

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, I0+ years

Focus Group Meetings

- March 12, 2015

Public Meeting

Orland Park has a reputation as a/n

- January 18, 2016



List 3 words that describe Orland Park <u>too</u>	ay List 3 words that describe Orland Park in the future
1. Family Community or	entel 1. Visionary
2. Upscale	2. Beautiful
3. Diverse (physial)	environt 3. Well-Planned

I believe the Village will become a community recognized for its $\frac{\sqrt{1510Nary}}{\sqrt{1510Nary}}$ Community

Communit. When I think about current and future Village initiatives,

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

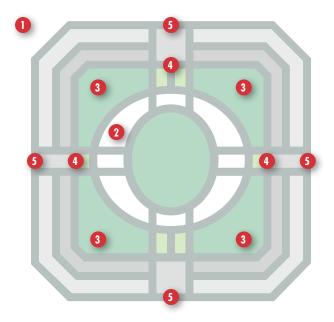
OI | Marketing Identity Standards

02 | Wayfinding Signage Plan

03 | Engineering Diagrams

04 | Sign Mockups





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

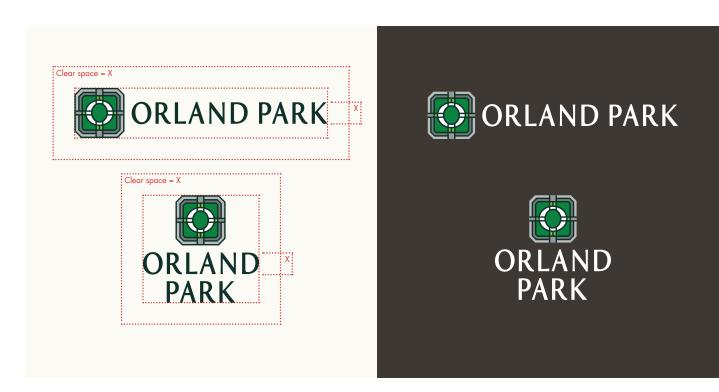
Logotype

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





ORLAND PARK

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:

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

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



ORLAND PARK

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)



ORLAND PARK

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 O M 7.34 G 173 Y 8.98 B 216 K 0.0



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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



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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



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 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 RLAND PARK

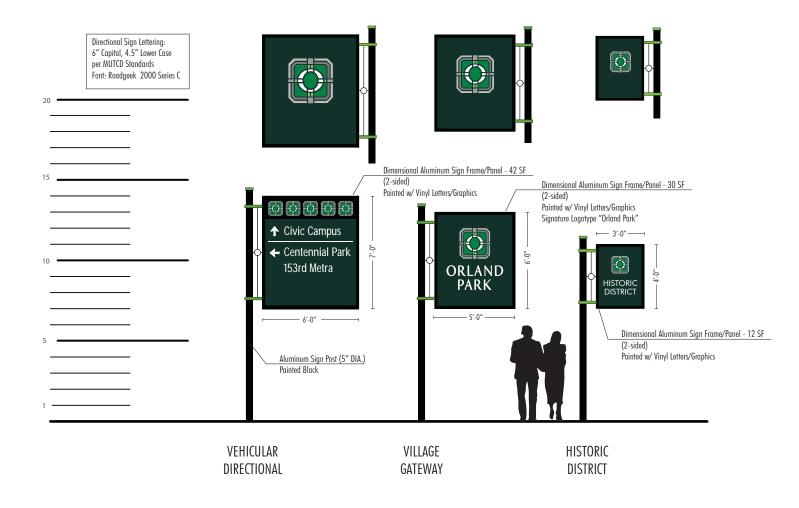
ENJOY RLAND PARK

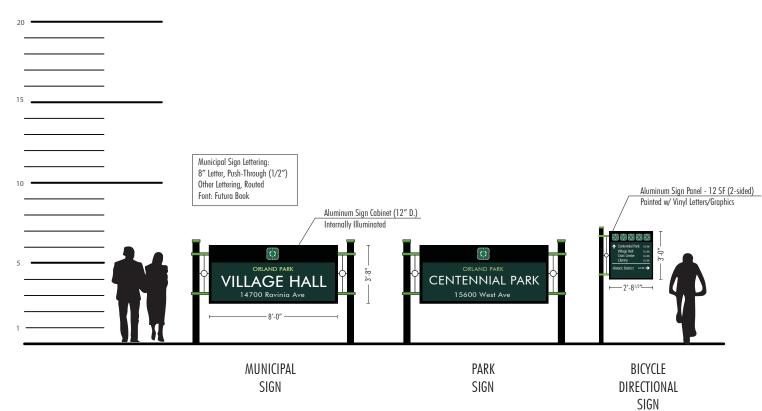


CELEBRATE



02 | Wayfinding Signage Plan









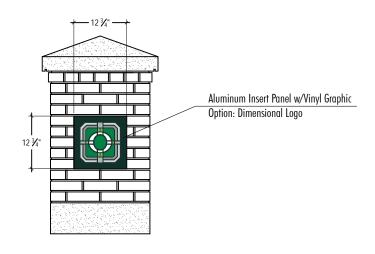








PRIMARY MONUMENT RETROFIT (LaGrange/147th)



MEDIAN COLUMN MEDALION RETROFIT



Aluminum Insert w/ Dimensional Logo

EX. PRIMARY MONUMENT RETROFIT (LaGrange/143rd)



EX. GATEWAY MONUMENT RETROFIT (Harlem/143rd)



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



Orland Park Wayfinding and Branding Plan



Gateway Signage Retrofits

March 17, 2016



Dimensional Logo

Reposition Existing Text



EXISTING LIBRARY MOUNMENT SIGN

LIBRARY MONUMENT RETROFIT



Aluminum Sign Panel



EXISTING POLICE DEPARTMENT MONUMENT SIGN

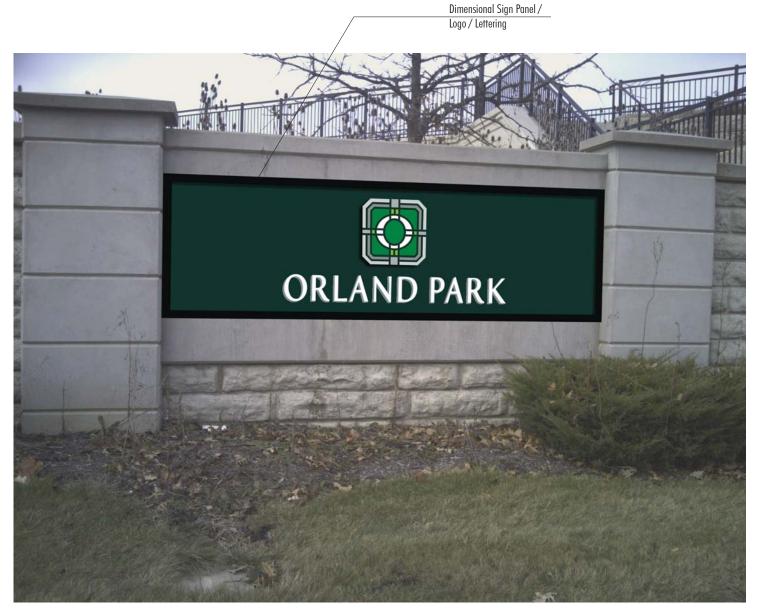
POLICE DEPARTMENT MONUMENT SIGN RETROFIT

Municipal Sign Retrofits

March 17, 2016



portsplex Visualization March 17, 2016



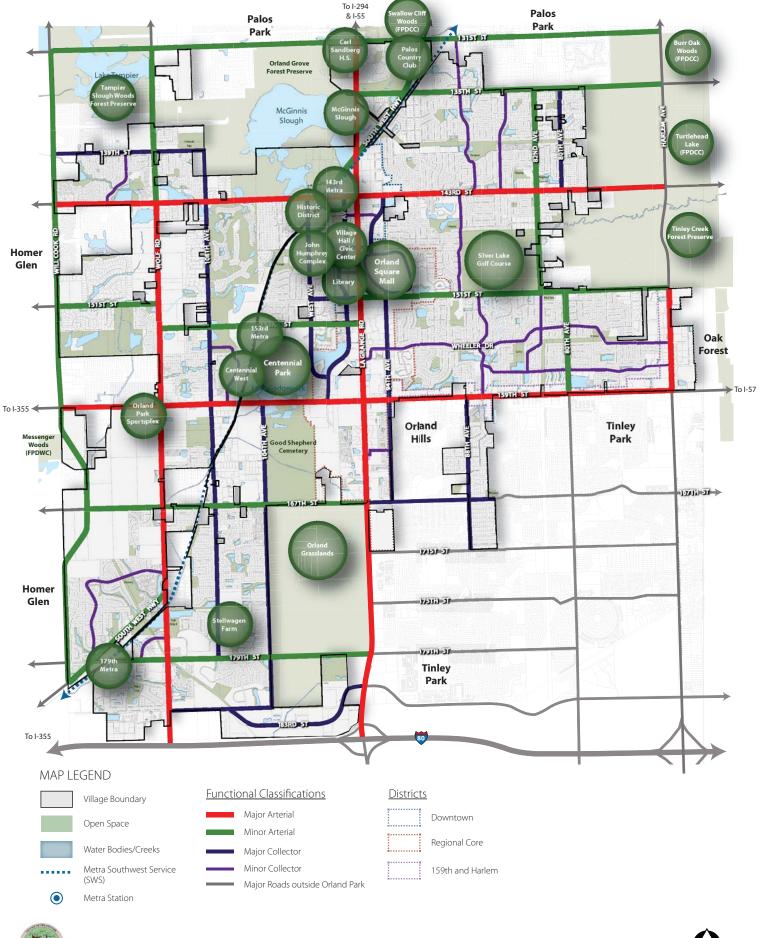
VILLAGE MONUMENT SIGN RETROFIT



EXISTING VILLAGE MONUMENT SIGN

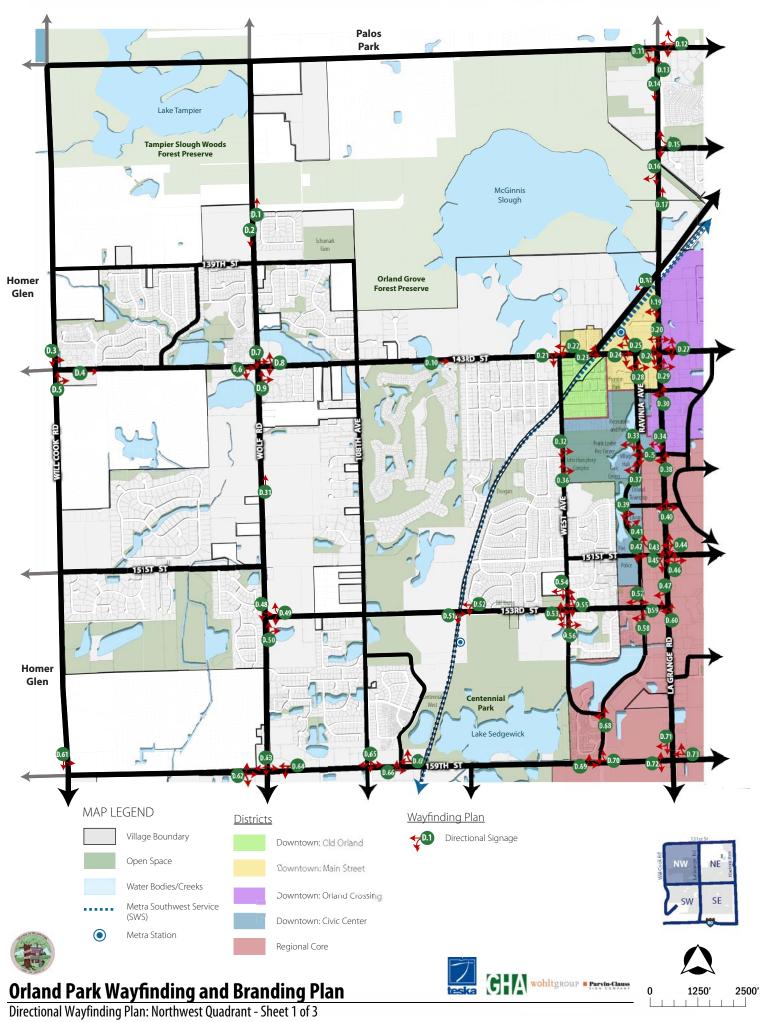


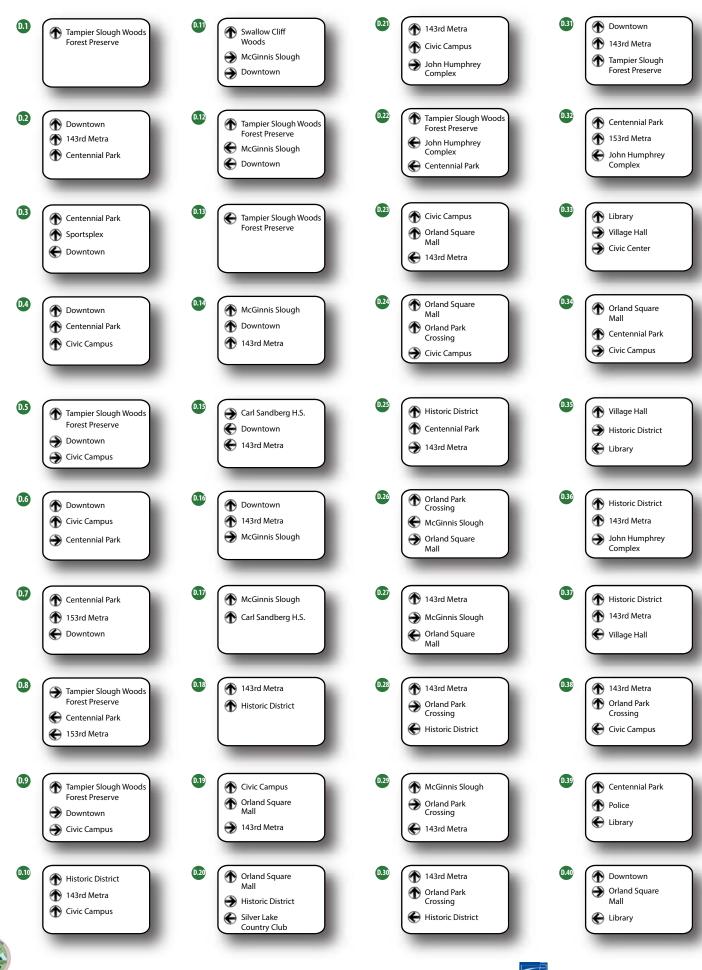






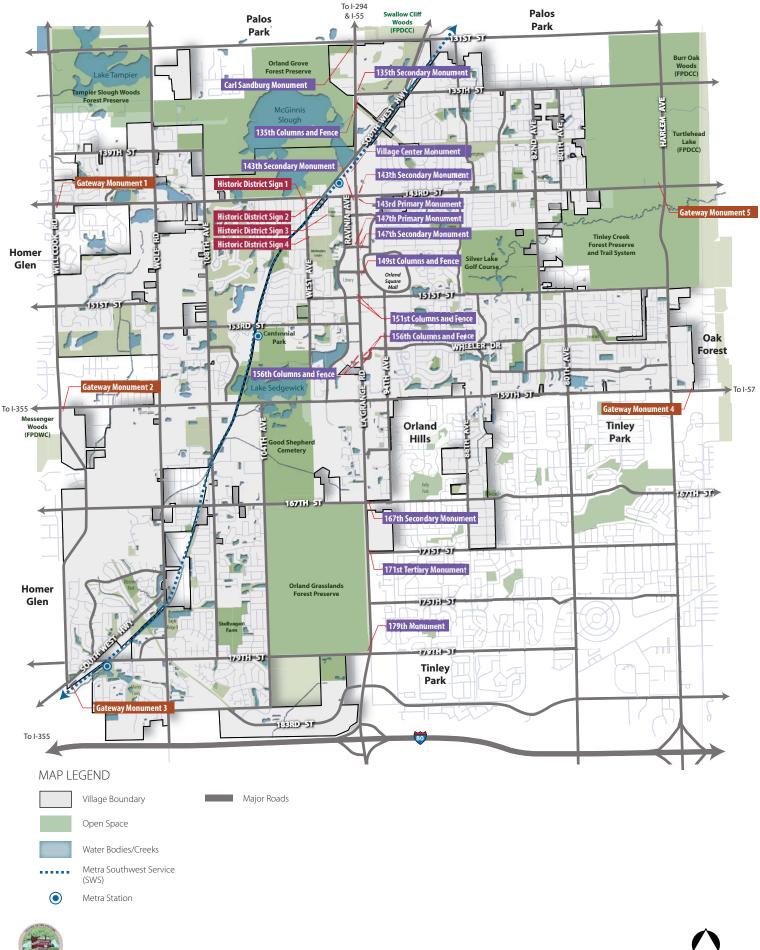






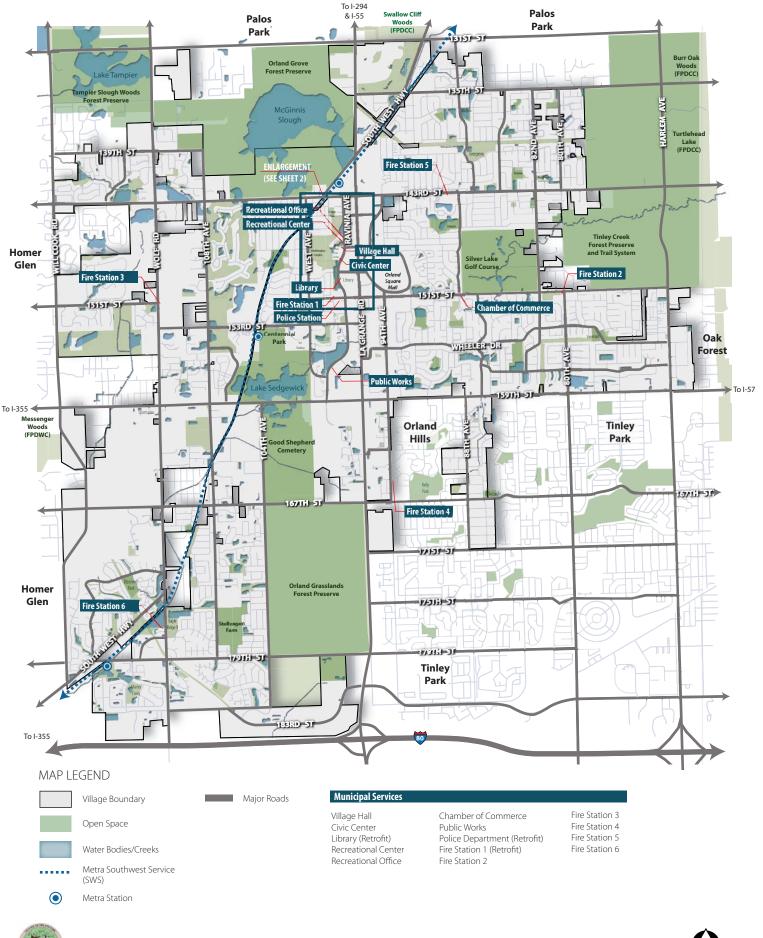






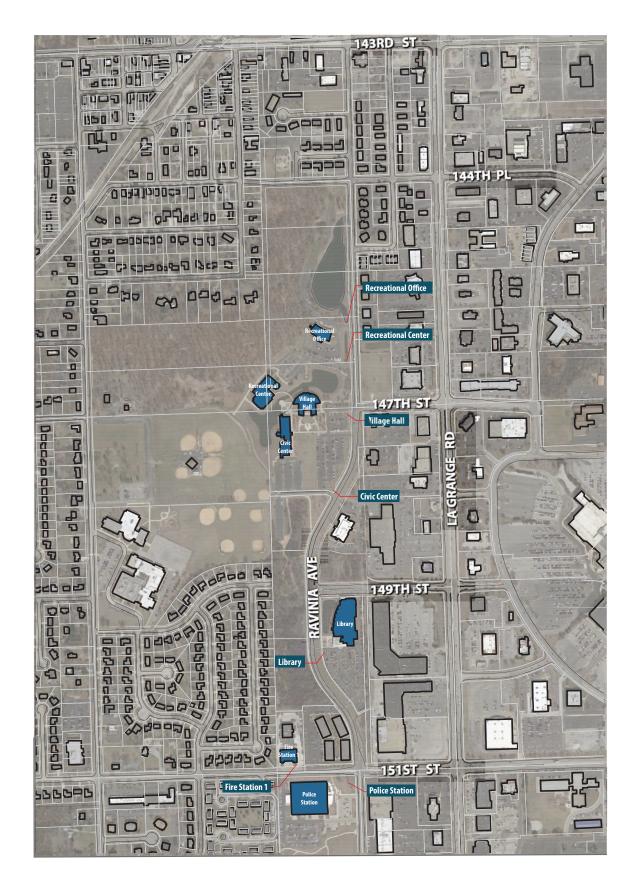






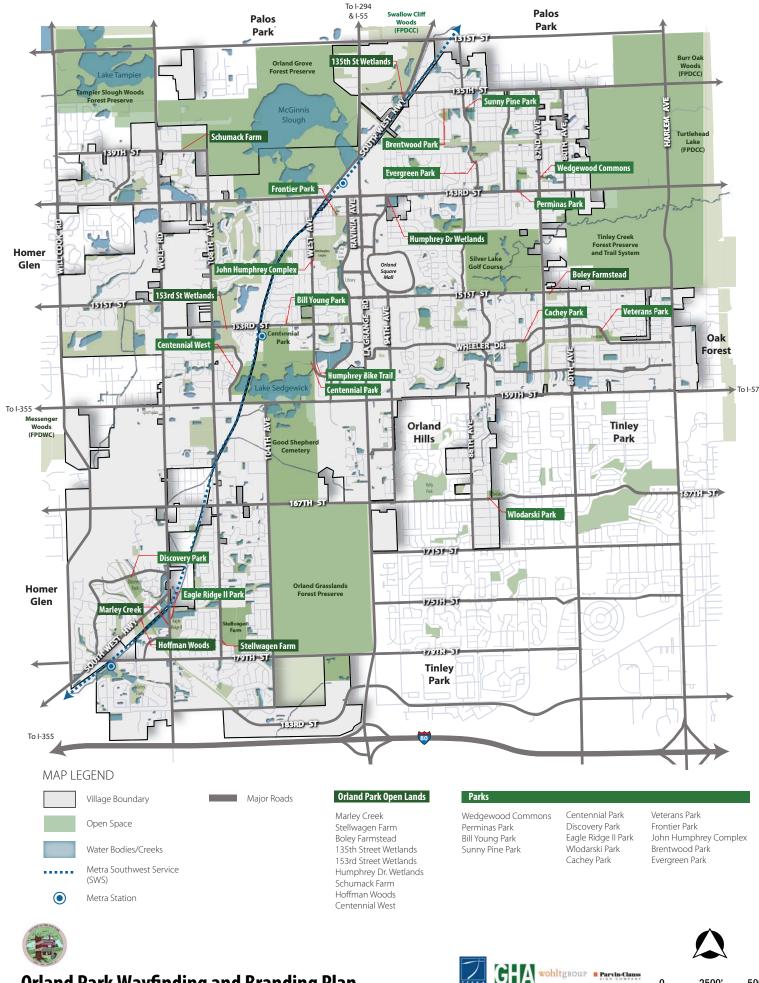




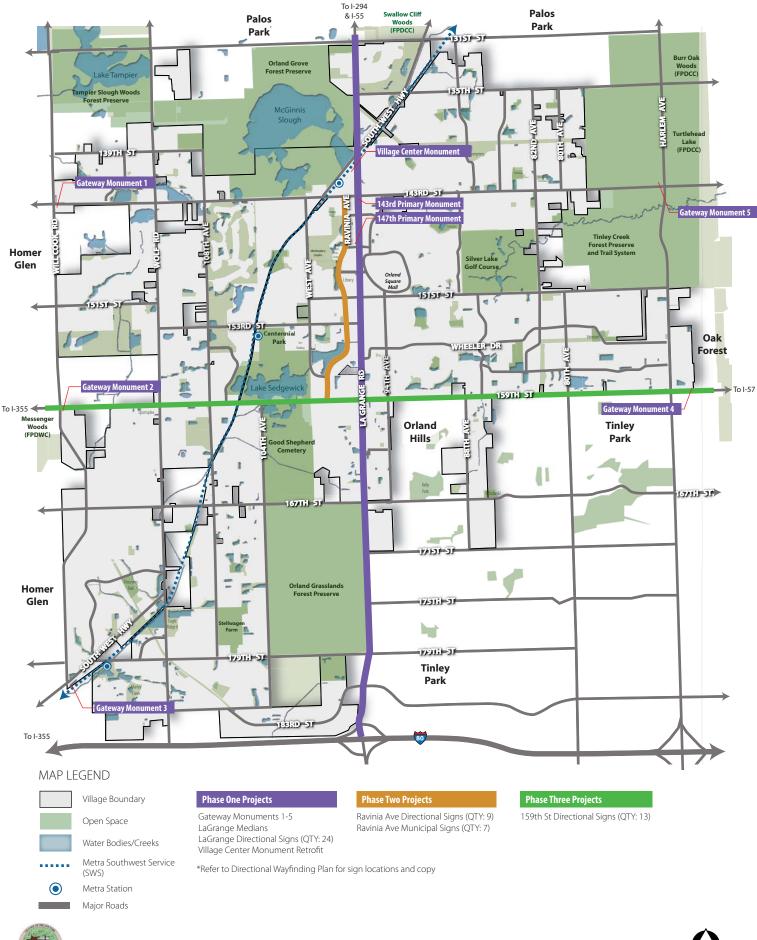














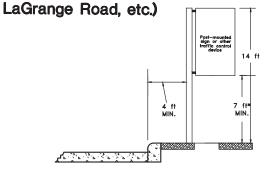


03 | Engineering Diagrams

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

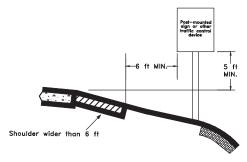
- A ROADSIDE SIGN WITH RURAL SECTION (Such as Wolf Road, 104th Avenue, etc.)
 - Pret-mounted traffic central device

 12 ft MIN. 5 ft MIN.
- C ROADSIDE SIGN WITH URBAN SECTION (Such as 159th Street, 143rd Street,



*Where parking or pedestrian movements are likely to occur

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



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

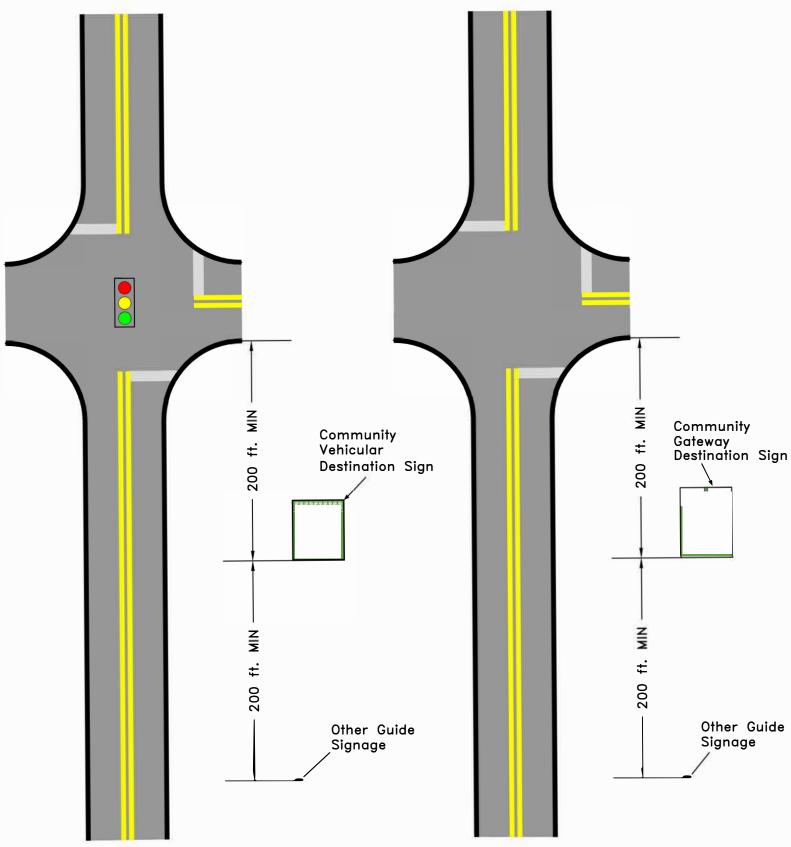


Exhibit 1 Heights and Lateral Locations of Signage



ORLAND PARK WAYFINDING AND BRANDING PLAN DESIGN STANDARDS

1/12/16



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



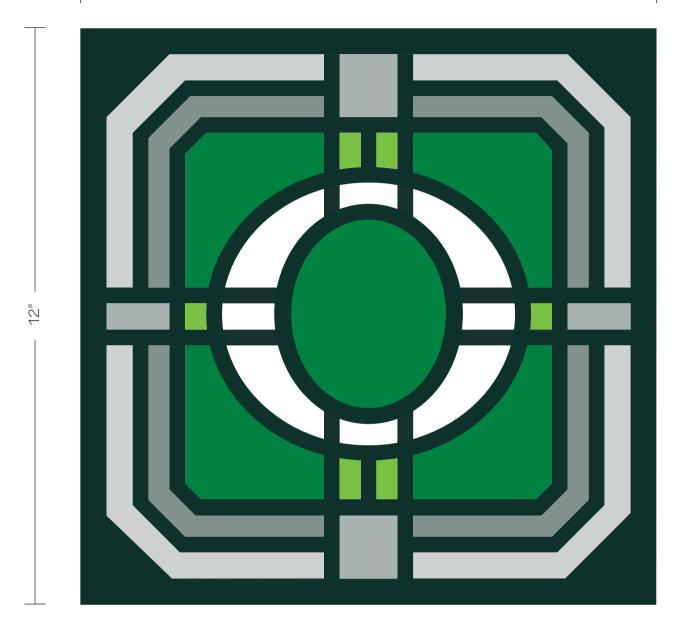
Exhibit 3
Urban Destination/Community
Wayfinding Signage



Date: 4/12/2016

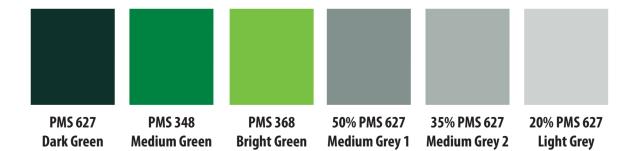
Project: 4894.900

04 | Signage Mockups



(2) 12" x 12" MDO mockups

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





Parvin-Clauss

Design - Fabrication - Installation - Maintenance

165TubewayDrive • CarolStream • Illinois 60188 Tel/630-510-2020 • Fax/630-510-2074 e-mail/signs@parvinclauss.com www.parvinclauss.com

PROJECT:



In House

CUSTOMER APPROVAL:

AUTHORIZED SIGNATURE

REPRESENTATIVE	Brian Newt
DRAWN BY	JP
DATE	4.6.16
SCALE	6" = 1'
SHEET NO.	4 of 4

FILE NAME

WORK ORDER

TSK72166

72166

PRINT INFO PRO III, MCVP, HS

REVISIONS: 1 4.19.16 - mdo mockups

² 4.20.16 - colors

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

8'-0"



BicycleDirectional_NearVillageHall

- 2'-8.75" ——

Library 0.1 MI.
Centennial Park 1.4 MI.
Civic Center
Village Hall

John Humphrey 0.25 MI.
Complex

Historic District 0.7 MI.
143rd Metra 0.9 MI.
Tinley Creek 2.75 MI.
Forest Preserve

VillageSign_Retrofit

ORLAND PARK

Parvin-Clauss

165TubewayDrive • CarolStream • Illinois60188

Tel/630-510-2020 • Fax/630-510-2074

e-mail/signs@parvinclauss.com
www.parvinclauss.com

PROJECT:



In House

CUSTOMER APPROVAL:

DAT

AUTHORIZED SIGNATURE

Brian Newton

DRAWN BY

DATE

SCALE 3/4" = 1'

4.6.16

1 of 3

SHEET NO.

WORK ORDER 72166

FILE NAME TSK72166

PRINT INFO

PRO III, MCVP, HS

REVISIONS:

2

_

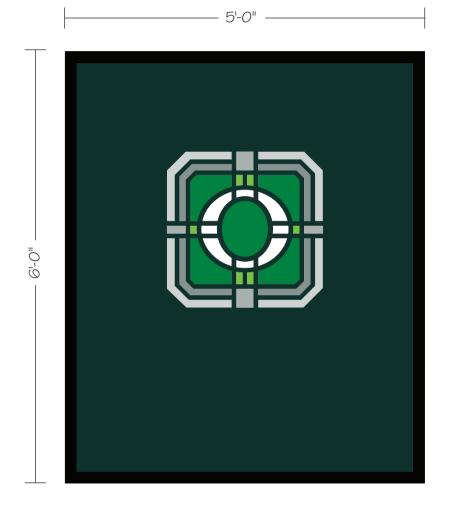
6

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.

Gateway





Parvin-Clauss

Design - Fabrication - Installation - Maintenance

165TubewayDrive = CarolStream = Illinois60188 Tel/630-510-2020 • Fax/630-510-2074 e-mail/signs@parvinclauss.com www.parvinclauss.com

PROJECT:



In House

CUSTOMER APPROVAL:

AUTHORIZED SIGNATURE

REPRESENTATIVE

Brian Newton DRAWN BY DATE 4.6.16 SCALE 3/4" = 1' SHEET NO. 2 of 3 WORK ORDER 72166

PRINT INFO

FILE NAME

PRO III, MCVP, HS

TSK72166

REVISIONS:

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

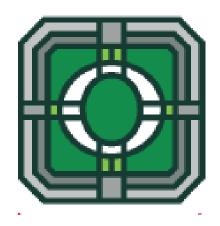
- Gateway Monument Signs
- LaGrange Median Medallions
- LaGrange Directional Signs
- Village Center Monument Retrofit

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