

MARCH 2026

DOWNTOWN

LAKE PARK

BRAND DEVELOPMENT SURVEY



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Downtown Lake Park Branding Initiative: Background and **WHY We Need YOU!**

Project Background

The Lake Park Community Redevelopment Agency (CRA), in partnership with the Town of Lake Park, adopted the 2025 Strategic Marketing Plan to guide economic development, placemaking, and business growth within the CRA district, with a primary focus on Downtown Lake Park (Park Avenue and a portion of the 10th Street corridor).

Downtown Lake Park is one of the only historic downtowns in Palm Beach County and plays a central role in:

- Supporting small and locally owned businesses
- Attracting private investment
- Increasing foot traffic and visitation
- Strengthening community pride
- Positioning the area as a destination within The Palm Beaches

A unified and recognizable brand is a key implementation strategy of the Strategic Marketing Plan and the 2022 CRA Master Plan.

Why We Are Developing a Downtown Brand

Currently, Downtown Lake Park does not have a distinct, cohesive visual identity separate from, but complementary to, the Town and CRA logos.

The adoption of a Downtown logo and brand guide will:

- Establish a clear and consistent identity
- Support business recruitment and retention
- Increase visibility and recognition regionally
- Support tourism and “investment tourism”
- Enhance wayfinding and streetscape improvements
- Foster a sense of place and community pride

A strong brand helps shape the singular idea people associate with Downtown Lake Park. whether they are visitors, investors, business owners, or residents.

The Selection Process:

Logo Development & The Selection Process

CRA staff have worked with the consultant team, referenced the CRA Plan and Strategic Marketing Plan and have narrowed the design concepts to three (3) logo options for this survey. .

This poll is intended to:

Gather structured input from Downtown business owners
Gather structured input from City Council members (CRA Board)
Narrow the selection from three logos to two

The top two logos will proceed to:

Refinement and technical development

Final presentation to and selection by the CRA Board:

The CRA Board will select ONE final logo for official adoption and a comprehensive brand guide will be developed based on the final logo selection.



Scope of the Project

1

Brand Development (three options)

The Downtown brand will:

Complement the existing Town and CRA logos

Reflect the mission of the CRA

Support the implementation strategies outlined in the Strategic Marketing Plan

2

Visual Identity including

Logo design

Color palette

Typography system

Supporting graphic elements

3

Brand Standards Guide

Upon adoption of the final logo, a comprehensive Brand Guidelines document will be prepared, including:

Logo usage standards

Fonts and color specifications

Photography style direction

Messaging tone and key phrases

Co-branded templates

Sample applications (banners, signage, social media, collateral)

Respondent Information:

Name: _____

- Downtown Business Owner
- Downtown Property Owner
- CRA Board Member
- City Staff Member
- Other: _____

My Selection

Please note: For the purpose of this poll at this stage in the development process, the logo options are only shown in black and white. The top 2 logos will be presented in full color (utilizing the City and CRA color palette) for final adoption of one logo by the CRA Board.

Please rank each logo in your order of preference using number 1 for your favorite, and number 3 for your least favorite.



Number: _____



Number: _____



Number: _____

Thank you for participating in shaping the visual identity of Downtown Lake Park. Your input directly supports the implementation of the 2024 Strategic Marketing Plan and the continued economic growth and vibrancy of our historic downtown. Together, we are defining the next chapter of Downtown Lake Park.

VISUAL REFERENCE GUIDE - LOGOS SHOWN TOGETHER

