

GrowNYC

Project: Re-branding

New Yorkers' beloved Union Square Greenmarket gets a much-needed brand update.



Background

The Union Square Greenmarket—the largest and most successful open-air farmers market in the country—is a New York City icon, but few people were aware that this was a program of the 40-year-old Council on the Environment of NYC (CENYC).

“CENYC? What’s that?” would be the response of most New Yorkers when asked about the Council. As a result, the Council lost opportunities to engage people in its programs and to raise money from donors, many of whom didn’t grasp the full scope of the organization’s work. To address this need, the Council decided to undertake an initiative to re-name and re-brand the organization for greater recognition by New Yorkers.

Thus GrowNYC was proposed as the new name for the organization. SSC was hired to design their new main visual identity (right) along with a suite of related program logos.

Challenge

Looking at CENYC’s main programs, our design team identified search terms that were associated with CENYC, such as *urban farming, gardening, environmental advocacy, green urban initiatives, recycling, and farmers markets*. We



▲ OLD LOGO



▲ NEW MAIN LOGO



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then searched for regional and national organizations to see what made them unique and what kind of brand image they projected. We found that many of these organizations had contemporary-looking logos that set a high standard for the new GrowNYC logo.

Solution

Then, we started sketching. Several preliminary designs were presented to the client. After rounds of revisions, the main logo was finalized.

- ▶ The apple references the then-existing Greenmarket apple logo, so the popular institution's equity is retained.
- ▶ In the form of a seal or crest, the logo is self-contained, space-efficient, and works well as an avatar for social media and many other applications—from tote bags to delivery trucks.
- ▶ Unlike the old logo, the new look is accessible, and has a “home-grown” feeling that reflects the grassroots nature of GrowNYC's work. It now looks like the kind of organization people want to get involved in.

The words around the main logo, and in the suite of sub-logos, right—teach, recycle, greenmarket, garden—directly reference the organization's program areas.

Results

Commenting on the results of the re-brand, Amanda Gentile, GrowNYC's Development and Communications Coordinator says:

"In the past, when a writer was reporting on the Greenmarket they would never have mentioned "Council on the Environment of New York City." Today, we see "GrowNYC's Greenmarket program" much more often. We have appeared in the media more frequently than in the past and I can't help but think that our name and mission are much more visible and understood, thanks to a concise logo/name, and therefore folks latch onto us and are intrigued by our work enough to cover it." ☺



▲ SUITE OF PROGRAM LOGOS



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