



ORLAND PARK

Wayfinding & Branding Plan

Village Board Presentation

June 20, 2016



Project Team



Teska Associates
urban design & outreach



wohltgroup
brand identity



Gewalt Hamilton Assoc.
engineering review



Parvin Clauss Sign Co.
sign guidance & mockups

Scope Review

Phase I | Analysis, Mapping, Outreach

- existing sign assessment
- committee meetings
- web based survey
- focus group meetings

Phase 2 | Plan Development

- logo alternative studies
- sign alternative studies
- engineering review
- committee meetings
- public open house

Phase 3 | Final Plan, Adoption

- preferred plan development

-

Steering Committee

James V. Dodge, Trustee

Paul Grimes, Village Manager

Karie Friling, Director of Development Services

Ed Lelo, Management Analyst, Development Services

Ellen Baer, Asst Village Manager

Michael Kowski, Asst Director of Development Services

Joe LaMargo, Asst Village Manager, Public Info Officer

Kurt Corrigan, Transportation & Engineering Div Mgr.

Nancy Flores, Director of Recreation

Gary Couch, Parks Operations Manager

Frank Stec, Director of Parks and Buildings

Napoleon Haney, Public Works

Bill Sparks, Public Works



Public Input Highlights

Advisory Group Meetings

Web Based Survey

- Dec 10, 2014 – Feb 20, 2015
- Distribution thru Village channels
- 443 total responses
- 82% residents, 10+ years

Focus Group Meetings

- March 12, 2015

Public Meeting

- January 18, 2016



Orland Park has a reputation as a/n Upscale community. When I bring

out of towners to the Village they comment that the Village is Beautiful.

As compared to surrounding communities, Orland Park is unique because it has Diverse Community. When I think about current and future Village initiatives,

I believe the Village will become a community recognized for its Visionary Community.

List 3 words that describe Orland Park today...	List 3 words that describe Orland Park in the future...
1. Family / Community oriented	1. Visionary
2. Upscale	2. Beautiful
3. Diverse (physical environment)	3. Well-Planned



Public Input Highlights/ Key Themes

**Outsiders think of Orland as shopping
(and traffic)**

**Orland is more progressive than traditional
("progress on the prairie")**

**Historic core is important for residents
("city within a city")**

"Prairie" and "Nature" are important themes

**"Chicago Southland's crown jewel" resonates
("gem of the prairie")**

**Neo Prairie School architectural styling of civic
buildings is attractive**

Orland Park's color is probably green

Plan Organization

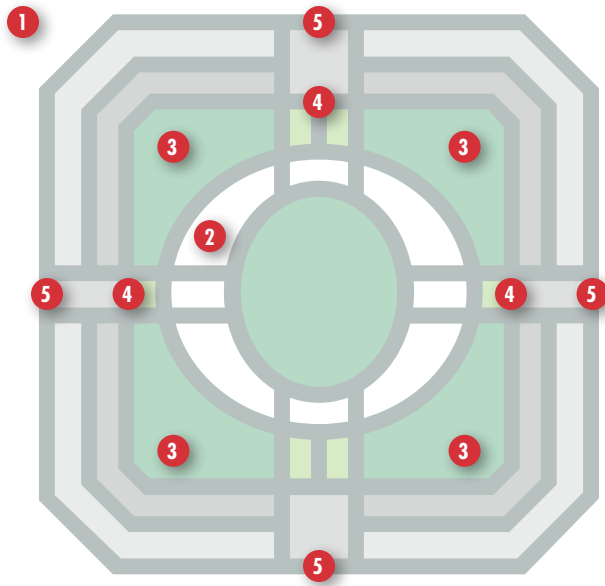
01 | Marketing Identity Standards

02 | Wayfinding Signage Plan

03 | Engineering Diagrams

04 | Sign Mockups

01 | Marketing Identity Standards



ABOUT THE ORLAND PARK SYMBOL

1) GEMSTONE DESIGN

The "gemstone" concept derives from observations by residents that Orland Park is Chicago Southland's "crown jewel" and "the jewel of the prairie."

2) "O" TYPOGRAM

The letter "O" typogram represents both the "O" in the Orland Park name and Village's "Heart of Orland," its historic core district now being redeveloped as a centerpiece for the community's image and identity.

3) GREEN QUADRANTS

The green quadrants represent Orland Park's much beloved neighborhoods, parks and green spaces.

4) HORIZONTAL AND VERTICAL BANDS

The horizontal and vertical bands symbolize the Village's two major roadway corridors – La Grange Road and 159th Street – and their premier retail, dining and entertainment destinations that differentiate Orland Park from peer communities.

5) HORIZONTAL AND VERTICAL BAND TERMINALS

The four terminal points of the horizontal and vertical bands represent the Orland Park's major gateways and the easy access the Village has to major regional roadways.

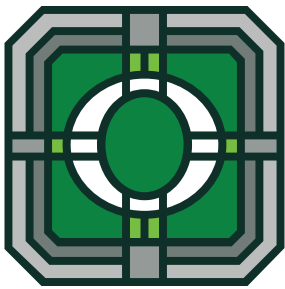
STANDARD SIGNATURES

STANDARD SIGNATURE ELEMENTS

The primary identifier for Orland Park is a "signature" comprised of two elements – a "logotype" (graphically stylized version of the Village's name) and a "gemstone" symbol.

The signature elements are proprietary designs and must never be modified or altered in any way. Doing so could compromise the Village's ability to defend its rights of ownership against others who attempt to infringe upon the signature's design or use.

Standard Signature Elements



Symbol

ORLAND PARK

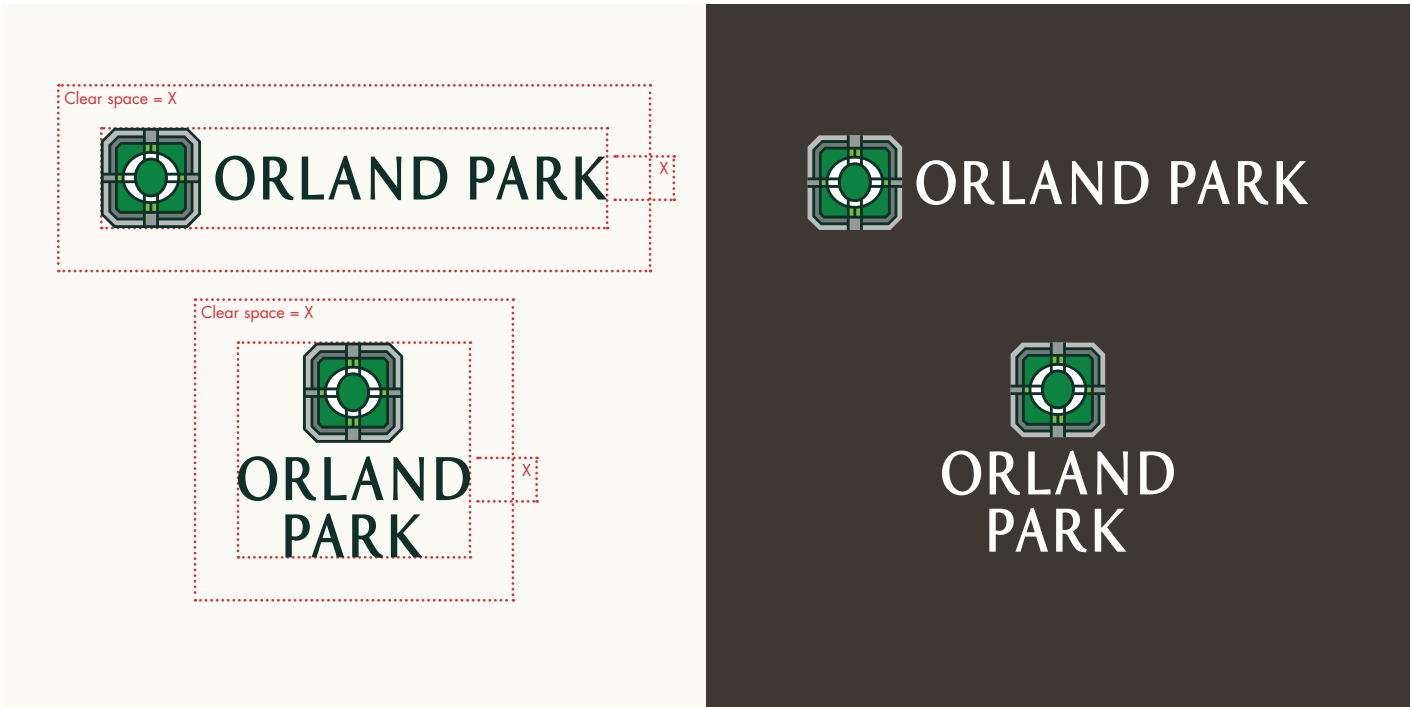
Logotype

STANDARD SIGNATURE VARIATIONS AND CLEAR SPACE

There are four total signature variations – horizontal and centered signatures for reproduction on white or light neutral colored backgrounds, and horizontal and centered signatures for reverse reproduction on dark colored backgrounds. The reverse reproduction variations feature slightly modified versions of the gemstone symbol in which the dark outer line has been removed.

A clear space free of other elements such as copy or design objects should always be maintained around the signature as illustrated below.

Standard Horizontal Signature, Standard Centered Signatures and Clear Space





Preferred

Dark Green: Orland Park Dark Green (similar to PANTONE® 627 C)
Medium Green: Orland Park Medium Green (similar to PANTONE® 348 C)
Bright Green: Orland Park Bright Green (similar to PANTONE® 368 C)
Medium Gray 1: 50% Orland Park Dark Green (similar to PANTONE® 627 C)
Medium Gray 2: 35% Orland Park Dark Green (similar to PANTONE® 627 C)
Light Gray: 20% Orland Park Dark Green (similar to PANTONE® 627 C)



Preferred

Dark Green: Orland Park Dark Green (similar to PANTONE® 627 C)
Medium Green: Orland Park Medium Green (similar to PANTONE® 348 C)
Bright Green: Orland Park Bright Green (similar to PANTONE® 368 C)
Medium Gray 1: 50% Orland Park Dark Green (similar to PANTONE® 627 C)
Medium Gray 2: 35% Orland Park Dark Green (similar to PANTONE® 627 C)
Light Gray: 20% Orland Park Dark Green (similar to PANTONE® 627 C)



Acceptable

Dark Green: Orland Park Dark Green (similar to PANTONE® 627 C)
Medium Green: Orland Park Medium Green (similar to PANTONE® 348 C)



Acceptable

Bright Green: Orland Park Bright Green (similar to PANTONE® 368 C)
White: Reverse to white



Acceptable

Medium Green: Orland Park Medium Green (similar to PANTONE® 348 C)



Acceptable

Bright Green: Orland Park Bright Green (similar to PANTONE® 368 C)



Acceptable

Black: 65% Orland Park Black (similar to PANTONE® Black 7 C)



Acceptable

Black: 40% Orland Park Black (similar to PANTONE® Black 7 C)
White: Reverse to white



Acceptable

Black: Orland Park Black (similar to PANTONE® Black 7 C)



Acceptable

White: Reverse to white



Orland Park Bright Yellow
(similar to PANTONE® Yellow C)

CMYK: RGB:
C 0.0 R 255
M 1.0 G 239
Y 100.0 B 0
K 0.0



Orland Park Bright Red
(similar to PANTONE® 172 C)

CMYK: RGB:
C 0.0 R 240
M 86.38 G 75
Y 93.13 B 36
K 0.0



Orland Park Bright Blue
(similar to PANTONE® 638 C)

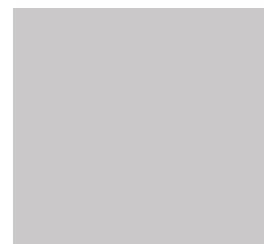
CMYK: RGB:
C 81.1 R 0
M 7.34 G 173
Y 8.98 B 216
K 0.0



Standard Signature Color

Orland Park Bright Green
(similar to PANTONE® 368 C)

CMYK: RGB:
C 58.0 R 121
M 2.0 G 188
Y 100.0 B 67
K 0.0



Orland Park Light Gray
(similar to PANTONE® 420 C)

CMYK: RGB:
C 20.52 R 202
M 16.74 G 200
Y 17.14 B 199
K 0.0



Orland Park Medium Yellow
(similar to PANTONE® 117 C)

CMYK: RGB:
C 21.2 R 202
M 39.34 G 152
Y 100.0 B 44
K 1.48



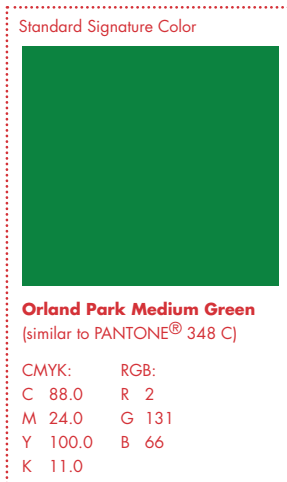
Orland Park Medium Red
(similar to PANTONE® 1797 C)

CMYK: RGB:
C 12.05 R 209
M 94.67 G 50
Y 83.69 B 56
K 2.49



Orland Park Medium Blue
(similar to PANTONE® 641 C)

CMYK: RGB:
C 100.0 R 0
M 53.09 G 105
Y 21.34 B 152
K 4.01



Standard Signature Color

Orland Park Medium Green
(similar to PANTONE® 348 C)

CMYK: RGB:
C 88.0 R 2
M 24.0 G 131
Y 100.0 B 66
K 11.0



Orland Park Light Gray
(similar to PANTONE® 423 C)

CMYK: RGB:
C 48.24 R 138
M 39.09 G 140
Y 39.39 B 140
K 3.5



Orland Park Dark Yellow
(similar to PANTONE® 7553 C)

CMYK: RGB:
C 47.95 R 93
M 59.71 G 70
Y 92.33 B 33
K 45.24



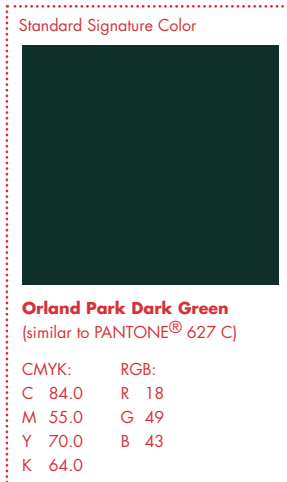
Orland Park Dark Red
(similar to PANTONE® 4975 C)

CMYK: RGB:
C 0.0 R 85
M 73.0 G 25
Y 100.0 B 0
K 80.0



Orland Park Dark Blue
(similar to PANTONE® 7463 C)

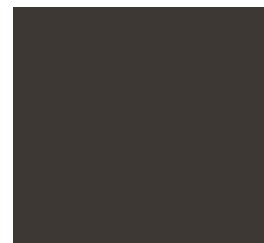
CMYK: RGB:
C 100.0 R 5
M 80.48 G 43
Y 43.03 B 72
K 45.52



Standard Signature Color

Orland Park Dark Green
(similar to PANTONE® 627 C)

CMYK: RGB:
C 84.0 R 18
M 55.0 G 49
Y 70.0 B 43
K 64.0



Orland Park Black
(similar to PANTONE® Black 7 C)

CMYK: RGB:
C 63.94 R 62
M 61.46 G 57
Y 64.99 B 53
K 54.33

Futura Light and Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Medium and Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Futura Medium Condensed and
Medium Condensed Oblique**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Book and Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold and Bold Oblique

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

**Futura Bold Condensed and
Bold Condensed Oblique**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

DINE



ORLAND PARK

ENJOY



RLAND PARK

SHOP



RLAND PARK

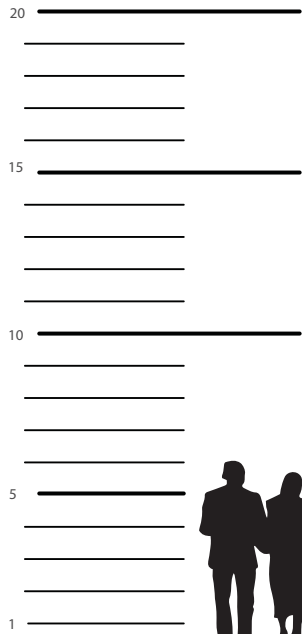
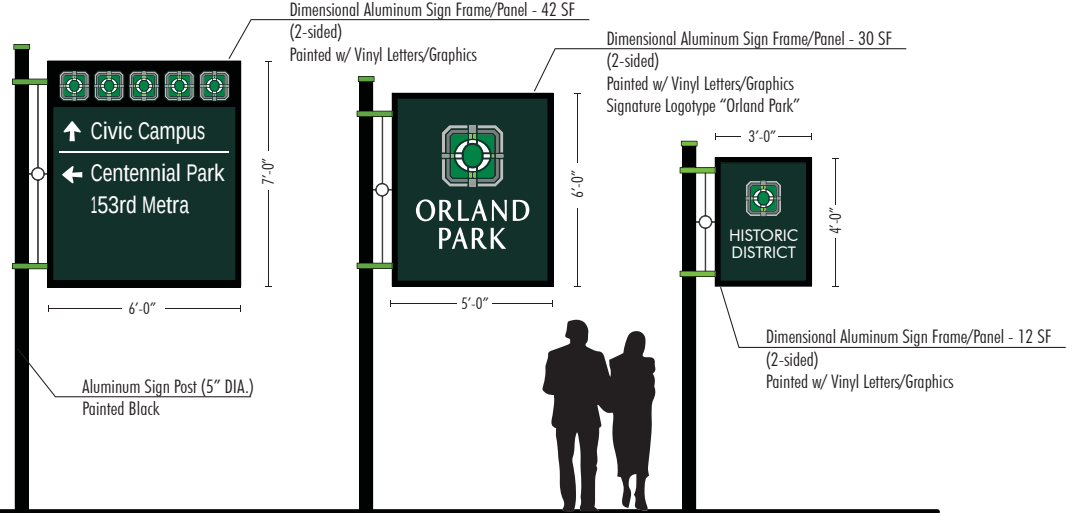
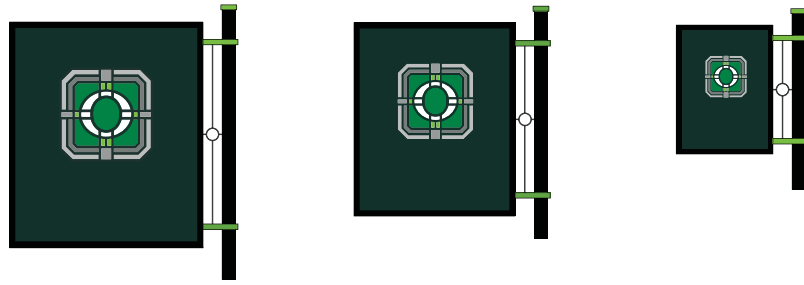
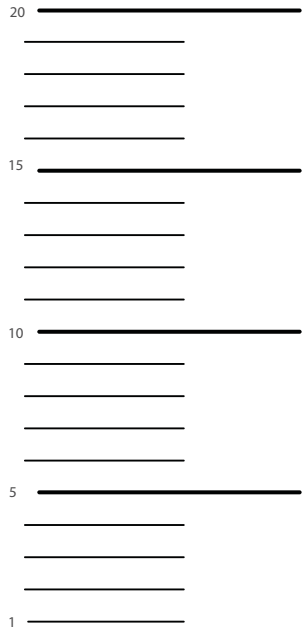
CELEBRATE



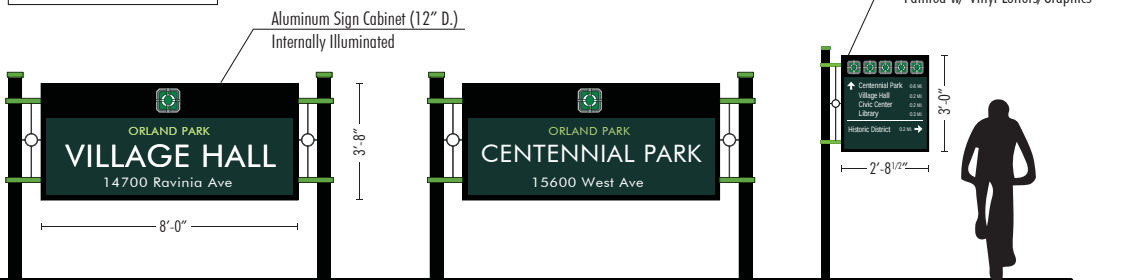
RLAND PARK

02 | Wayfinding Signage Plan

Directional Sign Lettering:
6" Capital, 4.5" Lower Case
per MUTCD Standards
Font: Roadgeek 2000 Series C



Municipal Sign Lettering:
8" Letter, Push-Through (1/2")
Other Lettering, Routed
Font: Futura Book



Orland Park Wayfinding and Branding Plan

Preferred Signage Family Concept



wohl group

Parvin-Claus

March 17, 2016



Orland Park Wayfinding and Branding Plan

Directional Sign Visualization (Ravinia/153rd)



wohltgroup

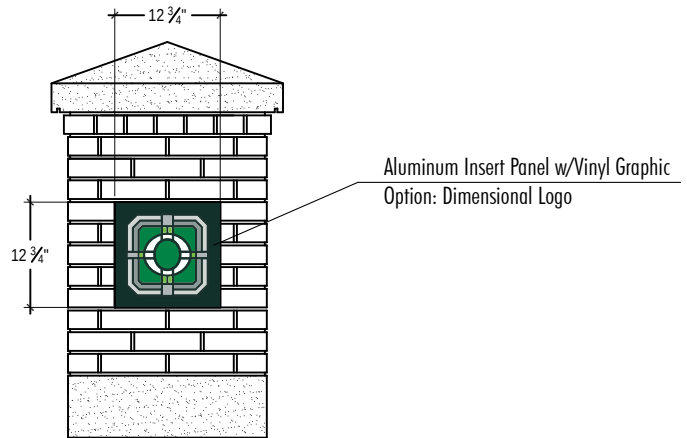
Parvin-Claus

FOR CONTACT

March 17, 2016



PRIMARY MONUMENT RETROFIT (LaGrange/147th)



MEDIAN COLUMN MEDALION RETROFIT



EX. PRIMARY MONUMENT RETROFIT (LaGrange/143rd)



EX. GATEWAY MONUMENT RETROFIT (Harlem/143rd)



EX. GATEWAY MONUMENT RETROFIT (Will Cook/143rd)





Dimensional Logo
 Reposition Existing Text

LIBRARY MONUMENT RETROFIT



EXISTING LIBRARY MOUNMENT SIGN



Aluminum Sign Panel

POLICE DEPARTMENT MONUMENT SIGN RETROFIT



EXISTING POLICE DEPARTMENT MONUMENT SIGN





Orland Park Wayfinding and Branding Plan

Sportsplex Visualization



wohlthgroup

Parvin-Claus
SIGN COMPANY

March 17, 2016

Dimensional Sign Panel /
Logo / Lettering

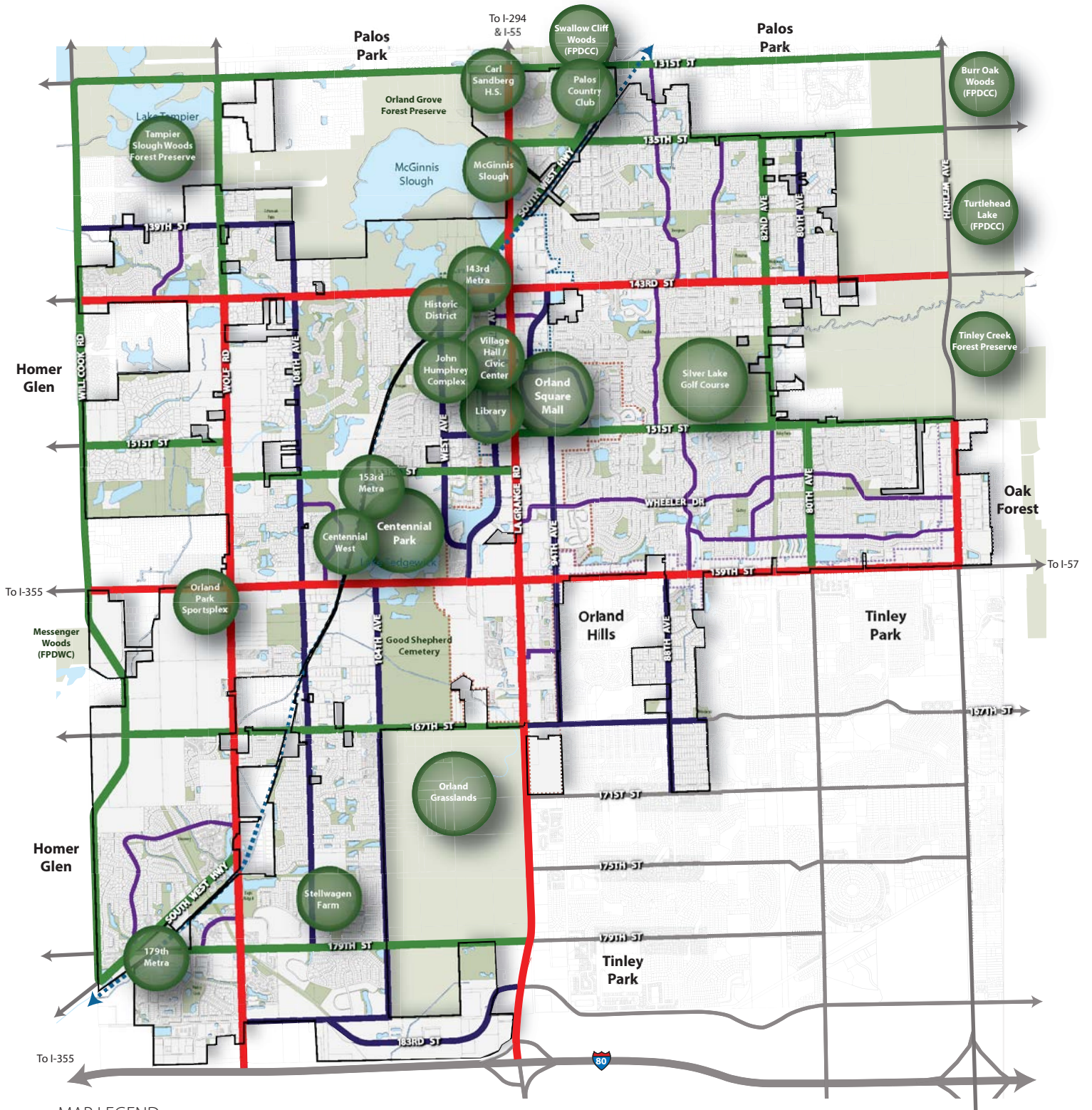


VILLAGE MONUMENT SIGN RETROFIT



EXISTING VILLAGE MONUMENT SIGN





MAP LEGEND

- Village Boundary
- Open Space
- Water Bodies/Creeks
- Metra Southwest Service (SWS)
- Metra Station

Functional Classifications

- Major Arterial
- Minor Arterial
- Major Collector
- Minor Collector
- Major Roads outside Orland Park

Districts

- Downtown
- Regional Core
- 159th and Harlem



Orland Park Wayfinding and Branding Plan

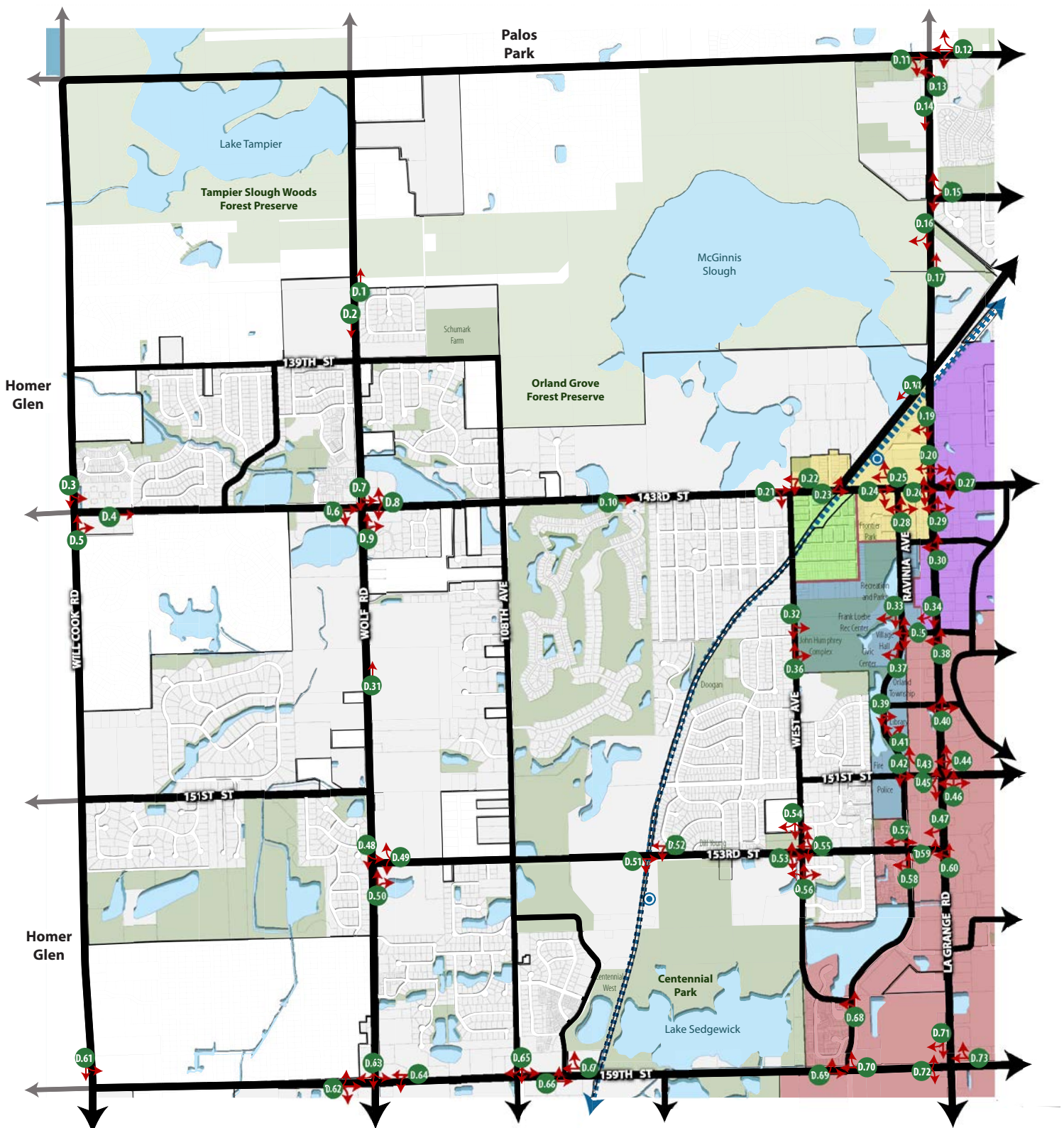
Major Destinations



wohltgroup Parvin-Claus



0 2500' 5000'



MAP LEGEND

- Village Boundary
- Open Space
- Water Bodies/Creeks
- Metra Southwest Service (SWS)
- Metra Station

Districts

- Downtown: Old Orland
- Downtown: Main Street
- Downtown: Orland Crossing
- Downtown: Civic Center
- Regional Core

Wayfinding Plan

- Directional Signage



Orland Park Wayfinding and Branding Plan

Directional Wayfinding Plan: Northwest Quadrant - Sheet 1 of 3



0 1250' 2500'

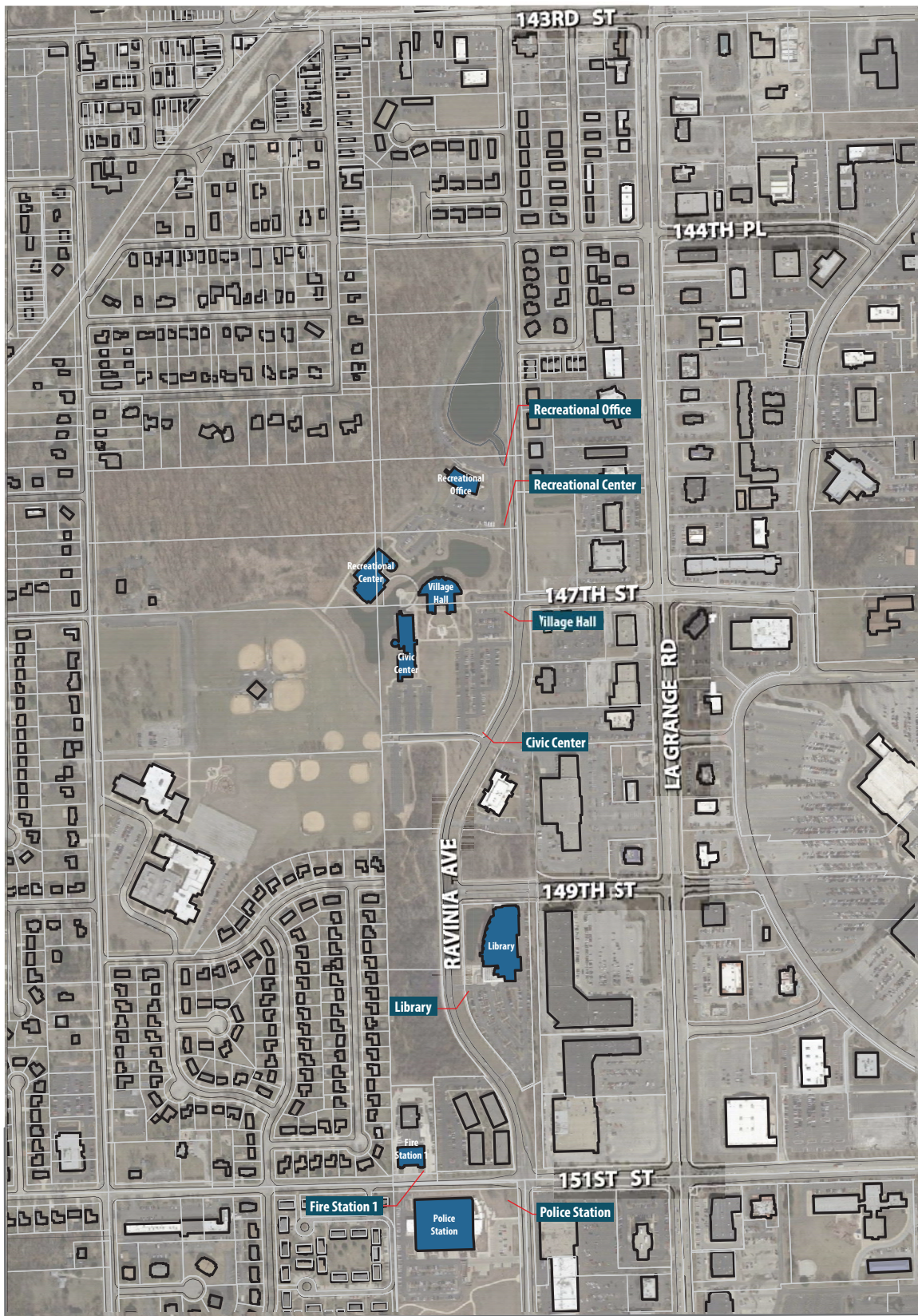
D.1	↑ Tampier Slough Woods Forest Preserve	D.11	↑ Swallow Cliff Woods ↻ McGinnis Slough ↻ Downtown	D.21	↑ 143rd Metra ↑ Civic Campus ↻ John Humphrey Complex	D.31	↑ Downtown ↑ 143rd Metra ↑ Tampier Slough Forest Preserve
D.2	↑ Downtown ↑ 143rd Metra ↑ Centennial Park	D.12	↑ Tampier Slough Woods Forest Preserve ↻ McGinnis Slough ↻ Downtown	D.22	↑ Tampier Slough Woods Forest Preserve ↻ John Humphrey Complex ↻ Centennial Park	D.32	↑ Centennial Park ↑ 153rd Metra ↻ John Humphrey Complex
D.3	↑ Centennial Park ↑ Sportsplex ↻ Downtown	D.13	↻ Tampier Slough Woods Forest Preserve	D.23	↑ Civic Campus ↑ Orland Square Mall ↻ 143rd Metra	D.33	↑ Library ↻ Village Hall ↻ Civic Center
D.4	↑ Downtown ↑ Centennial Park ↑ Civic Campus	D.14	↑ McGinnis Slough ↑ Downtown ↑ 143rd Metra	D.24	↑ Orland Square Mall ↑ Orland Park Crossing ↻ Civic Campus	D.34	↑ Orland Square Mall ↑ Centennial Park ↻ Civic Campus
D.5	↑ Tampier Slough Woods Forest Preserve ↻ Downtown ↻ Civic Campus	D.15	↻ Carl Sandberg H.S. ↻ Downtown ↻ 143rd Metra	D.25	↑ Historic District ↑ Centennial Park ↻ 143rd Metra	D.35	↑ Village Hall ↻ Historic District ↻ Library
D.6	↑ Downtown ↑ Civic Campus ↻ Centennial Park	D.16	↑ Downtown ↑ 143rd Metra ↻ McGinnis Slough	D.26	↑ Orland Park Crossing ↻ McGinnis Slough ↻ Orland Square Mall	D.36	↑ Historic District ↑ 143rd Metra ↻ John Humphrey Complex
D.7	↑ Centennial Park ↑ 153rd Metra ↻ Downtown	D.17	↑ McGinnis Slough ↑ Carl Sandberg H.S.	D.27	↑ 143rd Metra ↻ McGinnis Slough ↻ Orland Square Mall	D.37	↑ Historic District ↑ 143rd Metra ↻ Village Hall
D.8	↻ Tampier Slough Woods Forest Preserve ↻ Centennial Park ↻ 153rd Metra	D.18	↑ 143rd Metra ↑ Historic District	D.28	↑ 143rd Metra ↻ Orland Park Crossing ↻ Historic District	D.38	↑ 143rd Metra ↑ Orland Park Crossing ↻ Civic Campus
D.9	↑ Tampier Slough Woods Forest Preserve ↻ Downtown ↻ Civic Campus	D.19	↑ Civic Campus ↑ Orland Square Mall ↻ 143rd Metra	D.29	↑ McGinnis Slough ↻ Orland Park Crossing ↻ 143rd Metra	D.39	↑ Centennial Park ↑ Police ↻ Library
D.10	↑ Historic District ↑ 143rd Metra ↑ Civic Campus	D.20	↑ Orland Square Mall ↻ Historic District ↻ Silver Lake Country Club	D.30	↑ 143rd Metra ↑ Orland Park Crossing ↻ Historic District	D.40	↑ Downtown ↻ Orland Square Mall ↻ Library



Orland Park Wayfinding and Branding Plan

Directional Wayfinding Plan: Northwest Quadrant - Sheet 2 of





Orland Park Wayfinding and Branding Plan

Municipal Sign Locations (Sheet 2 of 3)

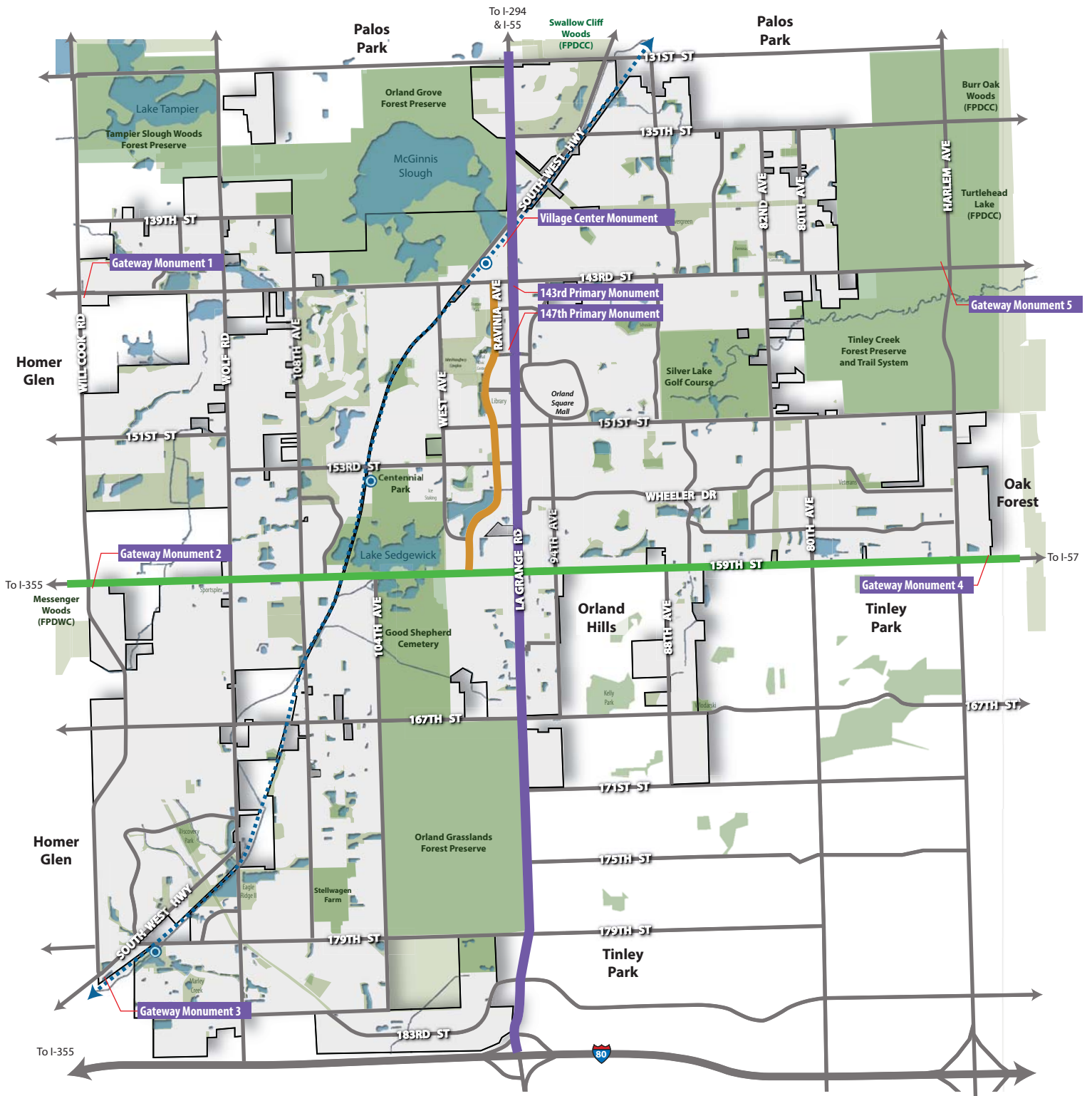


wohl group

Parvin-Claus



0 350' 700'



MAP LEGEND

- Village Boundary
- Open Space
- Water Bodies/Creeks
- Metra Southwest Service (SWS)
- Metra Station
- Major Roads

Phase One Projects

Gateway Monuments 1-5
LaGrange Medians
LaGrange Directional Signs (QTY: 24)
Village Center Monument Retrofit

*Refer to Directional Wayfinding Plan for sign locations and copy

Phase Two Projects

Ravinia Ave Directional Signs (QTY: 9)
Ravinia Ave Municipal Signs (QTY: 7)

Phase Three Projects

159th St Directional Signs (QTY: 13)



Orland Park Wayfinding and Branding Plan

Priority Projects



wohltgroup

Parvin-Claus

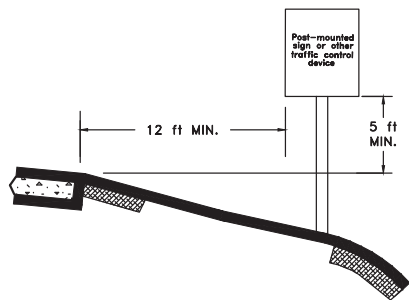


0 2500' 5000'

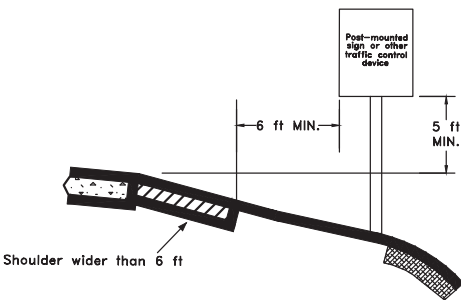
03 | Engineering Diagrams

**ORLAND PARK WAYFINDING AND BRANDING PLAN
DESIGN STANDARDS
1/12/16**

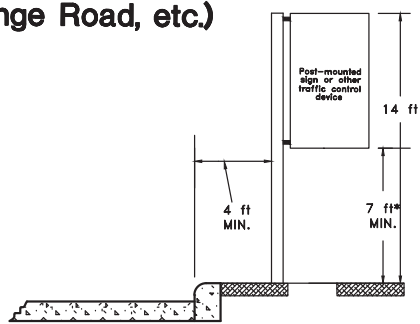
**A - ROADSIDE SIGN WITH RURAL SECTION
(Such as Wolf Road, 104th Avenue, etc.)**



**B - ROADSIDE SIGN WITH RURAL SECTION
SHOULDER WIDER THAN 6 FT
(Such as Wolf Road, 104th Avenue, etc.)**



**C - ROADSIDE SIGN WITH URBAN SECTION
(Such as 159th Street, 143rd Street,
LaGrange Road, etc.)**



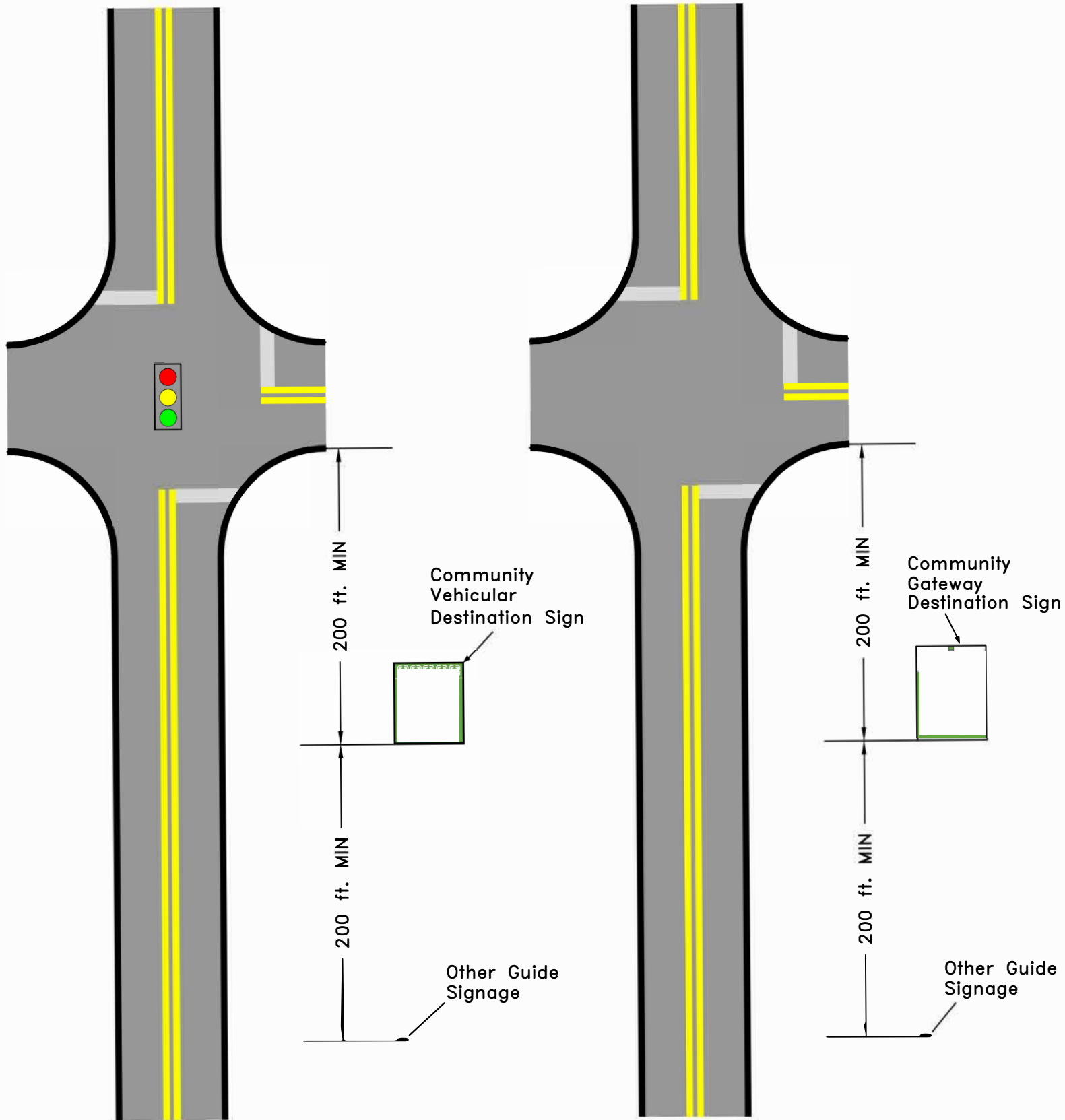
*Where parking or pedestrian movements are likely to occur

**D - SIGN PLACEMENT
ON SHARED-USE PATH /
MULTI-USE TRAIL**



ORLAND PARK WAYFINDING AND BRANDING PLAN DESIGN STANDARDS

1/12/16



Note: Dimensions are per MUTCD Destination Signage (Section 2D.40)

Exhibit 3
Urban Destination/Community
Wayfinding Signage

167TH STREET

Legend

- Proposed Directional Signs
- Existing Wayfinding Signs
- Existing Signs
- Traffic Signal - Post
- Traffic Signal - Single Arm
- Light Poles
- Fire Hydrants
- Parcel Boundaries

200 ft

LA GRANGE ROAD

Intersection
Approach Directional
Sign ID - D.11



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

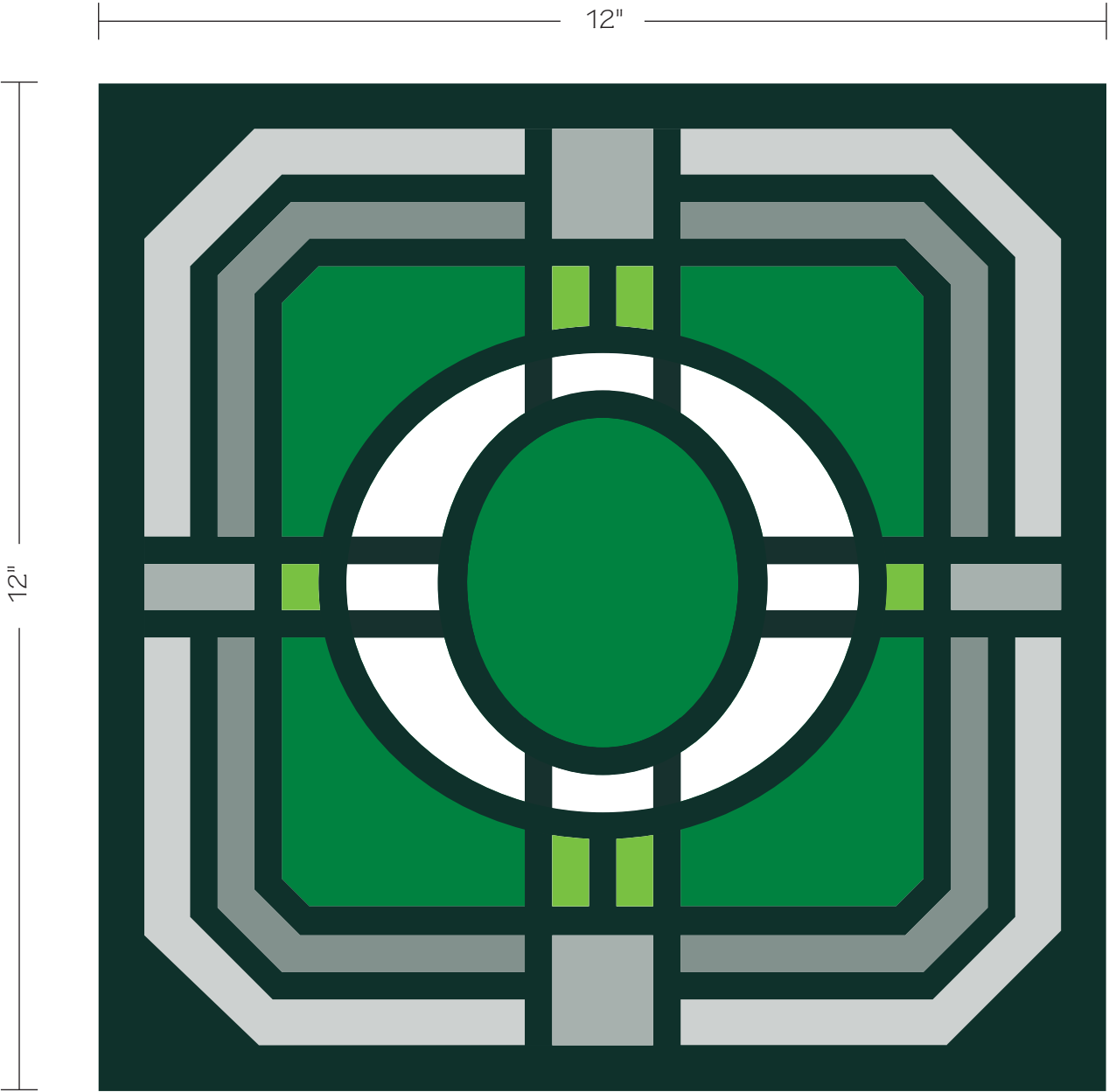


1 inch = 30 Feet

Directional Sign Placement

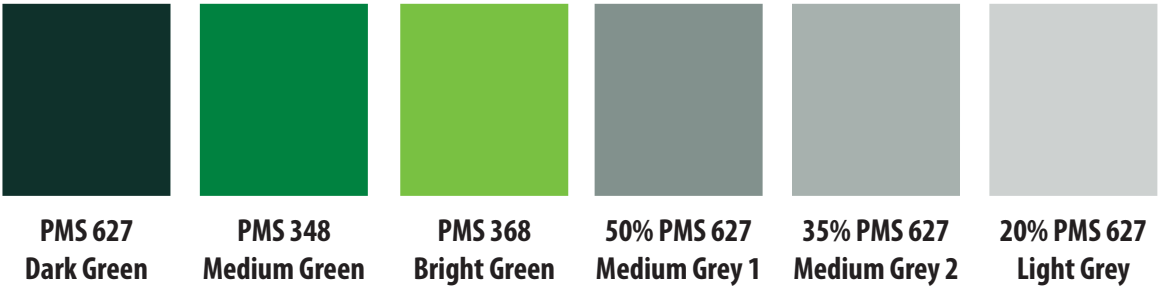
Sign ID - D.11
Village of Orland Park, Illinois

04 | Signage Mockups



(2) 12" x 12" MDO mockups

Digitally printed on Concept Matte White vinyl, applied to 3/8" mdo.



Design ■ Fabrication ■ Installation ■ Maintenance
165TubewayDrive■CarolStream■Illinois60188
Tel/630-510-2020 ■ Fax/630-510-2074
e-mail/signs@parvinclauss.com
www.parvinclauss.com

PROJECT:

teska

In House

CUSTOMER APPROVAL:

DATE

AUTHORIZED SIGNATURE

REPRESENTATIVE

Brian Newton

DRAWN BY

JP

DATE

4.6.16

SCALE

6" = 1'

SHEET NO.

4 of 4

WORK ORDER

72166

FILE NAME

TSK72166

PRINT INFO

PRO III, MCVP, HS

REVISIONS:

¹ 4.19.16 - mdo mockups

² 4.20.16 - colors

3

4

5

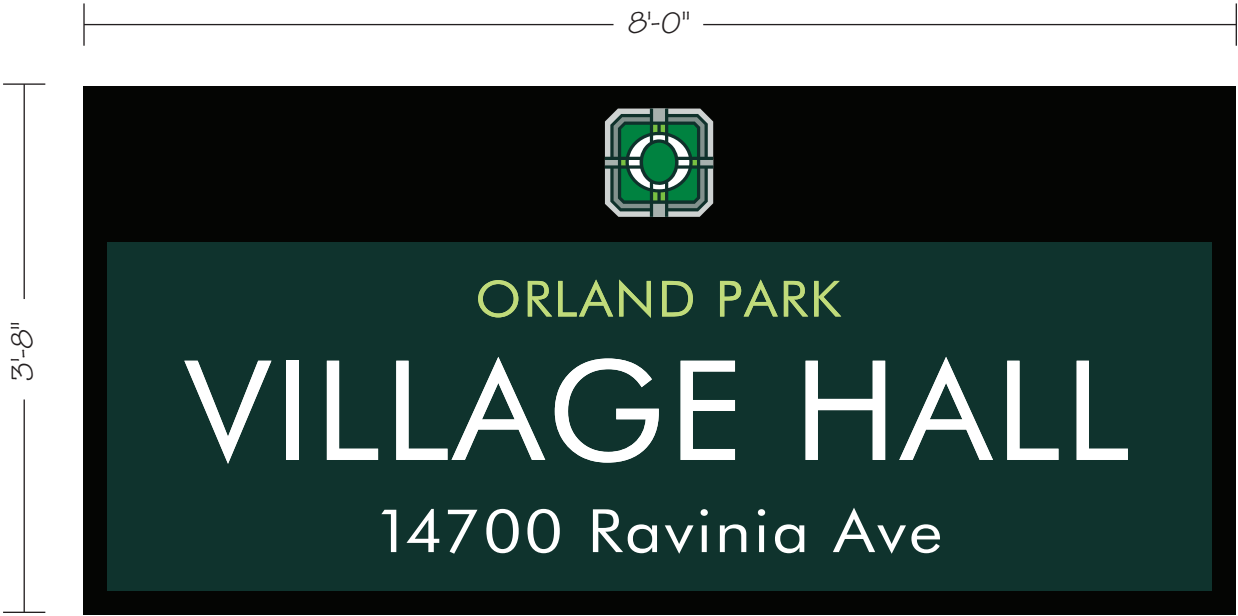
6

7

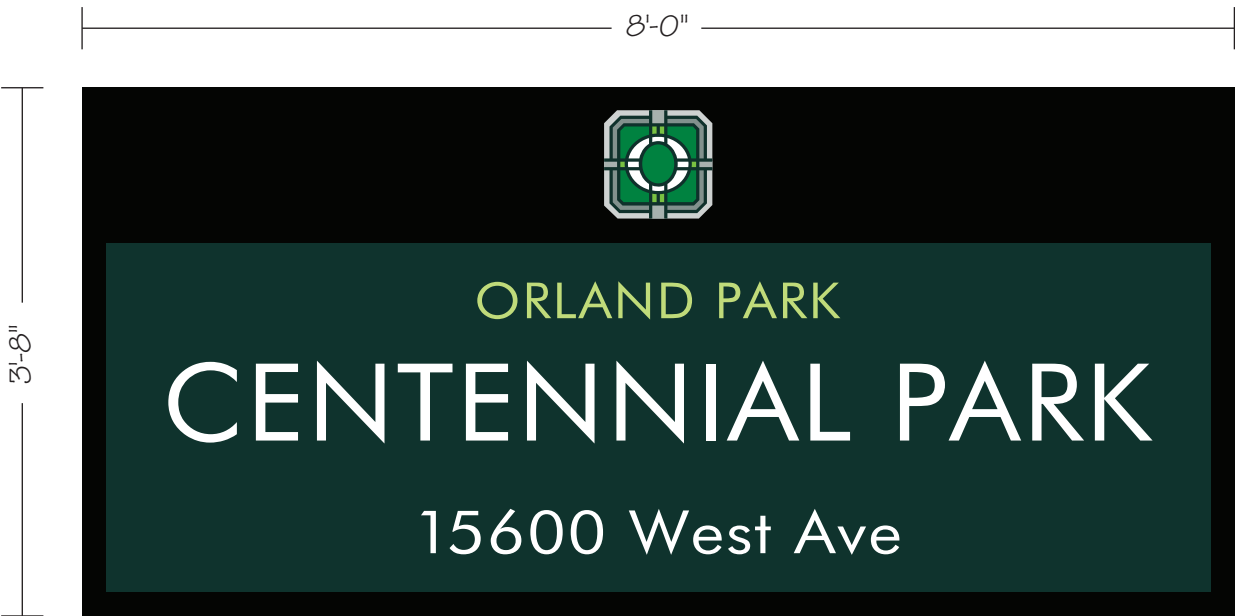
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.



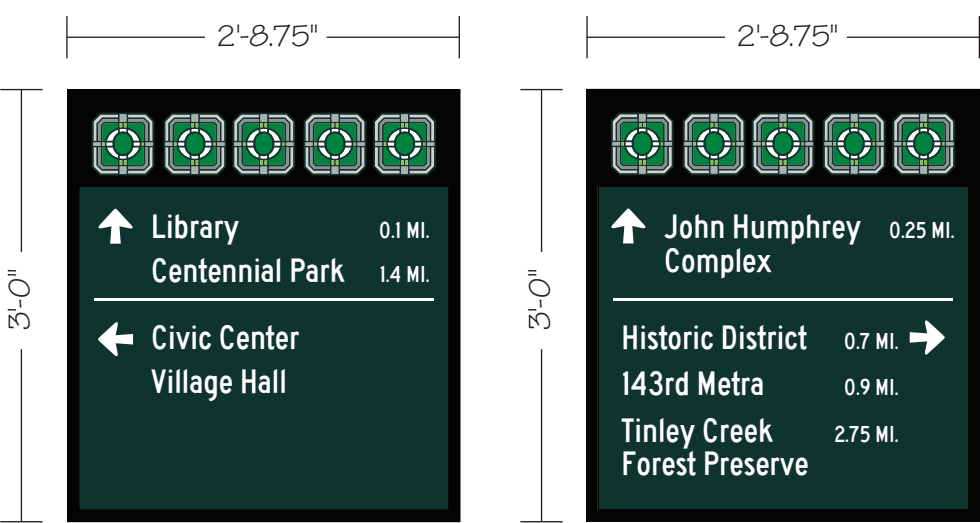
MunicipalSign_VillageHall



ParkSign_CentennialPark



BicycleDirectional_NearVillageHall



VillageSign_Retrofit



PROJECT:

teska

In House

CUSTOMER APPROVAL:

DATE

AUTHORIZED SIGNATURE

REPRESENTATIVE

Brian Newton

DRAWN BY

JP

DATE

4.6.16

SCALE

3/4" = 1'

SHEET NO.

1 of 3

WORK ORDER

72166

FILE NAME

TSK72166

PRINT INFO

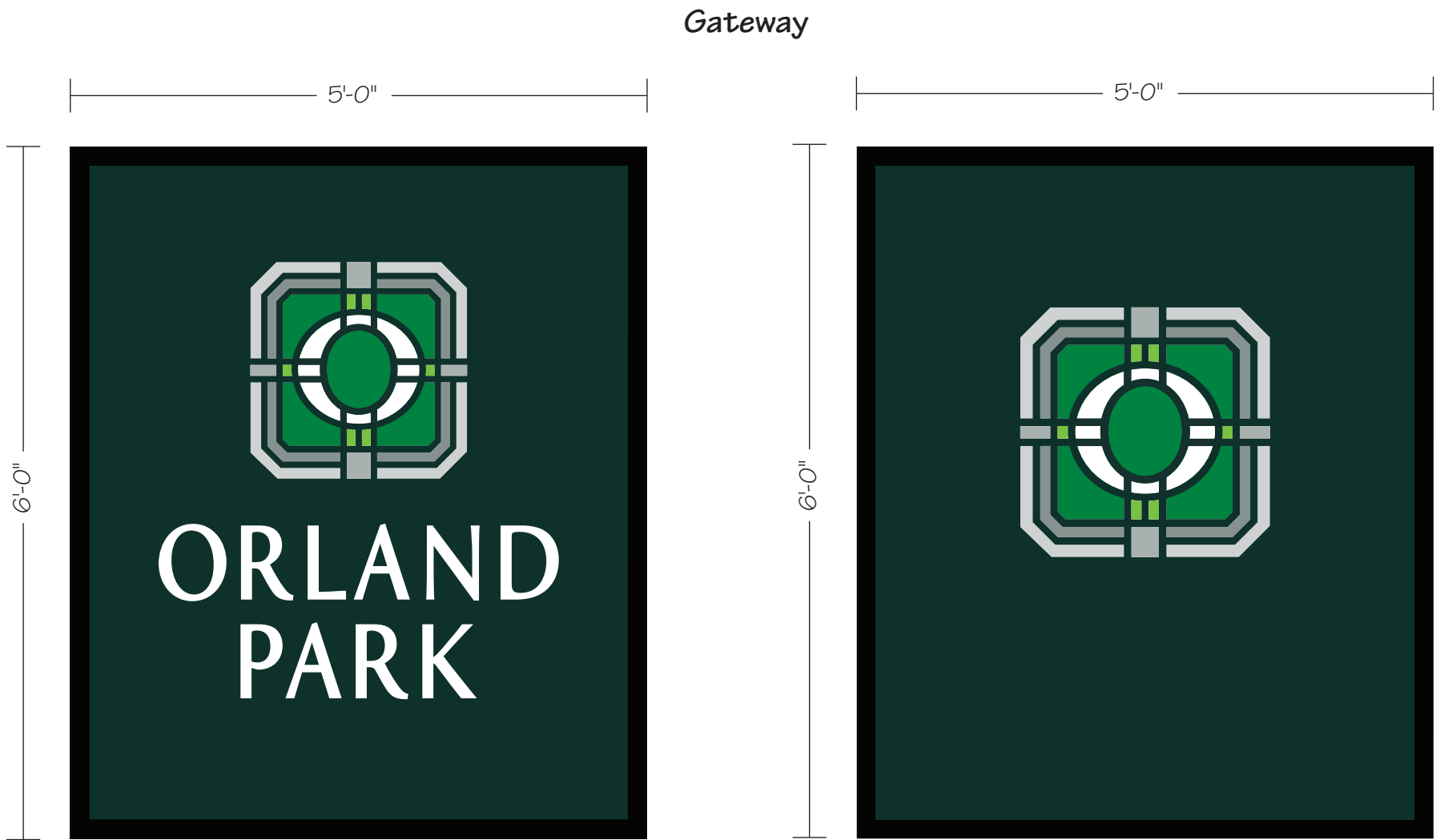
PRO III, MCVP, HS

REVISIONS:

1	
2	
3	
4	
5	
6	
7	

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.





PROJECT:

teska

In House

CUSTOMER APPROVAL:

DATE

AUTHORIZED SIGNATURE

REPRESENTATIVE

Brian Newton

DRAWN BY

JP

DATE

4.6.16

SCALE

3/4" = 1'

SHEET NO.

2 of 3

WORK ORDER

72166

FILE NAME

TSK72166

PRINT INFO

PRO III, MCVP, HS

REVISIONS:

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-
-
-

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.











Next Steps / Phased Implementation

Phase 1 Projects

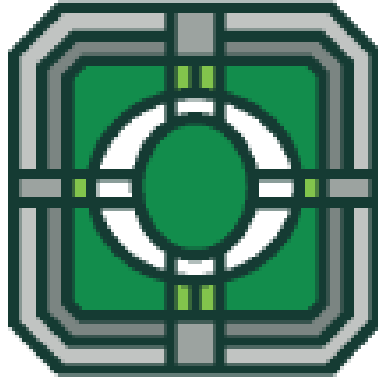
- **Gateway Monument Signs**
- **LaGrange Median Medallions**
- **LaGrange Directional Signs**
- **Village Center Monument Retrofit**

Phase 2 Projects

- **Ravinia Ave Directional Signs**
- **Ravinia Ave Municipal Signs**

Phase 3 Projects

- **159th St Directional Signs**



Thank you!

Jodi Mariano
Teska Associates

Carl Wohlt
wohltgroup