

NEW PRAGUE LOGO-STORY AND ORIGIN

By Jean Juenemann, OSB

In the mid 80's a community committee under the direction of Jim Morris was formed charged with the task of revitalizing New Prague's main street. A new logo for the town became part of this plan.

A local artist rendered several sketches. Each of these drawings had their origins in the history of the Slavic countries and which had a ferocious lion with a forked tail as part of the city gateway symbol. The ferocious lion was to scare unwanted intruders from entering the city gates.

The community committee did not care for the unfriendly lion look. I was contacted at that point to ask if I could help. From my work with the committee it seemed that the important elements of our new logo should include; a friendly lion with a forked tail and if possible work in something about musical heritage. They wanted a friendly logo that would welcome visitors to our town.

Ron Hodgdon of Ted Peterson and Associates had just developed the hospital logo. He was called for his ideas and help. In our discussions he mentioned that he had Czech neighbors in Hinsdale, Illinois and he would visit with them about the assignment. Within a very short time he produced a logo. The crowned, jaunty, high stepping lion playing a flugelhorn captured the hearts and imagination of all who saw it. It became an immediate hit!

Mr. Hodgen created 3 different renditions, a lion on either side of the New Prague signature, a lion to the left, and a lion on top of the signature, each could be used for a different application. The tagline 'Tradition of Progress' was the result of a brainstorming session; Wayne Hines had a winning idea.

Incidentally, there was no budget for this project. Ron Hodgdon never received a fee for his work. We sent him two New Prague logo sweat shirts for his boys as a thank you!

Note: Please see the legend of the lion --how the lion came to be incorporated in the logo provided by Jeannette Deutsch

THE LEGEND OF THE 2-TAILED LION

Long ago the Czech people were very happy in this beautiful country which was bordered by huge mountain ranges. They were happy and contented. Fish were in their rivers and streams and wild game was plentiful. Their cattle were fed on the rich meadows and grew fat. The forests provided shelter and wood to keep their homes warm in the winter months. They were happy!

When the legendary king Bruncvik became their ruler, he admitted to being bored and unhappy. He wanted to see the lands on the other sides of the mountains. So, he left the queen behind to go out to see the world. He had many marvelous adventures. He actually saw the ocean and sailed an unknown sea. He heard of a magic island, wanted to explore it, and was flown half a world away in the claws of an eagle. Landing on the magic island, he discovered several 9-headed dragons and when they attacked him, he slew them all with his magic sword. He befriended a 2-tailed lion who in turn protected Bruncvik from all dangers.

Seven years later he returned to the Czech people and the lion was with him. One never saw the lion without the King, or the King without the lion. When King Bruncvik died so did the lion! The King had ordered that the red lion with 2 tails be painted on the gates of all towns in the country. Still today you can see the 2-tailed red throughout the country on the gates.

Bruncvik's magic sword that slew the dragons and killed the King's enemies is embedded in one of the mighty pillars of the great Charles Bridge in Prague. The Czech people were told that if ever they are in danger the Knights of Bruncvik will reappear and will ride forth to save the country and its people.

Note: shortly after I heard the legend, I left the castle area and discovered that the road split ahead. Right at the split, the lion stood guard and he definitely had 2 tails!

Legend story provided by Jeanette Deutsch

Sister Jean

From: "Ron Hodgdon" <hodg1027@mind.net>
To: "Sister Jean" <sjean@bevcomm.net>
Sent: Monday, June 02, 2008 3:56 PM
Subject: NewPragueBio

Sister Jean:

Due to the span of decades and the wide variety of projects under our collective belts following our initial contact with QOPH, back in 1978-1979 (best guess) some of the following dates might take a little research to validate. However, any inaccuracy of time lines or relevant facts are more a product of a brain "well-used" than any attempt to misinform your readers.

Over all this time, our friendship, and all the friendships along the way within the City of New Prague, have added to my personal enjoyment and career as a designer. Your determination and solid understanding of the importance of design and its consistent application has been nothing short of inspiring. Not that this determination was a new idea to the design profession, but to have a client so vehemently, and thoughtfully aligned has been wonderful. This is the core of corporate identity or "branding" as it is known today. Working initially with our staff at Peterson Associates, and our other outside planning and manufacturing associates, McMillan-Doolittle (planning), Leo Shapiro (research), Jon Halverson (sign manufacturing), etc. created a great effort of interested parties, working as friends.

I've been fortunate to work with many great large and small clients, designers and suppliers over the years (resume and partial client history attached) and have always managed to learn a little something from each one. Your gift to me was one of perseverance and self-less commitment to your community; one individual or one project at a time. Thank you.

My initial contact with QOPH was following our work with Methodist Hospital and St. Louis Park hospitals in Minneapolis. Internally, the concept was to provide solid design assistance to smaller Hospitals, nationally, without all the usual travel and expenses required by larger institutions. Queen of Peace Hospital was our trial project and Sister Jean / Administrator, was our contact. We made one, maybe two initial trips to photograph and meet with QOPH, but once those relationships were made, most of the work was completed by mail and phone (prior to e-mail).

The creating a unique trade mark for QOPH proved to be a deeply involved, multi-presentation task. Many variations and configurations from stylized crosses, human silhouettes, an yes, doves ensued. The flying doves of peace kept coming back as a rationale symbol, but it wasn't until it was made known that the dove is a patron St. of the Benedictine Order that a final direction became clear. The final touches of replacing the olive branch with a sprig of wheat for local agriculture and a nurturing, nesting posture for the dove, based on the strong underlying mission of the Hospital, made the selection complete.

From that project forward for nearly 30 years, a similar process of identifying local design / marketing needs has been filled using this same process of conversation, respectful process and friendship. Some of the projects I have been involved within the New Prague Community are as follows:

- Queen of Peace Hospital
- Corporate identity standards
- Signage standards
- Print style guidelines

- Peace Profile name study / design
- Seasonal t-shirts / sub-identities
- Fund raiser artwork donations (fun for me)
- Queen's Court / Senior Living Center
- Base identity
- Signage
- Gates to the City of New Prague (trumpeting lions of the friendliest order)
- Identity artwork and illustration
- Various fund raising and marketing support activities
- Health & Fitness Center
- Identity artwork and illustration
- Signage
- Various marketing support activities
- Other (please fill in the blanks)

Please feel free to embellish or correct the contents of the above descriptions and thank you for your friendship over these many years. The small town of New Prague is a far greater place due to your continued hope, sense of humor and giving spirit.

Thank you for your work. I will send the client history later this week.
Sincerely,

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