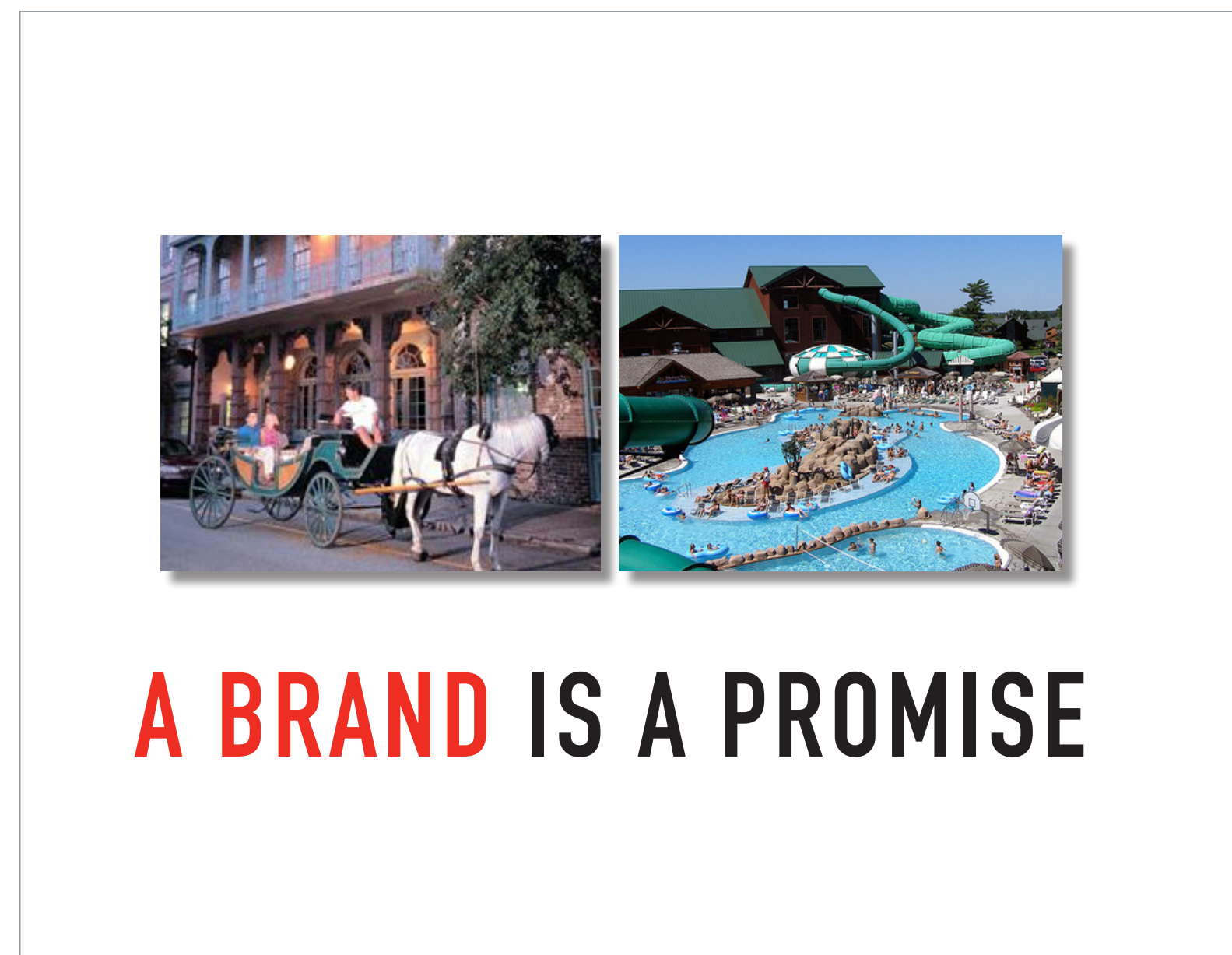


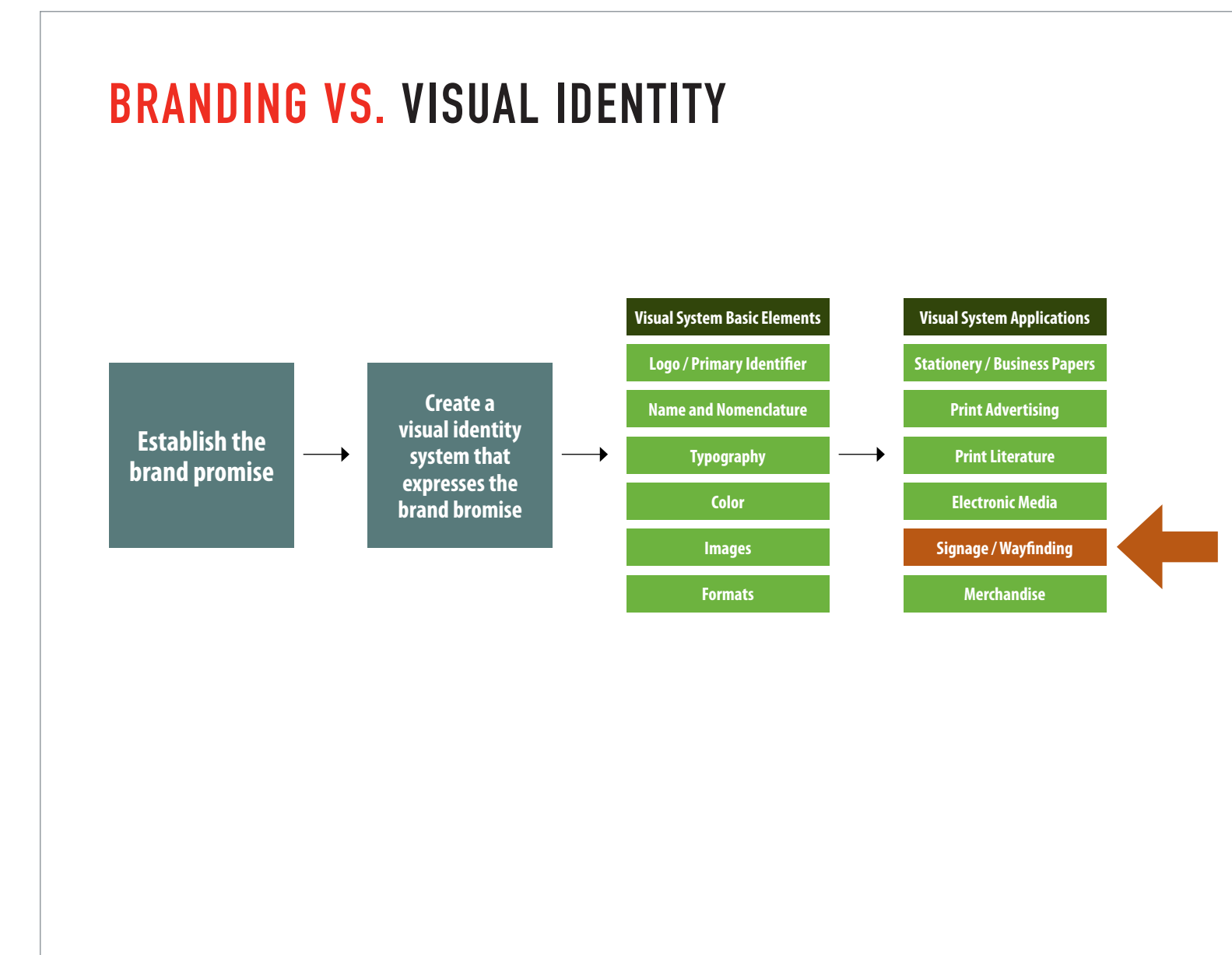
# BRANDING & SIGNAGE



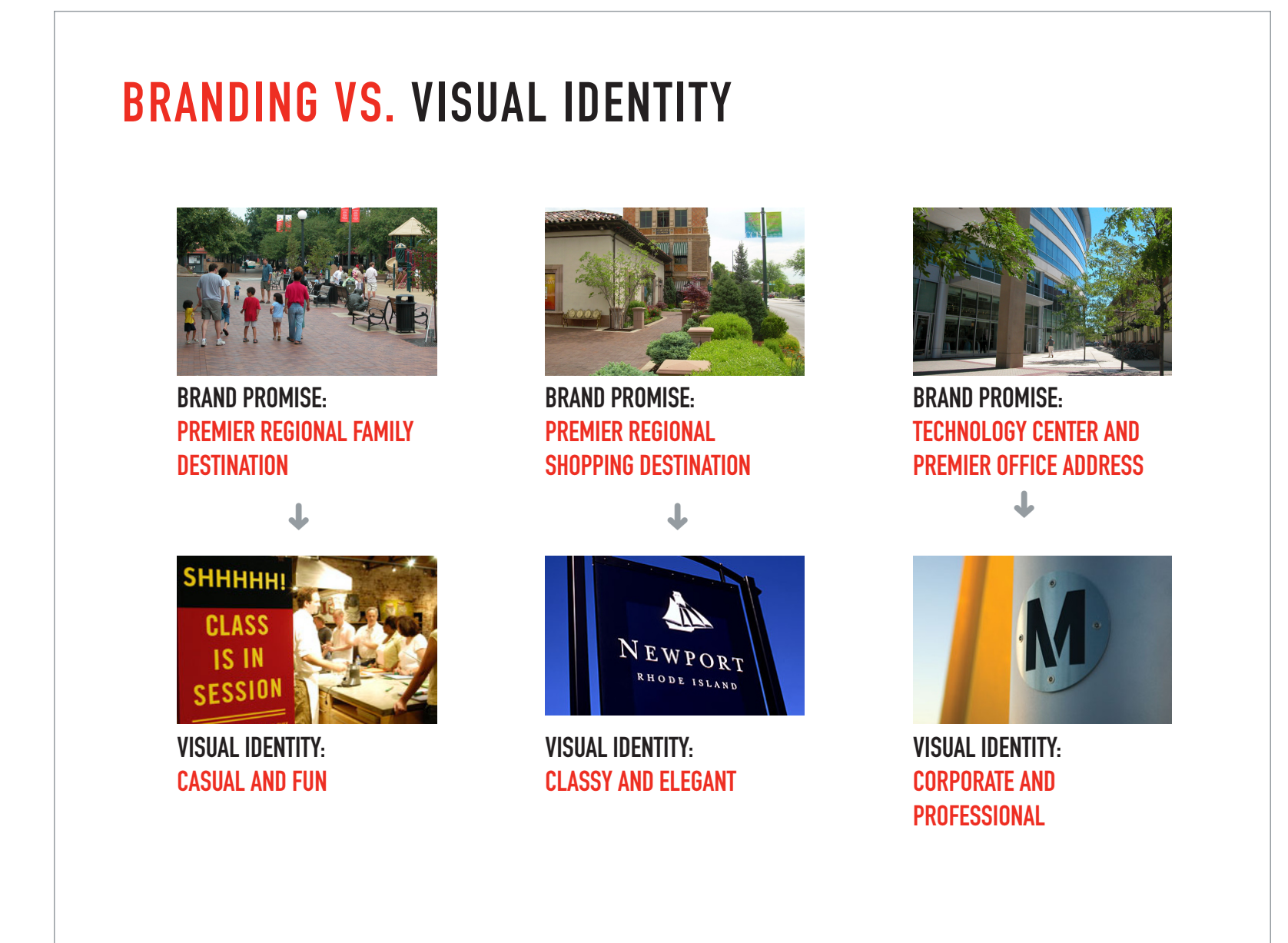
At its most basic, a brand is a promise – the gut feeling you get when you see the golden arches of McDonald’s or the contours of a Coca Cola bottle. Cities and their downtowns are brands, too. The strategies and public policies that support placebrands can vary widely depending on the character of the downtown “product” and its features. For example, placemaking strategies for a downtown positioning itself to become a romantic weekend getaway for couples will likely be very different from a downtown focused on becoming a premier family destination.



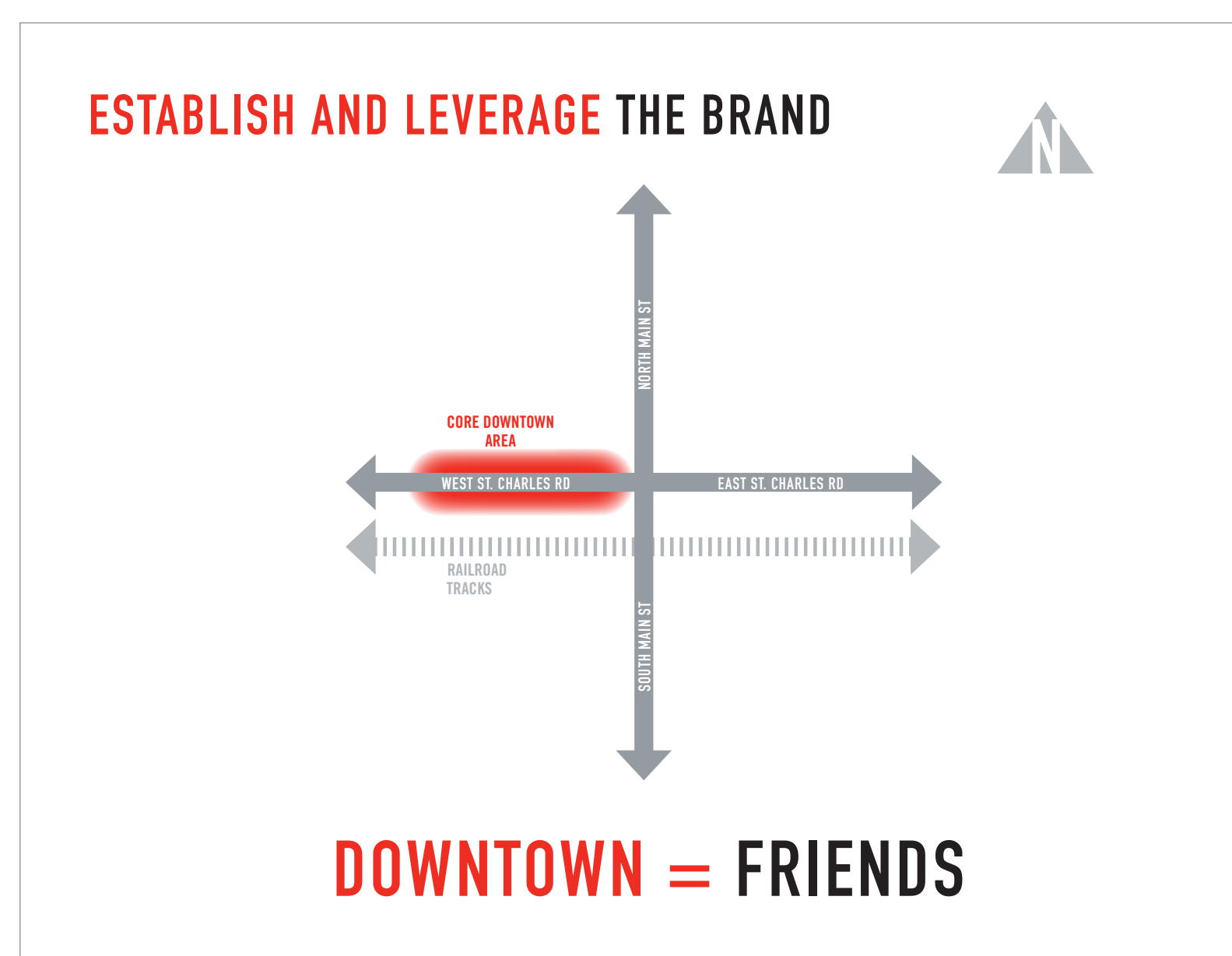
A brand promise for Downtown Lombard will emerge in the place where marketplace opportunities, stakeholder aspirations and available resources converge. Understanding and aligning with marketplace opportunities is especially important. Branding does not lead a revitalization effort – it ideally only reflects the “product development” (revitalization) strategies created in response to marketplace demand and opportunities.



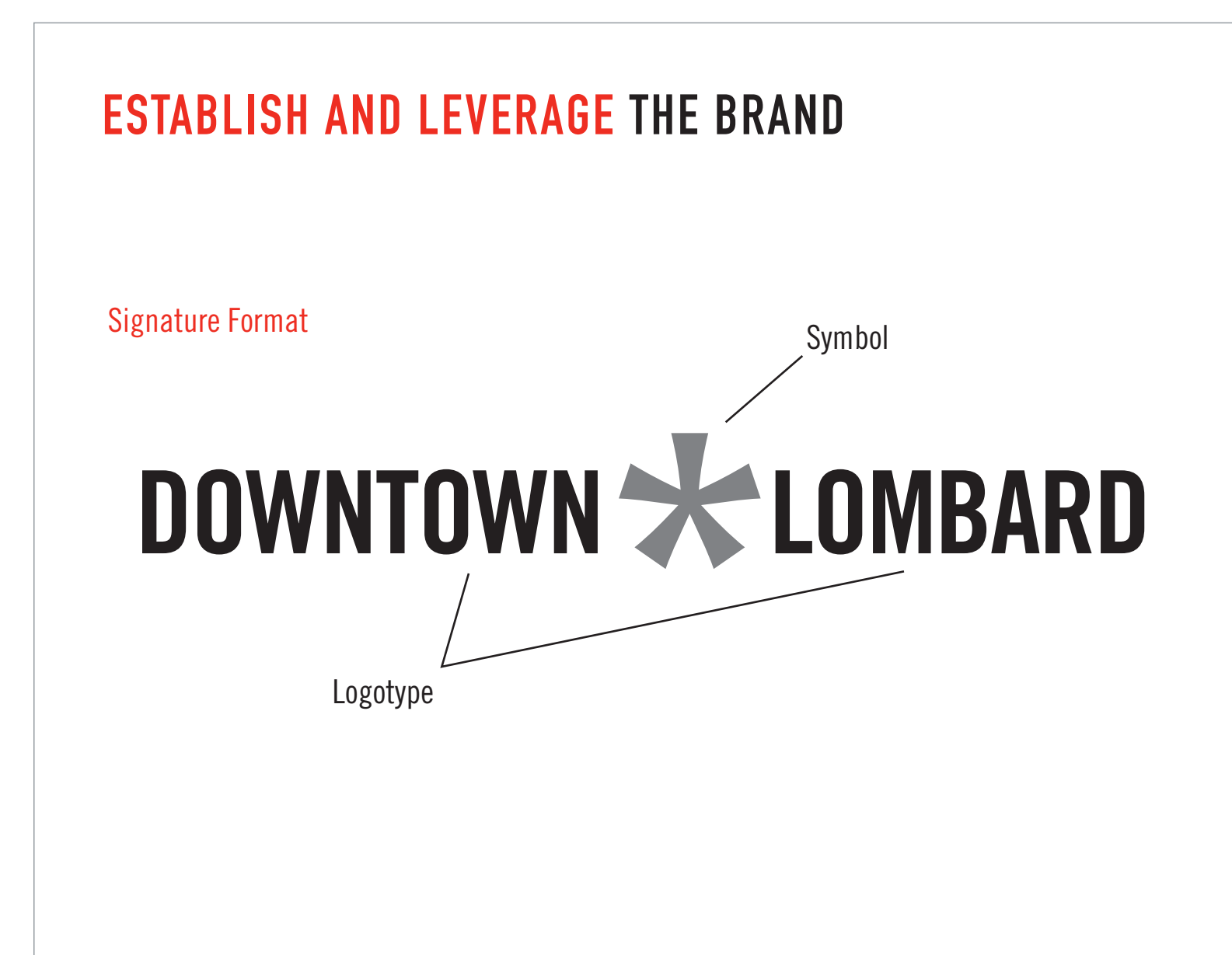
Visual identity systems are created to visually express the brand promise. Identity systems usually include standards for basic elements such as a primary identifier (logo), colors and typography. The elements are then used in a wide range of applications, including signage.



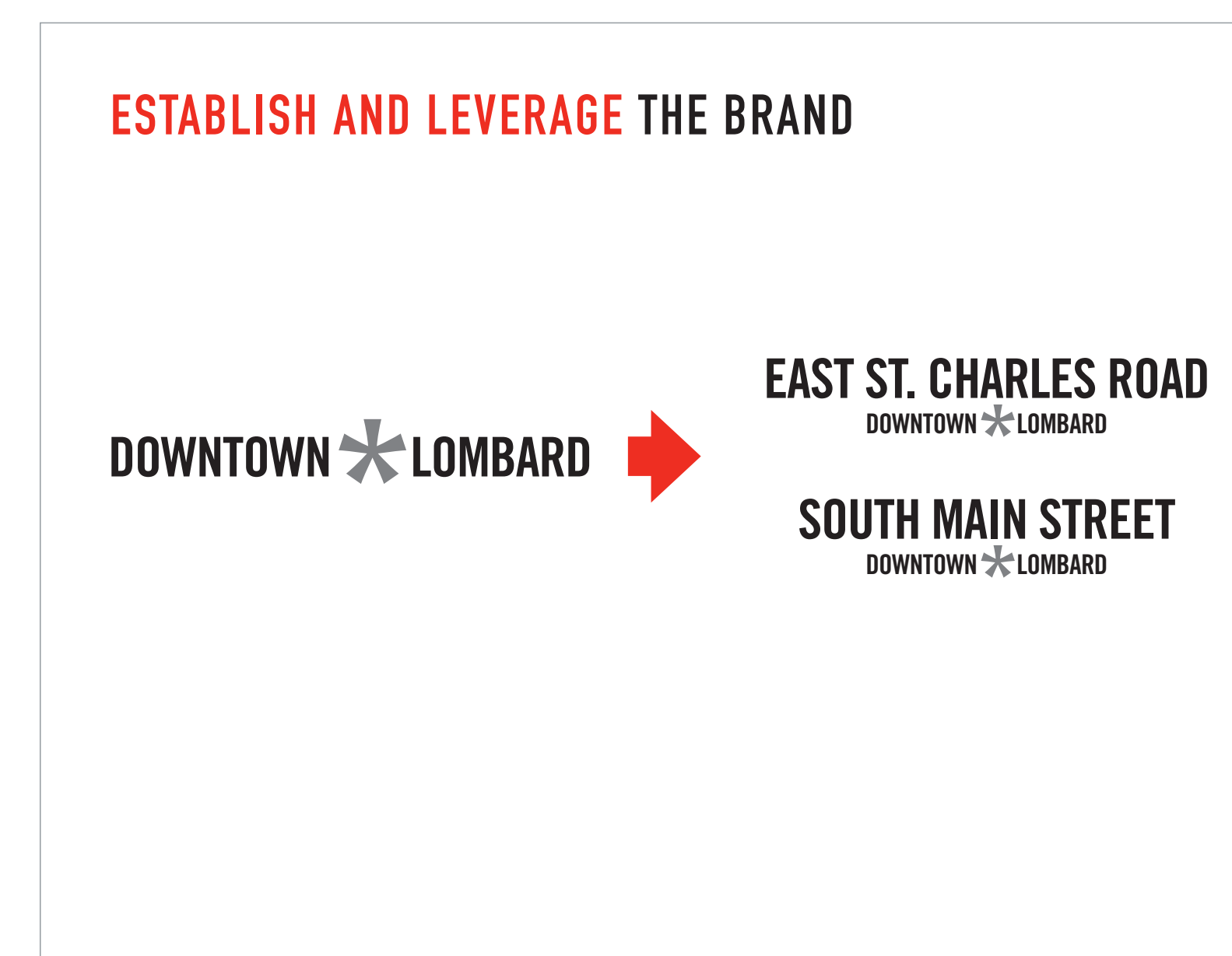
The examples above illustrate how different brand promises inform the tone and image of applications such as signage.



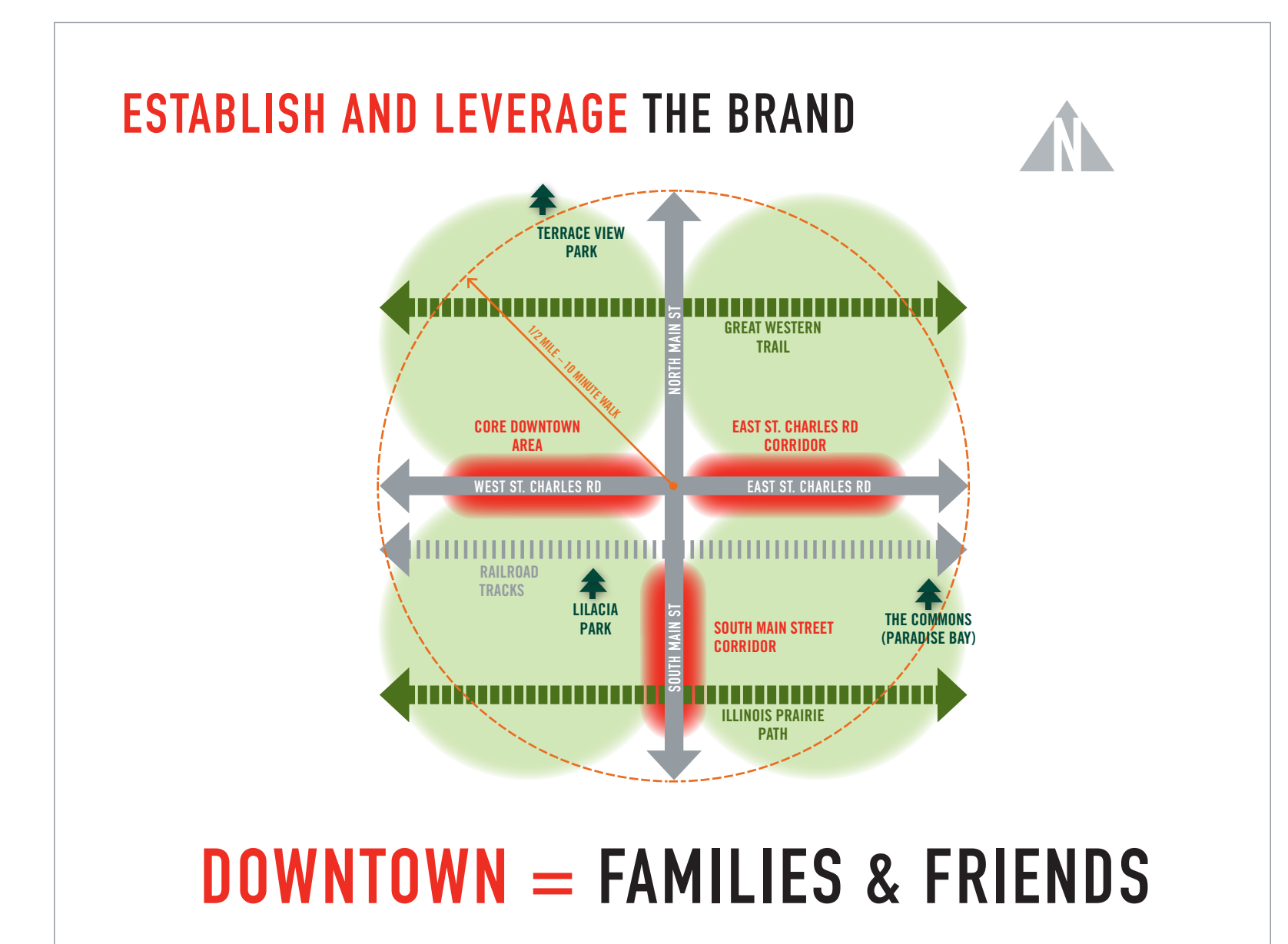
Stakeholder input received to date revealed a strong preference for revitalization strategies that will help to make Downtown Lombard the Village’s most inviting gathering place for friends.



Downtown Lombard’s primary identifier will be the single most important element of an effective visual identity system. The identifier must be able to be used in a wide variety of applications in a range of different sizes. The example above illustrates the elements of a “signature” format for a primary identifier comprised of a logotype (a stylized version of the Downtown Lombard name) and a symbol. Signature concepts will be explored in the next phase of the project.



Once a credible brand or theme has been firmly established for the core Downtown area, it can be leveraged to support subsequent revitalization efforts in adjacent areas. The example above illustrates how a thoughtfully conceived Downtown signature and visual identity system can be used as an “endorser” for other subdistricts as they emerge.



A second potential theme for Downtown revolves around the collective identity provided by existing family friendly features such as parks, trails, schools, churches and, especially, the high quality residential neighborhoods that are within a one-half mile (or ten minute walk) of the train station.