transform LA’s neighborhoods and communities. With our 1000+ offerings, our spaces, programs & venues unite the City, bringing Angelenos together to relax, get healthy, play and be entertained thanks to our amazing staff!

Our current logo is hard to read, confusing, inconsistent in use and is static. It reads more like a civic seal, not a modern, fun mark to highlight the Department’s energy and impact.

Our current marketing identity system also lacks cohesiveness, leading to disunity and enabling varied and rogue marketing efforts, public confusion and a weakened brand.

Therefore, to better equip staff and to tell the Department’s story and convey its integral part of the City’s impact (which allows for increased partnerships, budgets and amplification of community reach), a new logo is being proposed for approval by the Board which will allow for enhanced marketing, awareness, ease of use, legibility and visual display by:

- Developing a clear and recognizable brand identity

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- Implementing unified marketing materials, logos, colors, designs and communications
- Amplifying our great work to better communicate with the public and develop connection with partners, parents & kids
- Make it easier for field staff to coordinate unified collateral - banners, flyers, posters, websites, marketing materials, social media accounts and all public and internal facing communications
- Create a fun and aesthetically pleasing mark to create merchandise, branding and compliment other Department programs (e.g. GPLA, SwimLA, PlayLA, Class Parks etc.)
- Increase civic pride, ensuring all Angelenos are truly aware and have connection to the City's vast park system - further amplifying the theme of being "**Park Proud.**"
#ParkProudLA and adding a new logo tagline: *#everythingunderthesun*

The proposed new logo is bold, balanced and elegant, inspired by the award-winning letterform designed for LA Original, a program of the Mayor's Fund for Los Angeles, given its allusion to Los Angeles' signature topography (horizon and mountains).

The new logo's colorway is "sunset orange" - born of the sun but still graphic and modern (a great juxtaposition against the greens, blues, browns, grays and other contextual colors seen in our vast park sites and facilities that will inherently be part of its application - the parks, mountains, trails, hills, ocean, lakes, gardens, trees, flowers, sunshine etc.).

Since our Department's reach really encompasses it "all" - the new logo was developed alongside the theme of "Everything under the Sun" which will allow for Department inclusion of recreation, sports, entertainment, maintenance, forestry, planning, design, sustainability, equity/access, racial diversity, special operations, emergency operations, public safety, welfare and park rangers to highlight and advance their respective divisions, services and work.

Accordingly, the new logo encompasses the "Rising/Setting Sun" - what the City and its park system is known for - the abundant activity, people, flora and fauna that come alive at dawn, thrive during the day and extend into dusk and the evening hours.

The entire staff were able to review and vote on the three options depicted below, along with a deck that outlined the logo theme, the story behind the logo transformation and an opportunity to see all three logos contrasted against various uses (signs, websites, banners, flyers, mock ups etc.) to compare visually, see how they read and how they could be used to promote programming. After two weeks of open voting, the majority of the staff selected Option Two as their preferred logo (the middle logo with "REC & PARKS") with the largest votes cast by staff assigned to the Recreational Services Branch.

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It's important to note the official and legal name, the "Department of Recreation and Parks", is not going away by approval of this logo, as such name is codified in the City's Charter. The logo, however, can be varied in use depending on the visual point of view, as a fundamental tenet of how a logo reads is how it is visually seen with careful attention to its size and scale and whether it is appealing/connective and can be easily seen and recognizable depending on that scale and its dimensions. Utilizing the words "REC and PARKS" as depicted in Option Two accomplishes both goals and embodies the official name but in a manner that is scalable, works well in various uses and pays homage to the official name, The Department of Recreation and Parks.

The new logo will also allow for a more streamlined and less redundant brand architecture system and equip staff and communications teams (internally and externally) to advance the Department's story and highlight its programs. For example, the following names and logos, a few of the many internal/external identities, **DO NOT** go away but can be used alongside the new logo:

Denker Recreation Center
Sherman Oaks Recreation Center
The Griffith Observatory
The Cabrillo Marine Aquarium
The Greek Theatre
The Forestry Division
Construction Services
The Expo Center

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TREES AND SHADE

Approval of the logo does not have an effect on any trees or shade.

ENVIRONMENTAL IMPACT

Approval of the logo is not subject to a determination under the California Environmental Quality Act.

FISCAL IMPACT

Approval of the logo has no significant fiscal impact.

STRATEGIC PLAN INITIATIVES AND GOALS

Approval of this Board Report advances RAP's Strategic Plan by supporting its priority goals 3, 4 and 6: Create and Maintain World Class Parks & Amenities, Actively Engage Communities and Build Financial Strength & Innovative Partnerships.

This Report was prepared by Anthony-Paul Diaz (AP), Executive Officer.