



Scarsdale Village

Advisory Council on Communications

Update on 2021-22 Work Plan

ACC Mission

- Cultivate and maintain public interest in and access to official communications;
- Identify and encourage implementation of leading municipal public communication strategies and tools;
- Support transparency and promote community participation in local government affairs;
- Assist in early identification of specific issues or community concerns that merit deployment of an official communications strategy

Members

Dara Gruenberg, Chair

Jisha Dymond

Kerry Hayes

Dalya Khan

Elyse Klayman

Amy Nadasdi

Barry Meiselman

Rita Pan

Lauren Rubino

Andrew Sereysky

Jill Serling

Carol Silverman

Trustee Sameer Ahuja, Liaison

Deputy Village Manager, Alexandra Marshall, Staff Liaison

With additional support for Visual Identity Work:

Jordan Copeland, Associate Village Historian

Diane Greenwald, Graphic Designer + Brand Strategist

2021-22 ACC Updates

- Redesign Scarsdale.com
- Create Evergreen Video Content for Website
- Develop Communications Plans for Targeted Issues
- Work to Enhance User Experience for CivicRec Registration Platform
- Develop Social Media Policy
- Support Village Center Initiatives
- Strengthen Village Relationships with Community Groups
- Update and Refine Village's visual identity and branding, including Village logo

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Scarsdale.com Redesign

Brand Palette

#001135

#609BBA

#E7ECEF

#8B8C8B

#620404

Typography

Home Page Section Headers
MONTERRAT - BOLD
#031133
MONTERRAT - REGULAR
#727272

Interior Page
Montserrat - Bold
#02958A
Montserrat - Bold
#333333
Montserrat - Bold
#001135
Source Sans Pro - Regular
#333333
Source Sans Pro - Regular
#620404

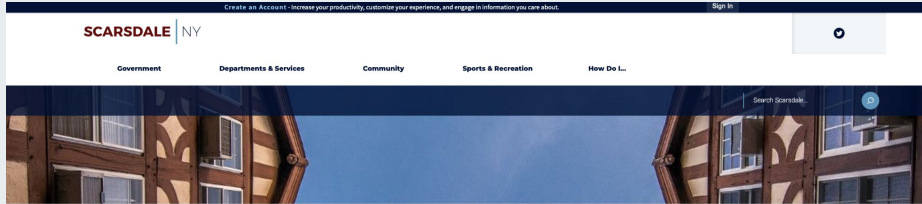
Graphic Button Size

80 x 80
Graphic Button Icon Size

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Village Voices Series



Home > News Flash

Village Highlights

Posted on: May 3, 2021

Village Voices



Village Voices: Meet the Dedicated Officials Who Make Scarsdale Shine!

The Advisory Council on Communications has been busy crafting video shorts to help you get to know the Village officials – our department head staff – responsible for completing the tasks and fulfilling the myriad responsibilities of local government, including such examples as day-to-day operations, planning for the future, and creating or enforcing local laws and regulations.

The videos are brief, yet informative. We hope that you learn from and enjoy them, while also finally being able to attach faces to some of the people you may have never met, or perhaps only met by phone or email.

Below is a listing of each of the videos now available, organized alphabetically by the Department that our staff member leads.

Simply click on the underlined name of each department head to link to the associated Village Voices video!

Town/Village Assessor:

[Interview with Victoria Sirota](#)

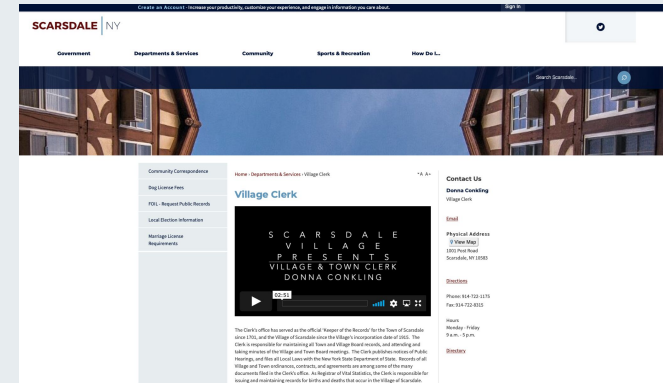
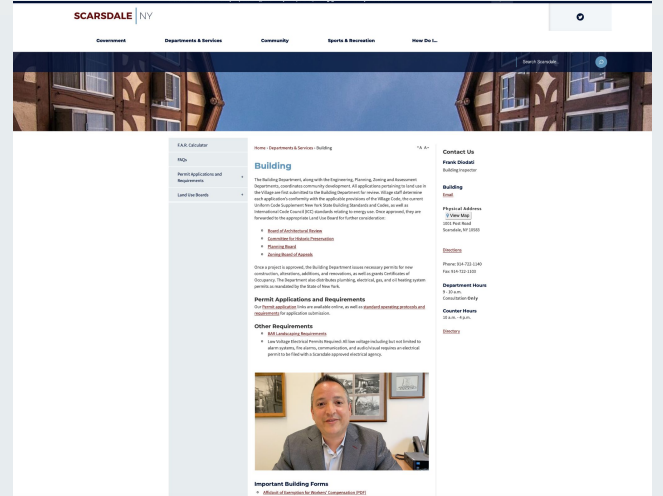


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CivicRec and the User Experience

SCARSDALE | NY

Government Department & Services Community Sports & Recreation How Do I...

Log In - Catalog Policies Help

We have moved *Wed, Mar 16, 2022*
We have moved - Our new address is 244 Heathcote Road, Scarsdale, NY 10583

Cart Empty

Clear All Filters

Filter
Keyword or code...

Location

- Brite Ave - PLATFO...
- Brite Ave - Pickleba...
- Brite Ave - Tennis Co...
- Crossway Tennis Co...
- Scarsdale High Scho...
- Scarsdale High Scho...
- Scarsdale Middle Sc...
- Wynnor Tennis Court

Rental From
Select Date

Rental To
Select Date

Court Reservation 36

Camps 112 Racket Sports 122 Seniors 4 Pool 49 Weinberg Nature Center 41 Activities & Special Events 24 Composting - Sanitation 2 Leagues 4

Court Reservation

In order to make reservations you must purchase a tennis permit first. After you purchase your tennis permit please allow 10 to 15 min. for your account to be flagged, once your account is flagged you will be able to make a reservation. If you are purchasing the permit after 5 pm on Friday thru Sunday it will be up to 24 hours before you can make a reservation.

If you need to cancel your reservations please e-mail us at Tennis@scarsdale.com and we will take care of your cancellation.

- [Brite Ave - PLATFORM Tennis Court](#) 3
- [Brite Ave - Pickleball Courts](#) 2
- [Brite Ave Tennis Courts](#) 4
- [Crossway Tennis Courts](#) 5
- [Scarsdale High School PLATFORM Tennis Courts](#) 3 PLEASE ENTER COURTS THRU THE MIDDLE SET OF STA...
- [Scarsdale High School Tennis Courts Reservation](#) 12
- [Scarsdale Middle School Tennis Courts](#) 4
- [Wynnor Tennis Court](#) 1 RULES OF PLAY /SAFE TENNIS GUIDELINES All transacti...

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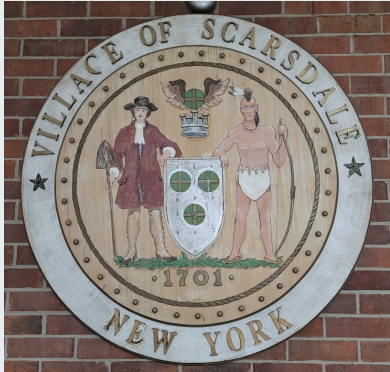
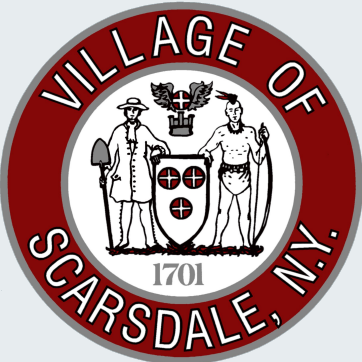
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Logo Redesign Process

- Create logo redesign group including graphic designers
- Take inventory of current visual identity and brand
- Review rebranding process
- Explore other municipalities visual identities
- Look to Village's history and evolution of its identity
- Held focus groups with different constituencies throughout the Village
- Held several meeting with the ACC to discuss the Scarsdale "brand" and garner input

Current Logo/Village Seal



Seal Vs. Logo

SEAL *noun*

- an embossed emblem, figure, symbol, word, letter, etc., used as attestation or evidence of authenticity.
- a stamp, medallion, ring, etc., engraved with such a device, for impressing paper, wax, lead, or the like:

The king took the seal from his finger and applied it to the document.

- the impression so obtained:

It was unmistakably the royal seal on the document.

www.dictionary.com

LOGO *noun*

- an identifying symbol (as for use in advertising)
- an identifying statement : MOTTO

www.merriam-webster.com

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Logo Redesign Process (continued)

- Designers presentation 1
 - 3+ concepts/directions
 - Collected feedback from ACC members, Mayor, Deputy Mayor, Village Manager, and Associate Village Historian
- Designers work toward one concept incorporating input
- Design presentation 2
 - Designers recommend logo and brand identity with new visual vocabulary
 - ACC approval
- **Presentation to the Village Board**
- Digital launch 3/30/22

Branding Considerations



Scarsdale's Character:

excellence, stability, classic, volunteerism, small town, charming, historic, traditional, welcoming, international

Scarsdale as a place:

idyllic, quality schools, first rate services, proximity to the city, park-like setting, Village center and iconic buildings

Identity:

“Village”, maroon as a color is important, Scarsdale's history and tudor style



SCARSDALE

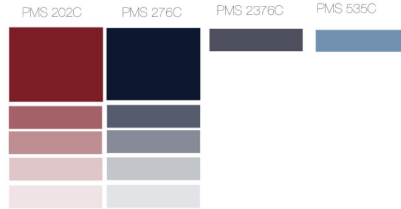
1701

NEW YORK

Alternate Uses



Concept + Standards



fonts -

COPPERPLATE STD 33 BC (typed lower case)

Gorilla BT

MONTERRAT BOLD (USE SMALL CAPS)

- Combines classic and modern typefaces
- Looks “retro” in the best sense, evoking an idyllic nostalgia, and also connects to good elements from the past
- Recognize the icon easily and can be adjusted and enhanced based on context
- Uses a clean and crisp palette that includes maroon without it being dominant, with gentle natural and patriotic vibe
- Utilizes flexible shapes for easy applications
- Read easily from distance
- Uses ombre in the word mark to provide distinctiveness
- Incorporates seamlessly into the website

Potential Applications



Scarsdale.com

Homepage



Interior Page



Next Steps...



SCARSDALE

1701

NEW YORK



Thank you for your time!

Any questions or comments?