



## About the Encino Neighborhood Council:

The Encino Neighborhood Council (ENC) is a governing body comprised of elected volunteers from Encino. The ENC was designed to give stakeholders, who are residents, business owners, employees, members of organizations, and other community members a forum for addressing issues important to Encino, as local advocates with the City of Los Angeles government officials.

## Project Overview:

The Encino Neighborhood Council (ENC) is seeking a refreshed logo that reflects the unique identity, pride, and civic spirit of the Encino community. The goal is to create a distinctive and recognizable visual identity that represents Encino as a vibrant, connected neighborhood within Los Angeles.

The new logo should feel modern, welcoming, community-focused and reflecting the beautiful Encino landscape, while maintaining the credibility of a civic organization representing residents, businesses, and local stakeholders.

## Objectives

- Create a **distinctive and recognizable identity** for the Encino Neighborhood Council  
Reflect the **community, character, and natural environment** of Encino
- Develop a logo system that works across **digital platforms, social media, print, and signage**
- Modernize the visual identity while remaining **timeless and approachable**

## Brand Themes

Designs should aim to communicate:

- Community & togetherness
- Neighborhood pride
- Family-friendly environment
- Local parks and outdoor spaces
- Civic engagement and leadership



## Visual Inspiration & Elements

Designers are encouraged to explore visual concepts that may reference elements unique to Encino, such as:

- **Oak trees** (a historic symbol tied to Encino's name and identity)
- **Parks and open space**, including the Sepulveda Basin
- **Wildlife and nature**, such as birds and local ecosystems
- **Community gathering and connection**
- **Outdoor recreation**, including sports fields and golf courses
- **Green** as a primary color, open to secondary colors.

Designs may include the oak tree or explore alternative symbols that capture Encino's character.

## Logo System

Designers should consider a flexible logo system including:

- A **primary logo** (full name: Encino Neighborhood Council)
- A **secondary or simplified mark** (for small formats)  
An **icon or badge-style mark** for digital platforms, social media profiles, and small-scale uses

The logo should be clean, legible, and adaptable across a wide range of applications.

## Budget:

The ENC has a limited public-service budget and is seeking proposals that balance affordability and value. The Encino Neighborhood Council has authorized up to \$250 for the creation of a new logo, after we've reached out to the community and engage them to make a suitable logo for free/volunteer.

## Timeline & Contact Info:

- RFP's Sent: Weds 3/11/26
- Proposal Submission Deadline: Thurs 4/1/26
- Outreach Committee to review designs: 4/9/26
- TBD - ENC Board Meeting to present recommended design: 4/22/26
- ENC Contact: Kristin Moss, At-Large Board Member and Outreach Chair.  
[kmoss.enc@outlook.com](mailto:kmoss.enc@outlook.com), 310-882-9555



# Encino Neighborhood Council

4924 Paso Robles Avenue, Encino CA 91316 Phone: 747.282.0450

Roy Nwaiser - President  
Josh Sautter - Vice President  
Jennifer Luce - Secretary  
Pilar DeFreest - Treasurer  
Kelvin Tolbert - Sergeant-at-Arms

## Design Reference:

BRAND IDENTITY

# ENC Logo Overview

\* CURRENT \*



Encino Neighborhood Council



Encino Neighborhood Council  
(A Certified Neighborhood Council)



Encino Neighborhood Council  
(A Certified Neighborhood Council)

BRAND IDENTITY

# Other Valley Orgs



Encino Neighborhood Council



Thank you for your interest in partnering with the Encino Neighborhood Council!