




Midpeninsula Regional
Open Space District

Memorandum

DATE: MROSD Board of Directors

MEMO TO: Board of Directors

THROUGH: Ana Ruiz, General Manager 

FROM: Peggy Gibbons, Public Affairs Specialist II
Kori Skinner, Public Affairs Manager

SUBJECT: Bear Creek Redwoods Open Space Preserve Icon

As a strategy to meet the Board-approved FY2019-20 Strategic Plan Goal 2, “Connect people to open space and a regional environmental protection vision,” the Public Affairs Department recommends branding Midpeninsula Regional Open Space District (District) preserves with place-specific icons to identify and showcase the uniqueness of each landscape, beginning with Bear Creek Redwoods Open Space Preserve (BCR).

In an attempt to minimize confusion, we are describing these graphics as *preserve icons*: pictorial representations intended to resonate emotionally, evoking awe, and conveying the abstract meaning of the District’s mission. Preserve icons are designed to be used contextually, alone and in conjunction with the soaring hawk logo that symbolically represents the whole of District as an agency. All preserve icons will use the District brand color palette and complement the District logo to maintain agency branding standards.

The BCR preserve icon illustrates a key feature of the preserve: the towering redwoods for which the property is well known. It also includes a group of hikers to represent the District’s vision of balancing nature with public access.

Preserve icons will be used on printed and electronic materials, as well as promotional items, and may be shared with partner agencies to identify jointly funded projects.

Bear Creek Redwoods Open Space Preserve Icon

