

[**Des Plaines Park
District**]

ReBranding

Description

The Des Plaines Park District, located outside of Chicago, IL approached Twirl to assist with re-designing their Brand Identity. The hope was to develop a new and memorable brand that reflected the parks and the spirit of the recreational services they provide, all on a limited budget.

Approach

We designed a logo that expressed a fresh, energetic impression with professional attributes. A logo the community would easily recognize, find enjoyable as well as friendly. A logo with contemporary touches for a long-lived shelf life. Most importantly, a logo that represented the essence of nature with a color palette to match

