VILLAGE OF SUGAR GROVE BOARD REPORT

TO: VILLAGE PRESIDENT & BOARD OF TRUSTEES

FROM: SCOTT KOEPPEL, VILLAGE ADMINISTRATOR

SUBJECT: REBRADNING AND VILLAGE MASCOT

AGENDA: DECEMBER 3, 2024, REGULAR BOARD MEETING

DATE: NOVEMBER 22, 2024

ISSUE

Review the potential rebranding presentation and provide direction for staff to move forward with the capital project.

DISCUSSION

The Village included \$30,000 for rebranding in the FY24-25 budget as a capital project. Staff recommended the project because of potential annexations. The Grove will become the northern entrance to the Village and will include a new water tower and at least two new Village of Sugar Grove signs. In addition, the potential new Lennar development near route 56 will likely contain a sign as well.

Crown Community Development knew that they could potentially be the northern entrance to the Village, so they had Norris design a modern Village logo. Staff and the Village President met with Crown Community Development, and they shared the attached presentation. Crown then handed over the work product to the Village.

The Village has two options that staff would like feedback on. Use the logo from the presentation as a starting point and refine it with a design firm to be the new logo or start from scratch with a design firm on a new logo.

The Enhancement Committee has recommended that the Village adopt a mascot. The Enhancement Committee's top choice is a great horned owl. Great horned owls live in our local forest preserves. Staff feels that if the Village is going to adopt a mascot the best time to do this is alongside rebranding.

COST

There is no cost for the discussion.

RECOMMENDATION

The Village Board discuss and provide direction to staff after viewing the presentation.



Sugar Grove

IDENTITY DESIGN PRESENTED DECEMBER 2024

Sugar & Grove

PROPOSED PRIMARY





SECONDARY ALTERNATE



PROPOSED PRIMARY - SANS DATE



ISOLATED ICOI



Sugar & Grove





SECONDARY COLOR

ACCENT COLORS



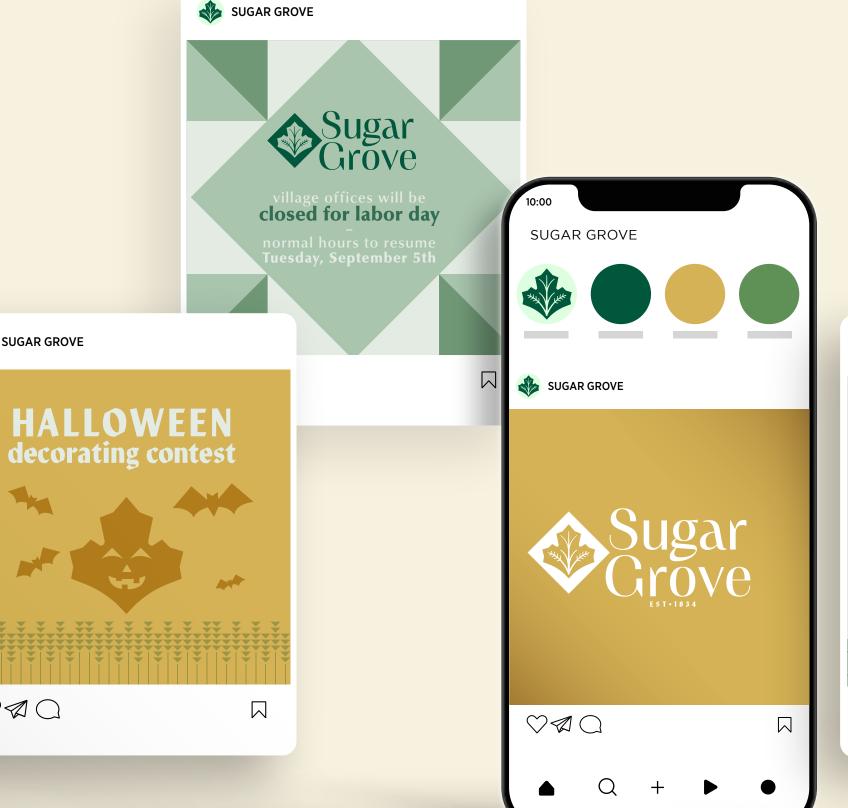


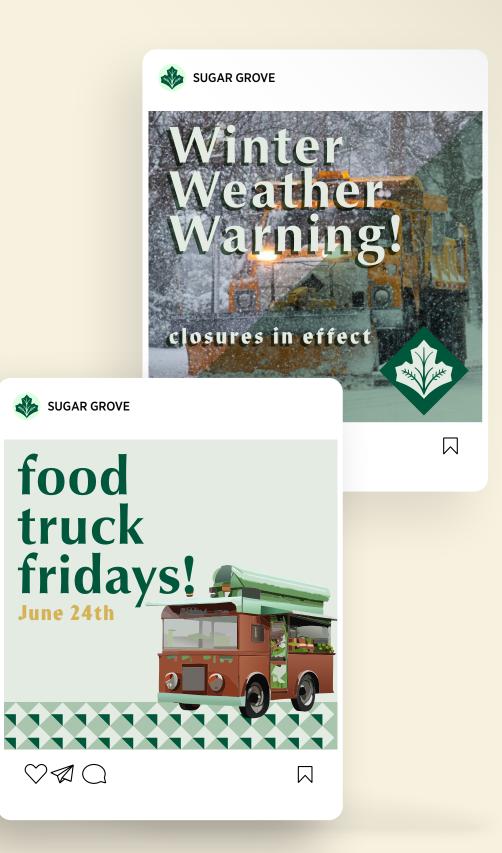


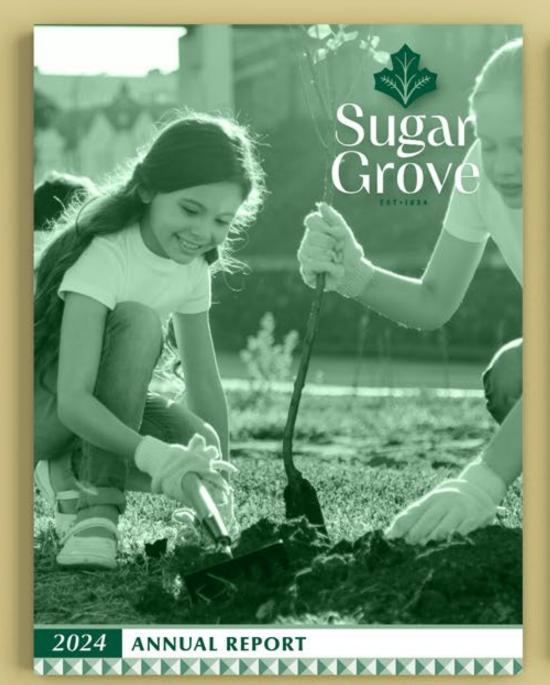




SUGAR GROVE









December 1st, 2023 First Last City or Agency Title Department Address Line 1 Address Line 2 Re: Subject Line

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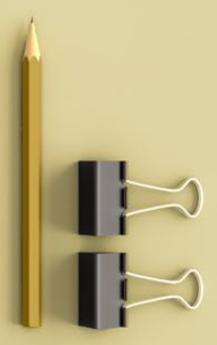
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Sincerely, Entity

MANNAME Name, Relevant Certifications Title







Dave Syverson 527 Colman Center Drive Cherry Valley, IL 61108





First McLast, CPA

Administration/Finance

160 S. Municipal Drive, Soite 110 Sagar Grove, El 60554 • 630-191-7200 • 630-191-7218

offerhous 800 cm on 430 pm.









LET'S DISCUSS

