

NEWS



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BOARD APPROVES NEW LOGO; ROLLOUT TO BE PHASED

The Tualatin Hills Park & Recreation District Board of Directors on Monday night (Oct. 14) unanimously approved a new logo for the district.

THPRD's current logo was created 58 years ago when the district was founded and has basically remained the same since then. According to General Manager Doug Menke, it has served the district well but is understandably out of date.

"We wanted a new logo that is fresh and modern and future-oriented," he said. "The one we chose signifies diversity, both in terms of our population makeup and the services we offer. We like how simple and clean and readable it is with bold colors. Plus it has an active look."

The words "Tualatin Hills" are purposely larger than the rest of the Park District name because that's how many patrons refer to the agency. Another reason was to distinguish THPRD from other public agencies with "Tualatin Valley" in their names.



One example of THPRD's new logo family.

Approval of the logo culminated a creative process that started several months ago when Frank Creative of Portland was chosen as project consultant. The district reviewed dozens of design options by the contractor and listened to many opinions before narrowing the choices to one.

An implementation plan is being developed and rollout of the new logo will follow. Because of all the ways a logo is used and the need to control costs, full implementation will take years. The district will use a phased approach. Some applications (online) will be implemented quickly while others (signs) will take more time.

“We’re excited about this,” Menke said. “It sends a message that we embrace change – even when it comes to our longtime logo. We aren’t resting on our past. We’re taking on new service and financial initiatives while also working to better serve our dramatically changed community, and the new logo is part of that spirit of action.”

About THPRD

Formed in 1955, THPRD is the largest special park district in Oregon, spanning about 50 square miles and serving 230,000 residents in the greater Beaverton area. The district provides year-round recreational opportunities for people of all ages and abilities. Offerings include thousands of widely diverse classes, 90 park sites with active recreational amenities, 60 miles of trails, eight swim centers, six recreation centers, and 1,400 acres of natural areas. For more information, visit www.thprd.org or call 503/645-6433.

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