

## The Village of East Dundee

### Brand Identity Design

#### THE SITUATION:

In a continued effort to revitalize the town and build a strong sense of community, the Village of East Dundee was seeking a fresh brand identity to pay homage to its deep historic roots, riverfront location and small town charm.

#### OUR SOLUTION:

Zeller Marketing & Design developed a logo mark that embodied the key characteristics of the village. A circular shape, bold typography and letterform style take on a modern vintage look—a nod to the community’s history. Other elements in the logo design serve to emphasize the village name, but also represent the Fox River—along which the village was established—and the Fox River Trail that runs adjacent. These core elements were also carried throughout the rest of the system to tie it all together.

#### THE RESULT:

The refreshed branding was applied to building signage and street banners throughout the Village of East Dundee as well as all village communications, including the village website, email marketing templates, social media and stationery. The village committee was very happy with the final result and excited to see the execution of the new brand all over town.

