

**SSA #23 Meeting Summary – Wednesday, January 11, 2006**  
**Lincoln Park Chamber of Commerce, 1925 N. Clybourn, Suite 301**

Present: Commissioners: Julia Bienias, David Schmeissing, Steve Quick, Bob Berliner, Doug Schuberth, Phil Auerbach, Bruce Longanecker, Cathy Gallanis

Absent: Simpson Gold

LPCC Staff: Kim Klausmeier, Jamie Toussaint

Guest: Cathy Schilling

Dreaming Tree Films Staff: Caitlyn McBride

- I. Call to Order: The Meeting was called to order at 4:04 p.m. by Doug Schuberth.
- II. Approval of 11/9/05 and 11/30/05 Meeting Minutes
  - a. Motion to approve 11/9/05 and 11/30/05 Meeting Minutes. Motion seconded and unanimously approved.
- III. Dreaming Tree Films Logo Presentation – *McBride*

Four ideas were presented as follows. DTF feels that these will stand the test of time. Reminded commission that, per the census prediction, the population will not change so perception must be changed.

  - a. Clark by the Park with leaf motif to the left: Modern/younger font. Size of name larger and more prominent than size of logo.
  - b. Just the name and/ or a C & P intertwined. Feelings of flowing water, trees, yoga mats, no make-up, Starbucks, tea at night. Consider using the three variations of this logo as a whole package – each piece to be used for different applications
  - c. Elegant, reserved, classic lasting feeling with flower logo
  - d. Stamped look. Ribbon with name across various seasonal themed stamps. Classic.

Discussion and Review of four logo ideas:

- C&P intertwined not initially favored
- Overall, commission likes the font in the first logo with both “Clark” and “Park” larger in size and all agreed that “by the park” could be even smaller
- The font used for the first logo presented (with leaf to the left) makes “Clark” look like the word “dark”
- “Stamped” logo could be versatile and stamp could change per marketing campaign or per season. It was pointed out, however, that retailers would not be able to change their use of the Clark Street logo per season. Commission agreed that they could easily picture this on bags and banners.
- Continuing with the idea of changing the graphic per usage, it was suggested that a logo be created that may have a graphic, but that graphic could be ‘snapped on’ or left off depending on the usage.
- Overall, commission preferred vertically stacked wording because of its ease of use and ease in reading.
- Additionally, commission prefers that caps and lower case letters be used appropriately. This will also help remedy the potential confusion of “Clark” and “dark.”

- No one liked the flower from the 3<sup>rd</sup> logo presentation, however, the commission does like the font used and “by the” smaller and in italics.

IV. Logo Presentation – *Schilling*

Three ideas were presented as follows. These were based off of the DTF research.

- a. Older font mixed with modern design. Tree (coming out of ‘l’ in Clark) used to symbolize both growth and the park.
- b. Leaf with ladybug – Capitalizing on the park. Fresh, cute, fun, proximity to green space.
- c. Graphic, map like. A view from above showing green space by the lake. Fun, playful, sunny, suggests a destination.

Discussion and Review of three logo ideas:

- Bienias liked the first 2, not the 3<sup>rd</sup>. Feels that the 3<sup>rd</sup> logo does not have staying power. Feels that all three graphics could be integrated into the concept discussed earlier of having a graphic that could ‘snap on’ to the text.
- Berliner liked the 3<sup>rd</sup> option
- Auerbach agreed that he liked the 3<sup>rd</sup> logo presented and the incorporation of the tree into the “l” of Clark from the first option, but wasn’t sure about the text treatment from the 3<sup>rd</sup> logo.
- Bienias reiterated that the 3<sup>rd</sup> option has no staying power and added that she feels that the text looks like a children’s book.
- Quick stated that he felt like these logos might be more appropriate for individual businesses, but questioned their versatility for use for an entire neighborhood. He questioned where and how this logo would be used.
- McBride stated that these are good, fun, but perhaps more like a theme. Also added that she feels the words must be bigger and most prominent because the name is just being rolled out.
- Schilling replied that her presentations do include both theme and name and feels that they support one another.
- All agreed that the size of the wording is very important.
- McBride stated that she felt the theme and logo must support and promote Clark as a shopping and dining destination first and foremost
- Bienias countered that it was just as important to focus on Clark as a neighborhood, i.e. “Create a Community.”
- Bienias state a preference for one graphic/identifier that does not change even though graphic above wording/logo on banner will change.
- Conversation returned to the question of where this logo will be used: banners, walking maps, kiosks, t-shirts, communications (postcards, etc.).
- Conversation again centered on having a graphic that can be removed from the text or ‘snapped on’ depending on the usage.
- All agreed that the logo must be able to be converted to black and white and must scale well.

Discussion of other ideas:

- All agreed that any graphic to be used must have staying power and be versatile
- Schuberth suggested a vine-like graphic or treatment of the text.
- Berliner stated that, no matter what, the text must be as large as possible and that space should not be wasted for a non-coordinating graphic.

Next Meeting:

Next meeting will be the SSA #23 Annual meeting on Wednesday, February 22 at 4:00 p.m.

| 5:06 p.m. Meeting Adjourn

Action:

- DTF will rework logos in two variations and these will be submitted to commission via e-mail on/by 1/20/06:
  1. Three stacked lines of text with “Clark” and “Park” large and “by the” smaller in between. Nature/park feel included behind text, similar to the set up of the 4<sup>th</sup> logo presentation, but with a graphic that would be more versatile, classic.
  2. Clark by the Park with vine text treatment and ‘snap on’ logo to the left
- Toussaint to contact Cathy Schilling to thank her for her time and work and to let her know that her ideas will be considered equally with those of DTF so, if she would like to submit a 2<sup>nd</sup> round of ideas per the commission discussion, they would be pleased to see them.