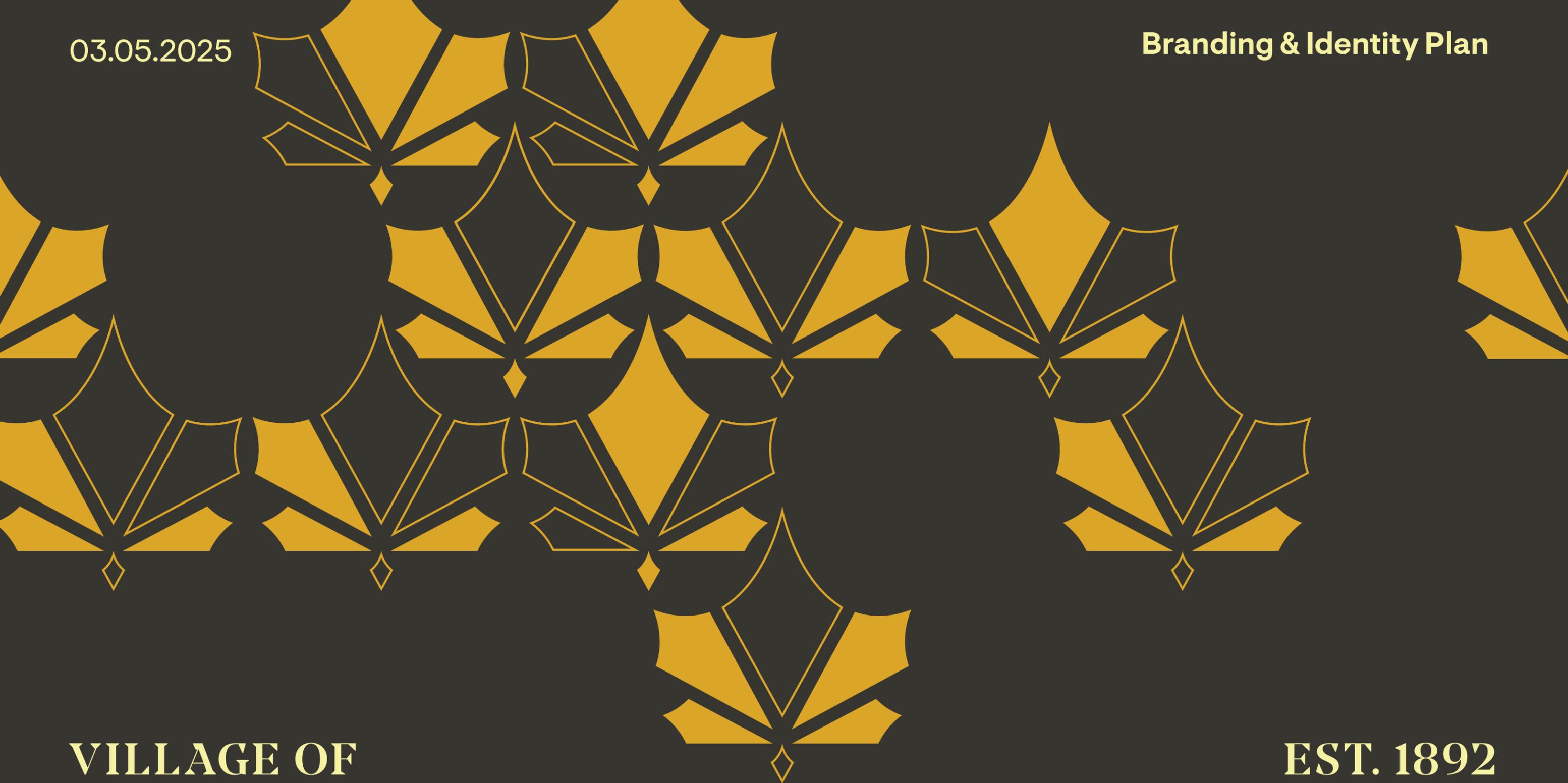


03.05.2025

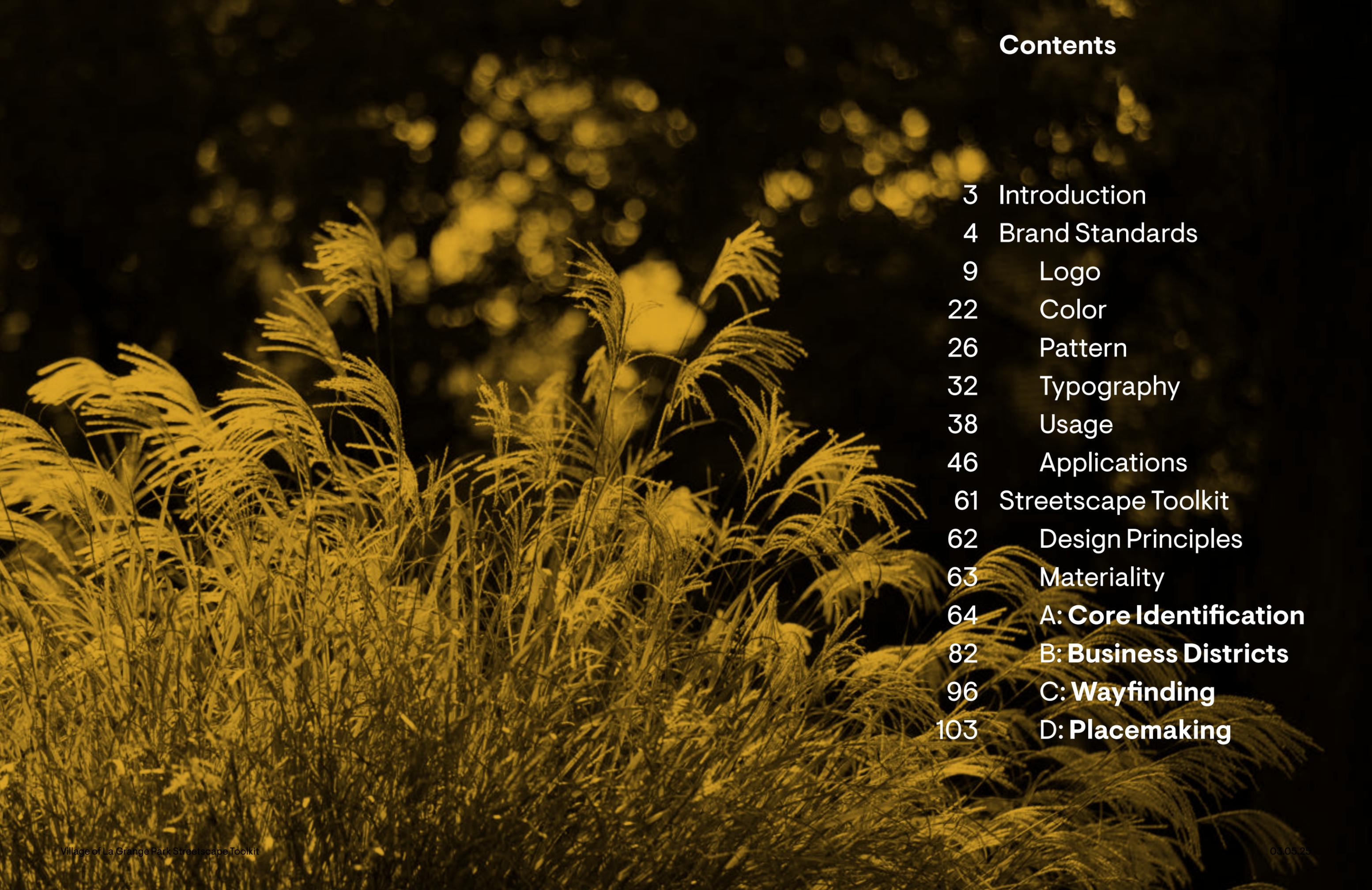
Branding & Identity Plan



VILLAGE OF

EST. 1892

**LA GRANGE PARK**



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This document contains the Branding & Identity Plan for the Village of La Grange Park, created by Span during 2024–2025.

The document consists of two parts. The Brand Guidelines define the overall ethos, principals, logo, visual identity, and rules for using the brand. The Streetscape Toolkit is a collection of designs for street furniture, signage, wayfinding, and placemaking applications for the Village itself.

All designs were presented, refined, and approved by both the Commercial Revitalization Committee and the Board of Trustees for the Village.

## **VILLAGE OF LA GRANGE PARK**

### **Board of Trustees**

Dr. Jim Discipio, Village President

Robert Lautner, Village Trustee

Jamie Zaura, Village Trustee

Karen Koncel, Village Trustee

Michael Sheehan, Village Trustee

Jermaine Stewart, Village Trustee

Joe Caputo, Village Trustee

Meghan Kooi, Village Clerk

### **Commercial Revitalization Committee**

Jermaine Stewart, Chairman

Jamie Zaura

Joseph Caputo

### **Staff & Project Leads**

Maggie Jarr, Deputy Village Manager

Julia Cedillo, Village Manager

Derek Rockwell, Senior Planner/Project Manager

Rick Radde, Director of Public Works

## **SPAN STUDIO**

John Pobojewski, Partner & Design Director

Valeria Bernal, Designer

Zach Minnich, 3D Visualizations

# BRAND STANDARDS

La Grange Park is a village of vibrant voices surrounded by the natural beauty of six forest preserves.

Our community of neighbors is warm, welcoming, and filled with personality.

## Celebrating All Viewpoints

We cherish the different points of view within our village across our people, places, and ideas.

## A Neighborly Spirit

Our neighbors are like family. We love to come together to lend a hand or to celebrate!

## Rooted in Nature

We are where city and forest meet; woven with tree-lined streets, forest preserves, and bike trails.

## Built with Character

We're proud of our unique neighborhood homes — from traditional to modern and everything in between.

## Family-Focused

With safe streets and great schools, our small town is home to generation after generation.

## 20 Minutes to Everywhere

We are well-connected — just a short car or train ride to downtown Chicago, O'Hare, and Midway.

# Unpretentious

La Grange Park doesn't have a chip on its shoulder.

# Outdoorsy

La Grange Park celebrates the outdoors on foot, bike, or blanket.

# Neighborhoodly

La Grange Park is a collection of communities block by block.

# Unique

La Grange Park is filled with personality.

**COMMUNITY**

**NATURE**

**SCALE**

**VIBE**

**LOCATION**

**Friendly**

**Natural**

**Small**

**Casual**

**Convenient**

**Comfortable**

**Green**

**Close-Knit**

**Active**

**Connected**

**Safe**

**Tranquil**

**Bikeable**

**Easy**

**Accessible**

**Warm**

**Peaceful**

**Walkable**

**Relaxed**

**Inviting**

**Tree-lined**

**Joyful**

**Open**

**Beautiful**

**Cozy**

# Logo



Formal



Informal



The gold lines below illustrate how to determine the clearspace. Use the letter “E” in the mark to set this space. The black lines illustrate the logic.





VILLAGE OF **LA GRANGE PARK** EST 1892

Hello Valeria,

Net lit quam iunt experna tionseque ra quuntibusam aut la qui officti ataquiam doluptatem consedit utates dersped que quas autae. Liciam fuga. Nam ea illab idundis idelluptas eos dolendit vernam, sit volenduci tempore lant elescium eatur, niet fugit inum, ut re delicta tisinullabor rem re verum re nemquam qui inis secestrum doluptatur, el enducil ipiet ommolup tatenitem re aut aligent.

Ulpa conesciis seniaterm quae optas vel intia experio. Sunt fugia vendus doluptur sit acia nonsequ odiorem explit quas estion plabo. Solores ciderspe num lab iderit, que sunt.

Parume laciium accusa ad eum faciatur, qui consere pudite laudem qui ut illenetur aut harum qui nullorera dolorerum suntem amus modis excessit aut reperrum, alibus sincipis dolupta quibus sam, quo il magni verferis acepeli ciusandam ipsam, suntotenducius, venditatum etur. Tota distio ipient volorep erovidic tet rem qui to tectis esequia volupit, exerum ut fugitatie veriat.

Bo. Tum recerch illiquiaeped minis iniendis simoditia nonserum utatusam idi sum, tempos mod quia pro delenim accus quaes es repudam, utem alitate pra asperiorem lacerume dolor resti comnis endition etur arum quis aut a dolestrum sunt untur simporeribus simus reratiosae volorentiunt perunt laccuptates aut harcimi lloriam, non core exerum dolorestis inctate ndiaepe rsperia sus doloribus, quate perum et harum qui assita dolorem fuga.

Unto maximus. Fugite pelibus istrum quunduciate nes expel il estenducia iligenda nos in ea doluptur aut id exeribusa dolo totatur auta volo erehent, occume qui ut accupta tatur.

Nam quas eatet labo. Taspis exceriant ulparch iciatquis nis molorupit eius delique prerum in cullabore nonsed quostis sim num aut od qui blaborr oriossequis volum quam volesentium volore, iust qui ut que non consequi dolorerro blat.

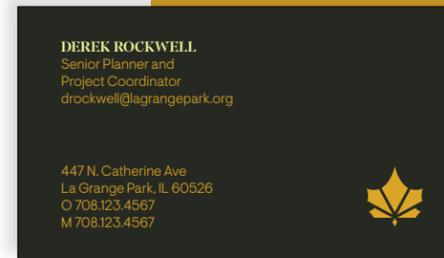
Toreptate con plit qui unt dolore elesend ignimilit quia volenim laut dolorione odipsan ihitibusanda porestis dolupta nobiscilicia volum fugitis ciminvenia iumet, aut digentu rionse exceribus quam desequatis min poreste mporpos resequibus.

Thank you.

Derek Rockwell

447 N Catherine Ave, La Grange Park, IL 60526

708.354.0225



The gold lines below illustrate how to determine the clearspace. Use the letter “E” in the mark to set this space. The black lines illustrate the logic.





The gold lines below illustrate how to determine the clearspace. Use the letter “E” in the mark to set this space. The black lines illustrate the logic.

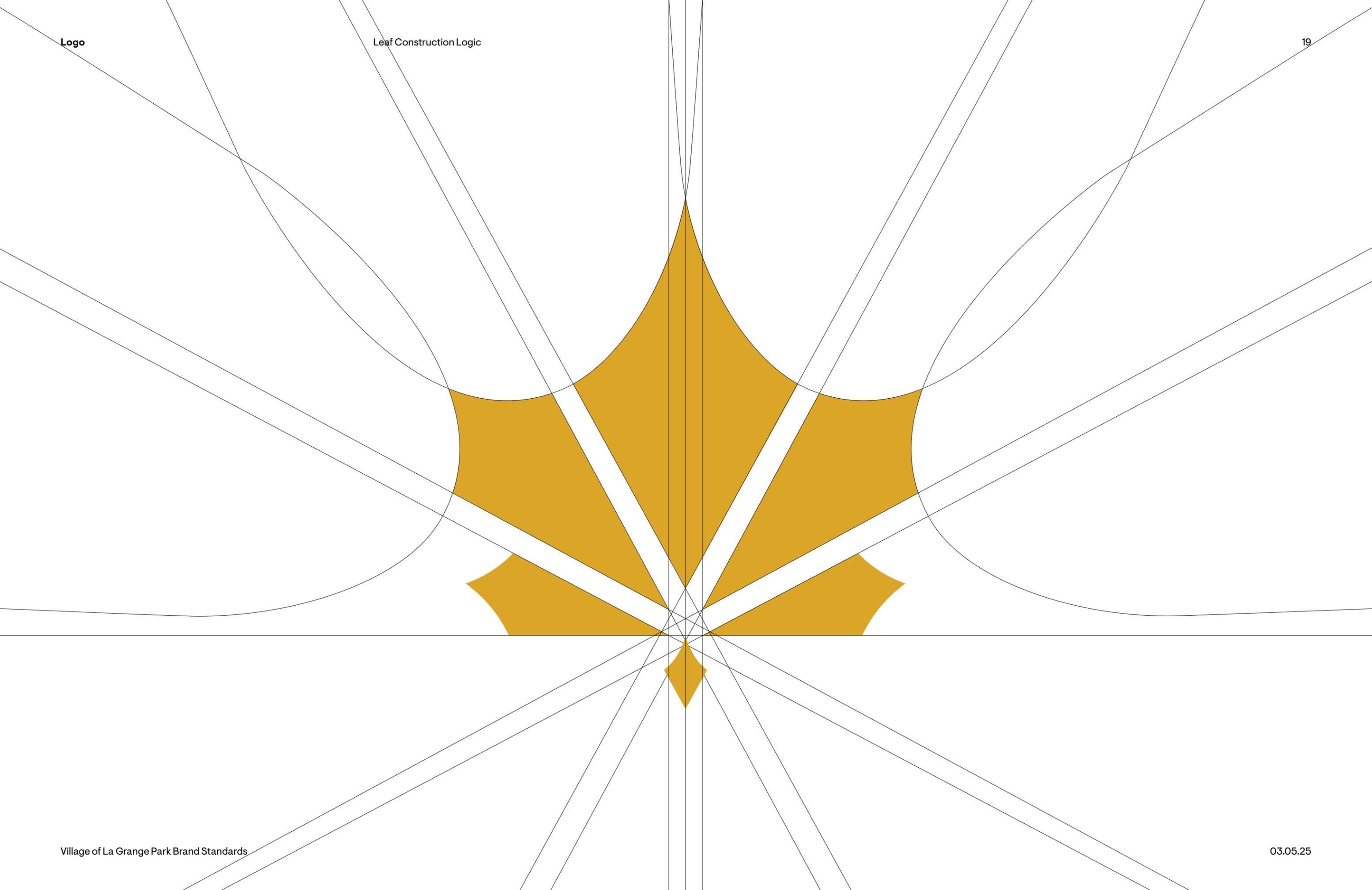




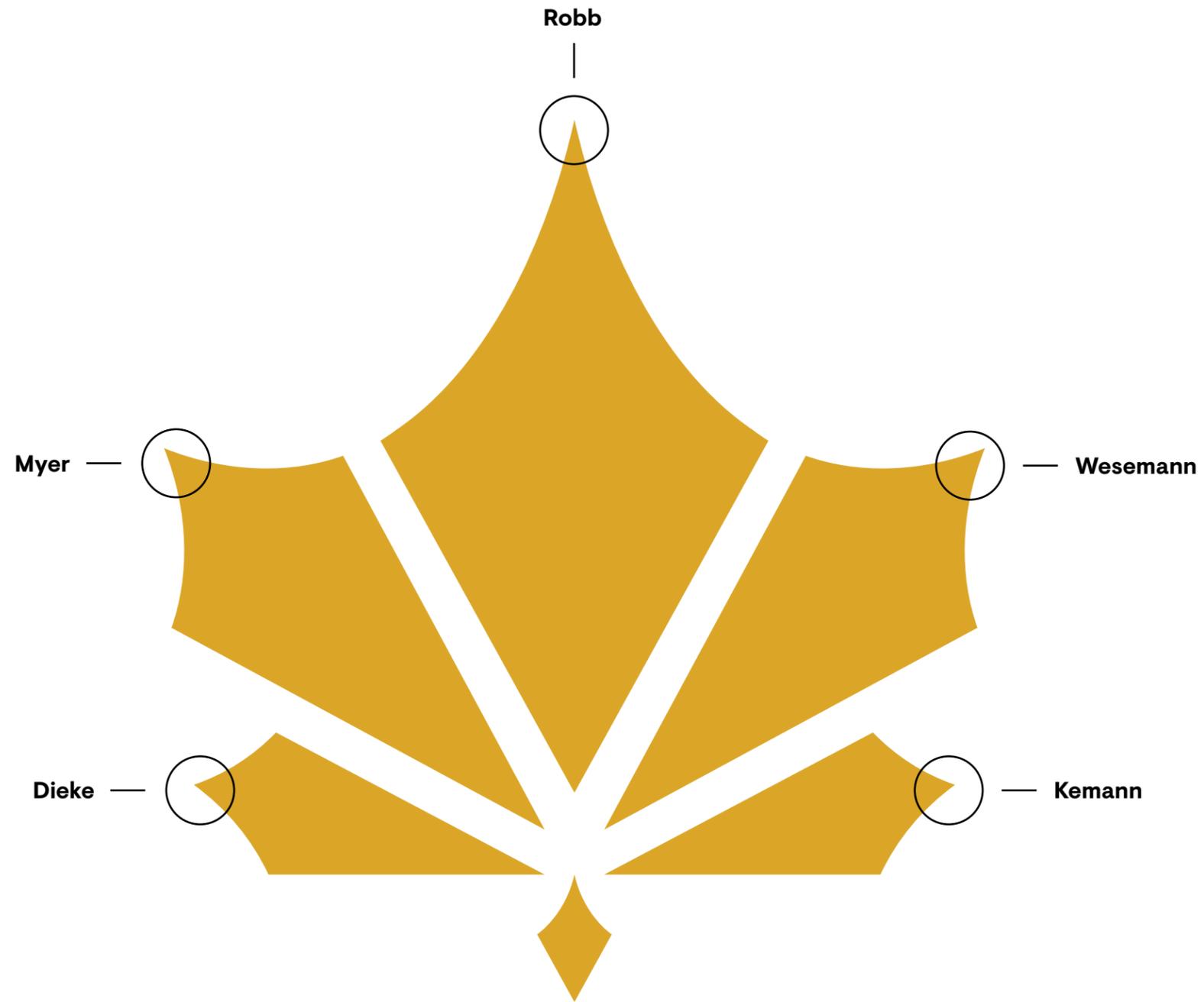
The gold lines below illustrate how to determine the clearspace. Use the width of the “EST.1892” to set this space. The black line illustrates the logic.







The petals of the leaf represent the five families that lived in La Grange Park when it was established in 1892.





Do not squash



Do not pinch



Do not add effects



Do not put in shapes



Do not rotate



Do not outline



Do not change lockup

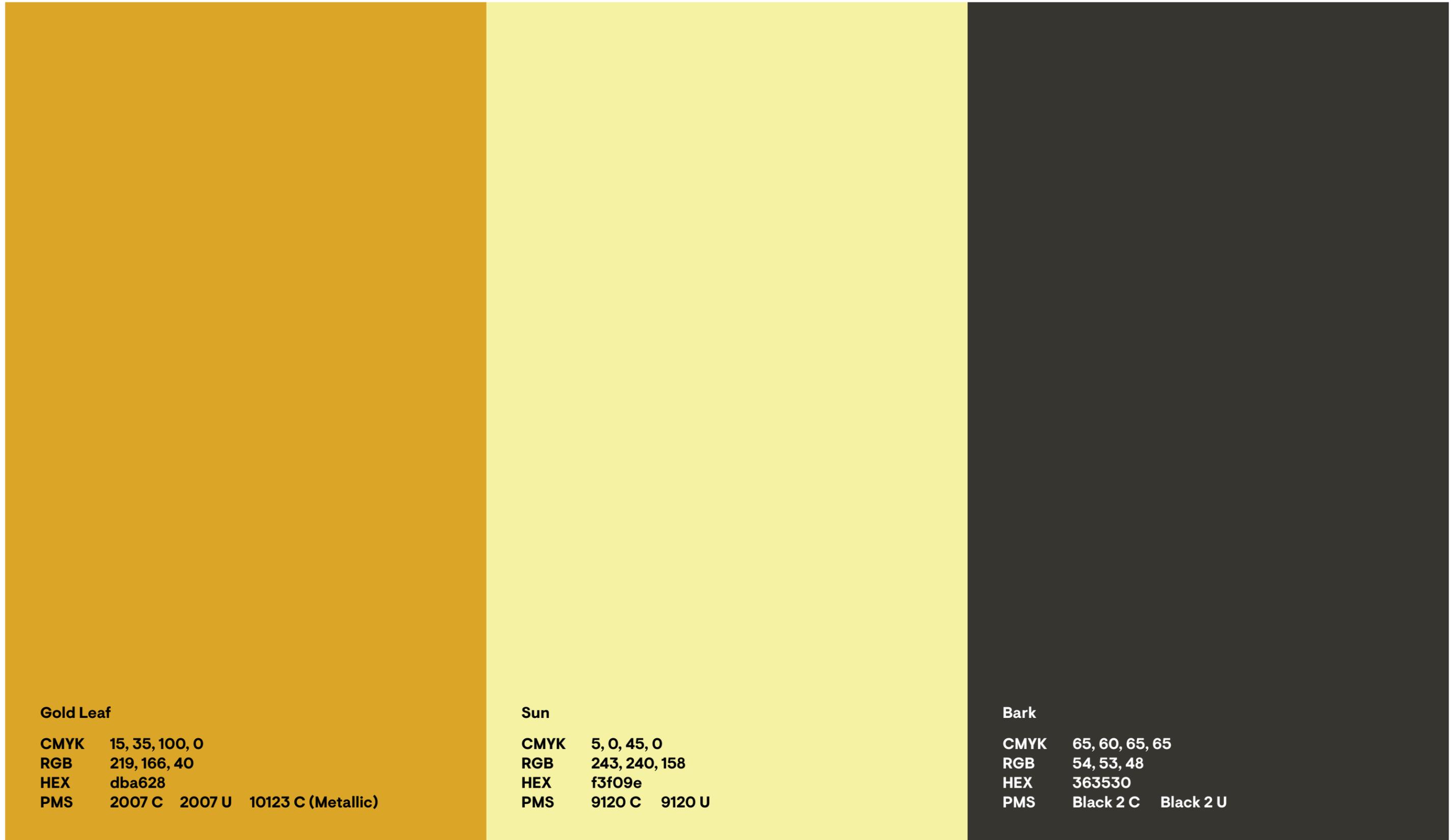


Do not change scale of leaf



Do not recolor (use only approved color use)

# Color



**Gold Leaf**

**CMYK** 15, 35, 100, 0  
**RGB** 219, 166, 40  
**HEX** dba628  
**PMS** 2007 C 2007 U 10123 C (Metallic)

**Sun**

**CMYK** 5, 0, 45, 0  
**RGB** 243, 240, 158  
**HEX** f3f09e  
**PMS** 9120 C 9120 U

**Bark**

**CMYK** 65, 60, 65, 65  
**RGB** 54, 53, 48  
**HEX** 363530  
**PMS** Black 2 C Black 2 U

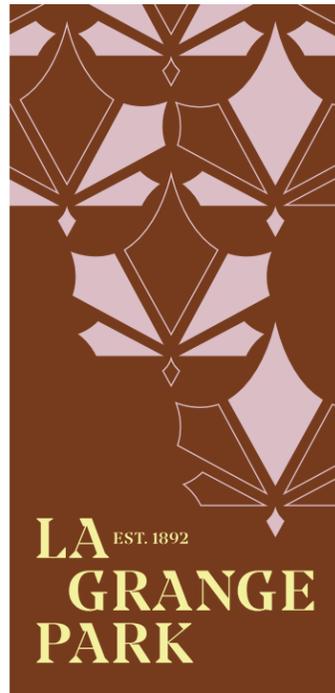
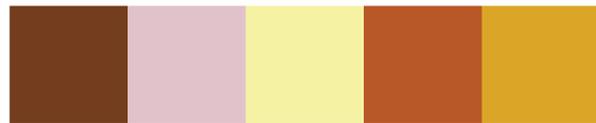
<p><b>Corten</b></p> <p>CMYK 20, 75, 100, 10 RGB 184, 88, 39 HEX b85827 PMS 7591 C 7584 U</p>	<p><b>Bloom</b></p> <p>CMYK 10, 25, 10, 0 RGB 219, 190, 198 HEX dbbec6 PMS 5165 C 5175 U</p>	<p><b>Rust</b></p> <p>CMYK 35, 75, 95, 40 RGB 117, 58, 29 HEX 753a1d PMS 7600 C 7600 U</p>
<p><b>Night Sky</b></p> <p>CMYK 100, 80, 45, 40 RGB 7, 46, 75 HEX 072e4b PMS 7694 C 7694 U</p>	<p><b>Frost</b></p> <p>CMYK 50, 25, 0, 0 RGB 126, 169, 214 HEX 7ea9d6 PMS 294 C 284 U</p>	<p><b>Cloud</b></p> <p>CMYK 15, 0, 0, 0 RGB 227, 244, 248 HEX e3f4f8 PMS 642 C 642 U</p>
<p><b>Dew</b></p> <p>CMYK 55, 30, 30, 0 RGB 125, 155, 161 HEX 7d9ba1 PMS 549 C 549 U</p>	<p><b>Grove</b></p> <p>CMYK 90, 40, 75, 40 RGB 0, 81, 61 HEX 00513d PMS 568 C 568 U</p>	<p><b>Prairie</b></p> <p>CMYK 40, 0, 55, 5 RGB 151, 198, 132 HEX 97C684 PMS 358 C 358 U</p>

The extended palette breaks down into four categories based on the seasons. Use these four categories as a guide to create harmonious color pairings.

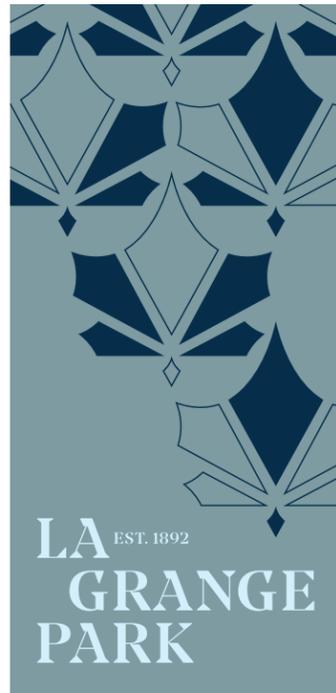
Summer



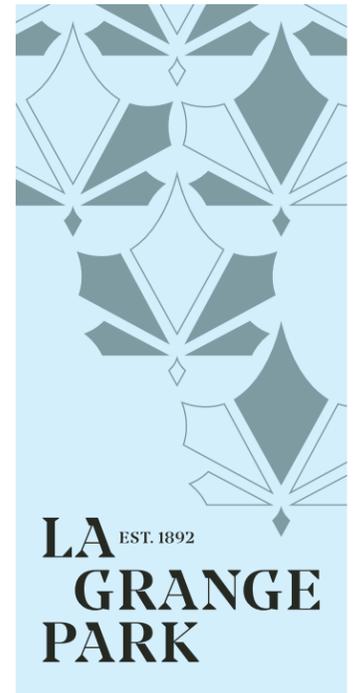
Fall



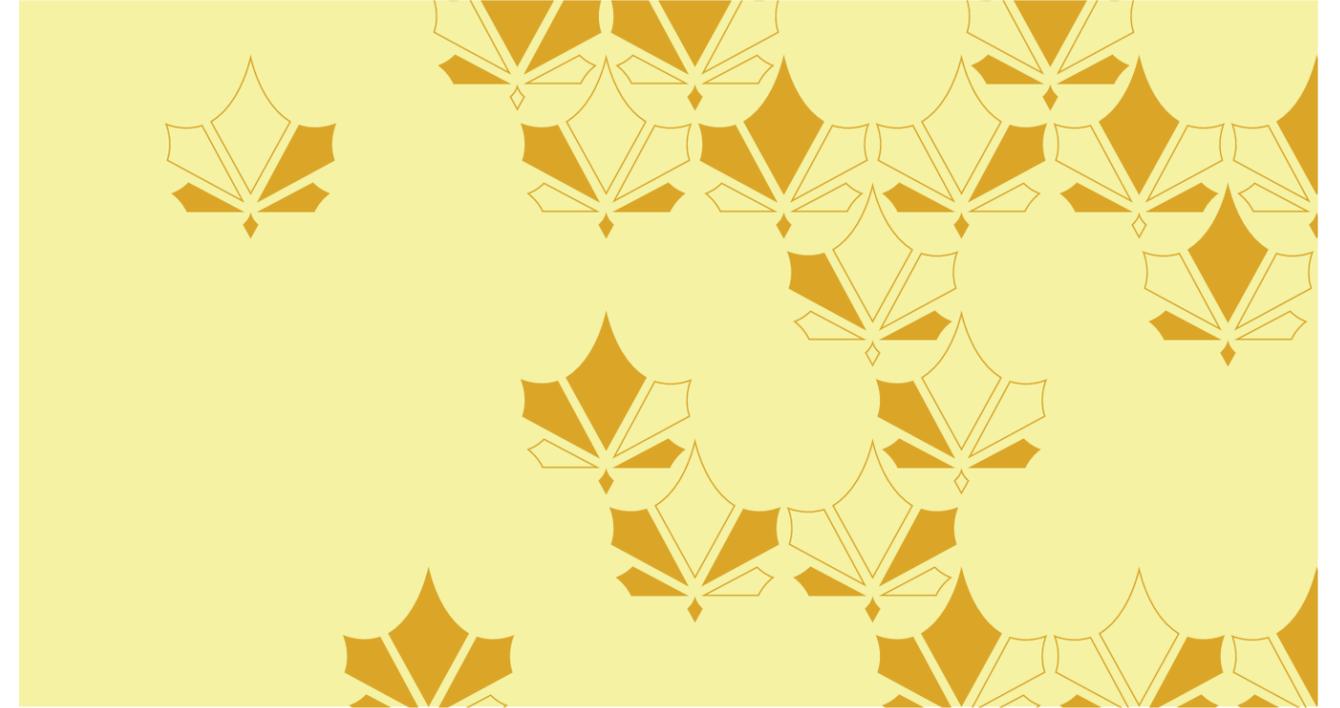
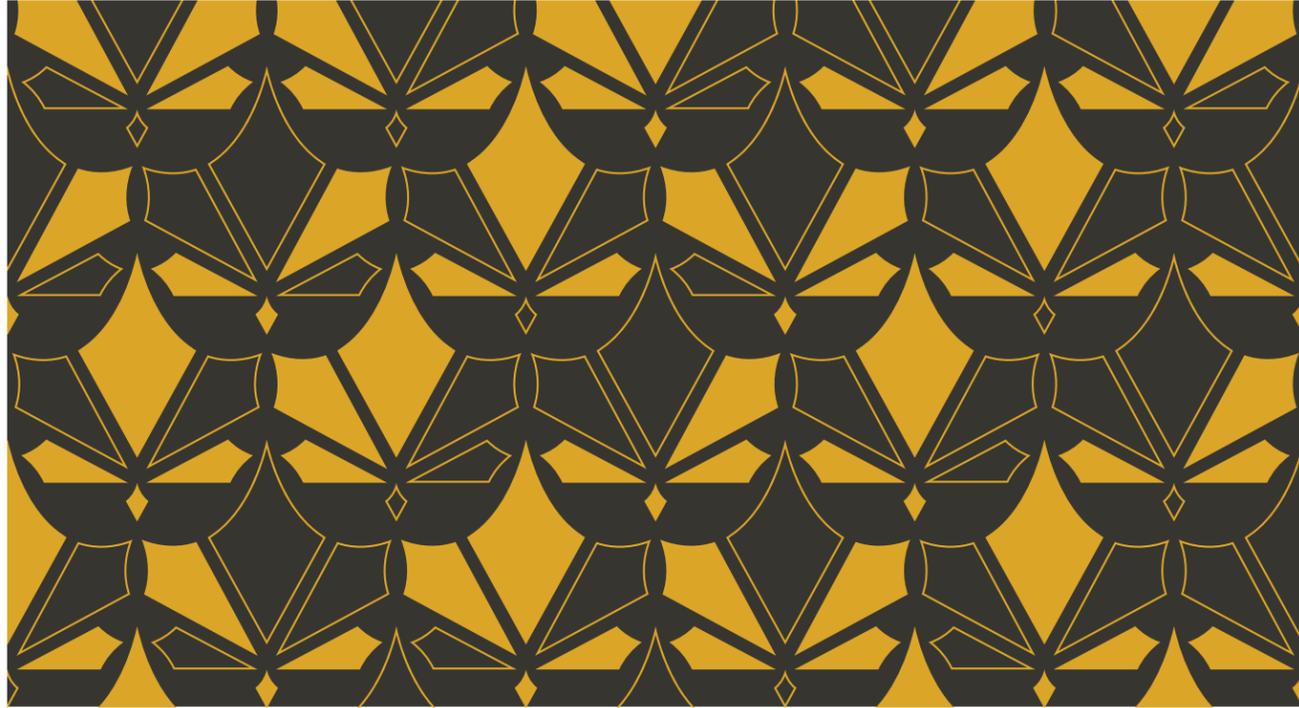
Winter



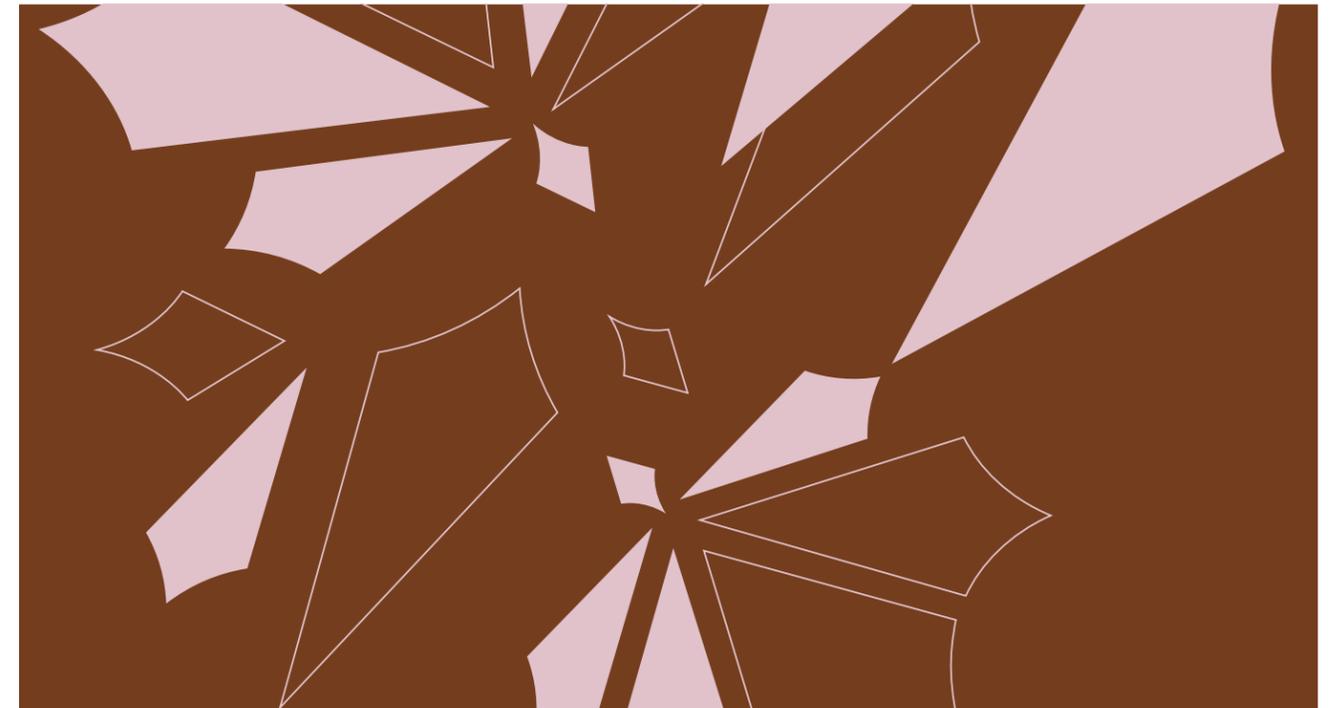
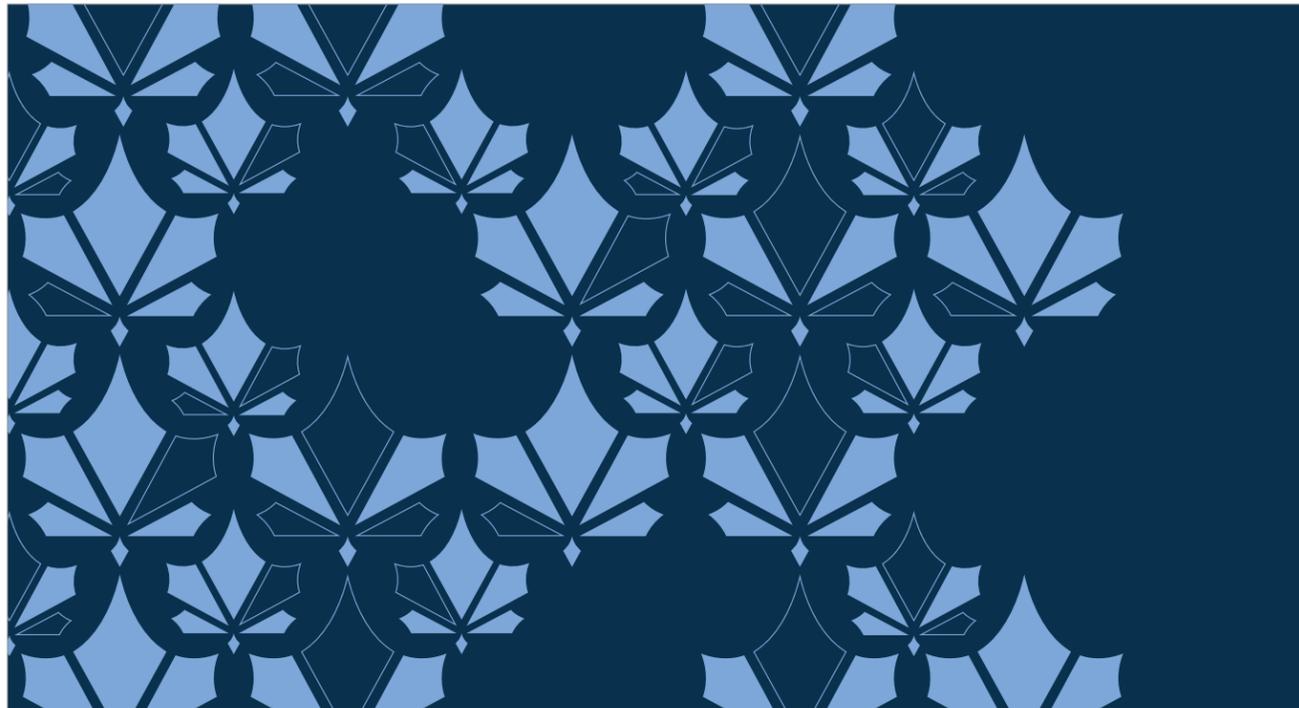
Spring



# Patterns



Formal



Informal

The pattern is inspired by the tree canopy cover in La Grange Park. It takes the leaf icon, turns 2–3 petals per leaf into outlines, and arranges them in a staggered pattern.



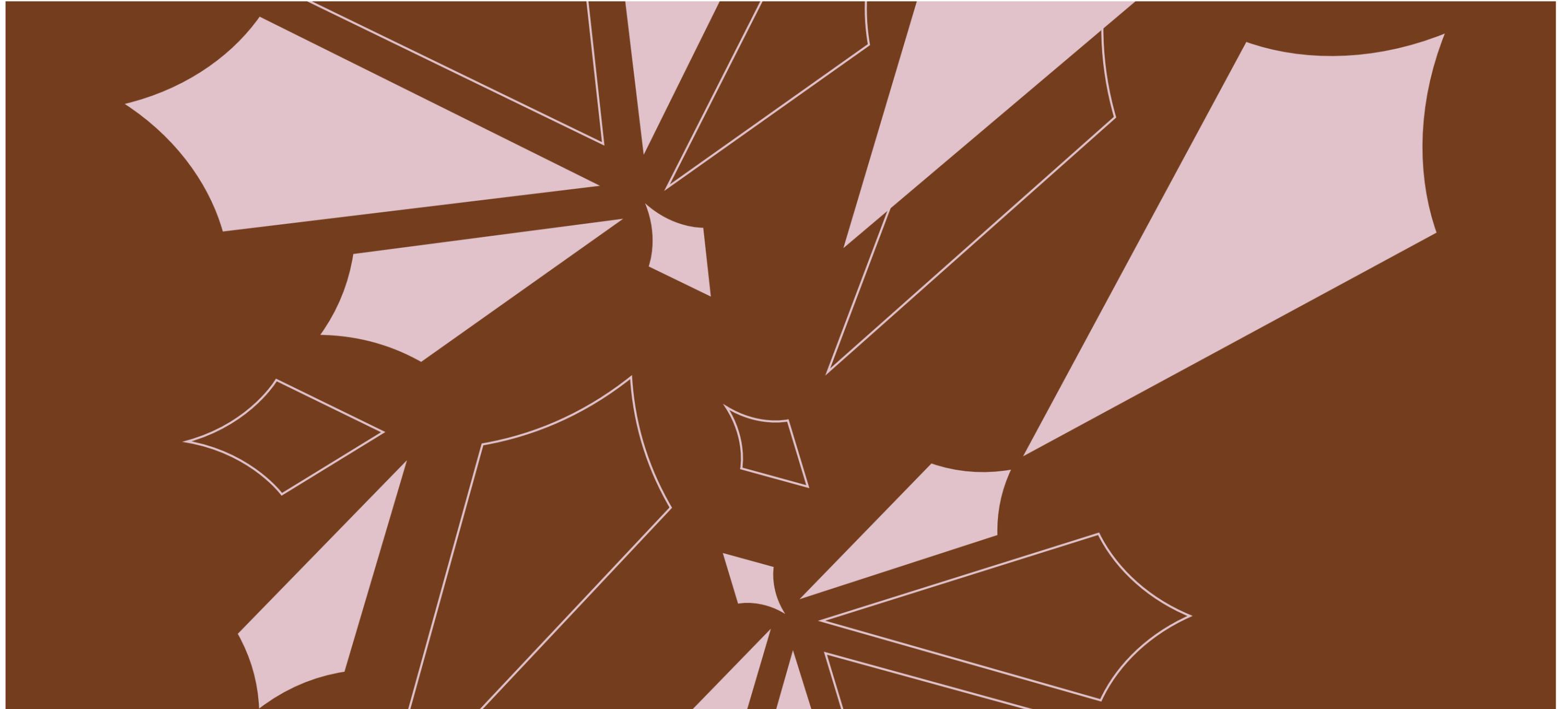
This pattern is created by taking the previous pattern and deleting leaves. This creates negative space to place information or to overlay onto images.



This pattern is created by staggering two rows of different sized leaves. Similar to the previous pattern, leaves are deleted for a more dynamic pattern expression.



This pattern is created by taking the petals of the leaf and breaking them apart. Full leaves should still be used in this approach.



# Typography

Kibitz is a display serif typeface by Colophon Foundry. Its exaggerated angular details complement the angularity of the leaf in the mark.

Purchase Kibitz [here](#)

**Kibitz  
Medium**

**abcdefghijklmnopqrstuvwxyzaèéüñ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890.,“”- = + ! ; @ # \$ % ^ & \* ( ) { } [ ]**

**Kibitz  
Light**

abcdefghijklmnopqrstuvwxyzaèéüñ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890.,“”- = + ! ; @ # \$ % ^ & \* ( ) { } [ ]

Visuelt is a sans-serif typeface by Colophon Foundry. Available in many weights, it offers flexibility and legibility.

Purchase Visuelt [here](#)

Visuelt  
Light

abcdefghijklmnopqrstuvwxyzàéüñ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890.,“”-+=!;@#\$\$%^&\*(){}[]

Visuelt  
Regular

abcdefghijklmnopqrstuvwxyzàéüñ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890.,“”-+=!;@#\$\$%^&\*(){}[]

Visuelt  
Bold

**abcdefghijklmnopqrstuvwxyzàéüñ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890.,“”-+=!;@#\$\$%^&\*(){}[]**

Use Arial as a tertiary typeface, when Visuel is not available. Arial is available locally to everyone and should be used for internal documents.

Arial  
Regular

abcdefghijklmnopqrstvwxyzàéüñ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890.,“”-+=!;@#% ^ & \* () {} []

**Arial  
Bold**

**abcdefghijklmnopqrstvwxyzàéüñ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890.,“”-+=!;@#% ^ & \* () {} []**

Headline XL

Kibitz  
Medium  
124/124

# Board Meeting

Headline 1

Visuelt  
Bold  
64/70

## Leaf Collection Schedule

Headline 2

Kibitz  
Light  
24/29

### Trunk or Treat and Movie in the Park

Headline 3

Visuelt  
Bold  
12/15

#### Pickleball at the Park District

Body

Visuelt  
Regular  
12/15

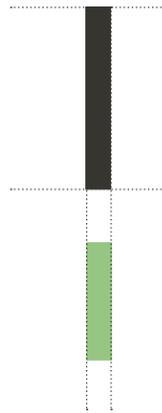
The Village will transition from quarterly to monthly water billing in early 2025. Monthly billing is consistent with standard practices for utilities, making it easier for households to budget and allowing for earlier detection of water leakage. The Village encourages residents who have not yet done so to sign up for paperless bills and online payments through our website. Stay tuned for more details on this transition in the coming months.

**Stroke weight**

The stroke of the uppercase letter “I” should be 10% minimum and 30% maximum of the height of the character.

**Pass**

Visuelt Regular



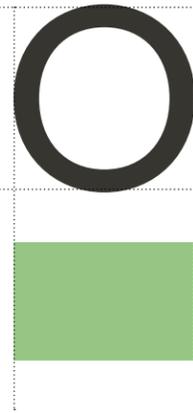
13%

**Character Width**

Characters must be selected from fonts where the width of the uppercase letter “O” is 55% to 110% of the height of the uppercase letter “I.”

**Pass**

Visuelt Regular

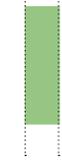


99%

**Character Height and Spacing**

The minimum letter height of the letter “I” should be 5/8 inch to 2 inches. Character spacing, as measured between the two closest points of adjacent characters, must be 10% to 35% of the character height. Line spacing should be between 135%–170% of character height.

31ST ST



18%

1 in

**Pass**

Visuelt Bold



21%

**Fail**

Visuelt Light

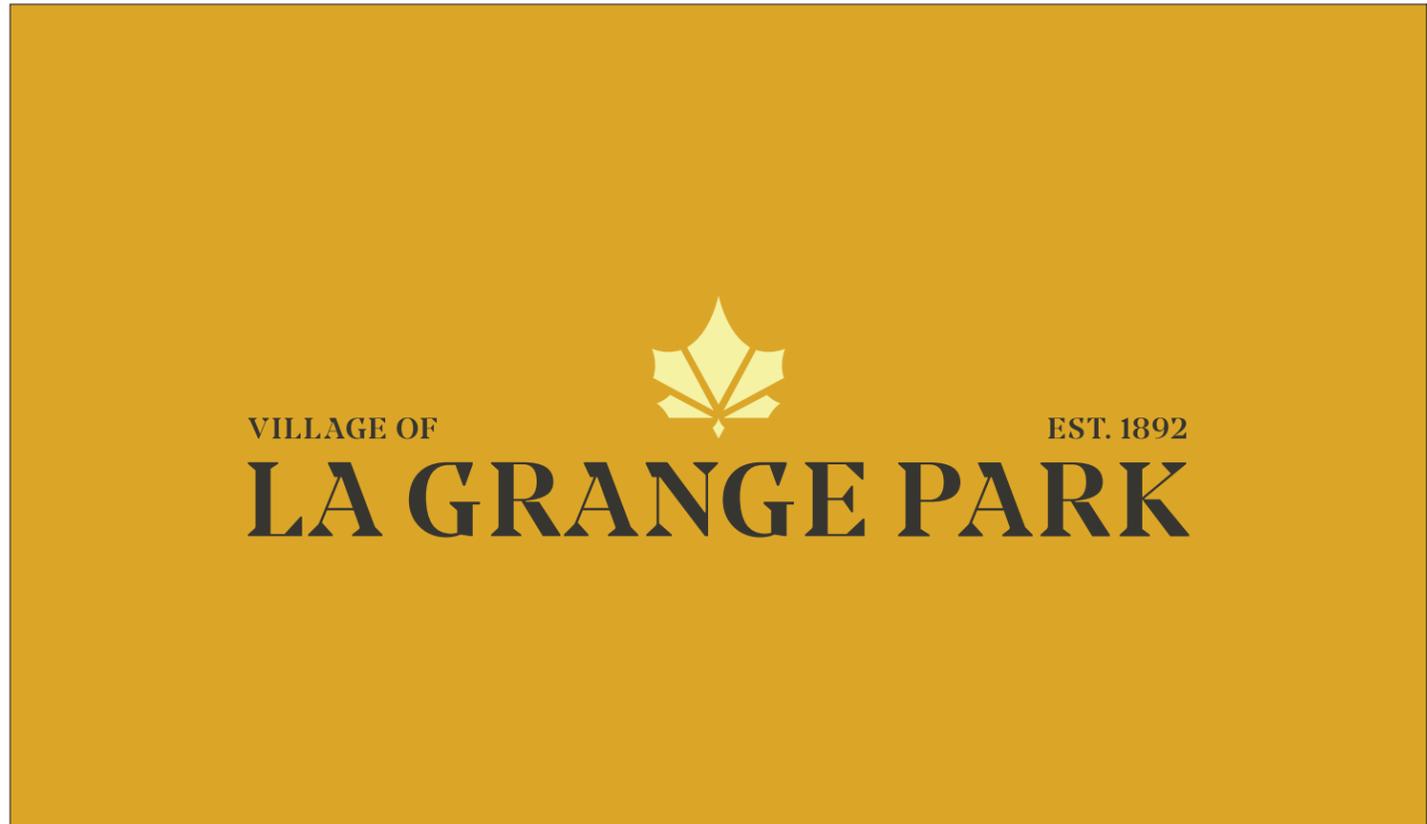


9%

FOREST  
PRESERVES

150%

# Usage





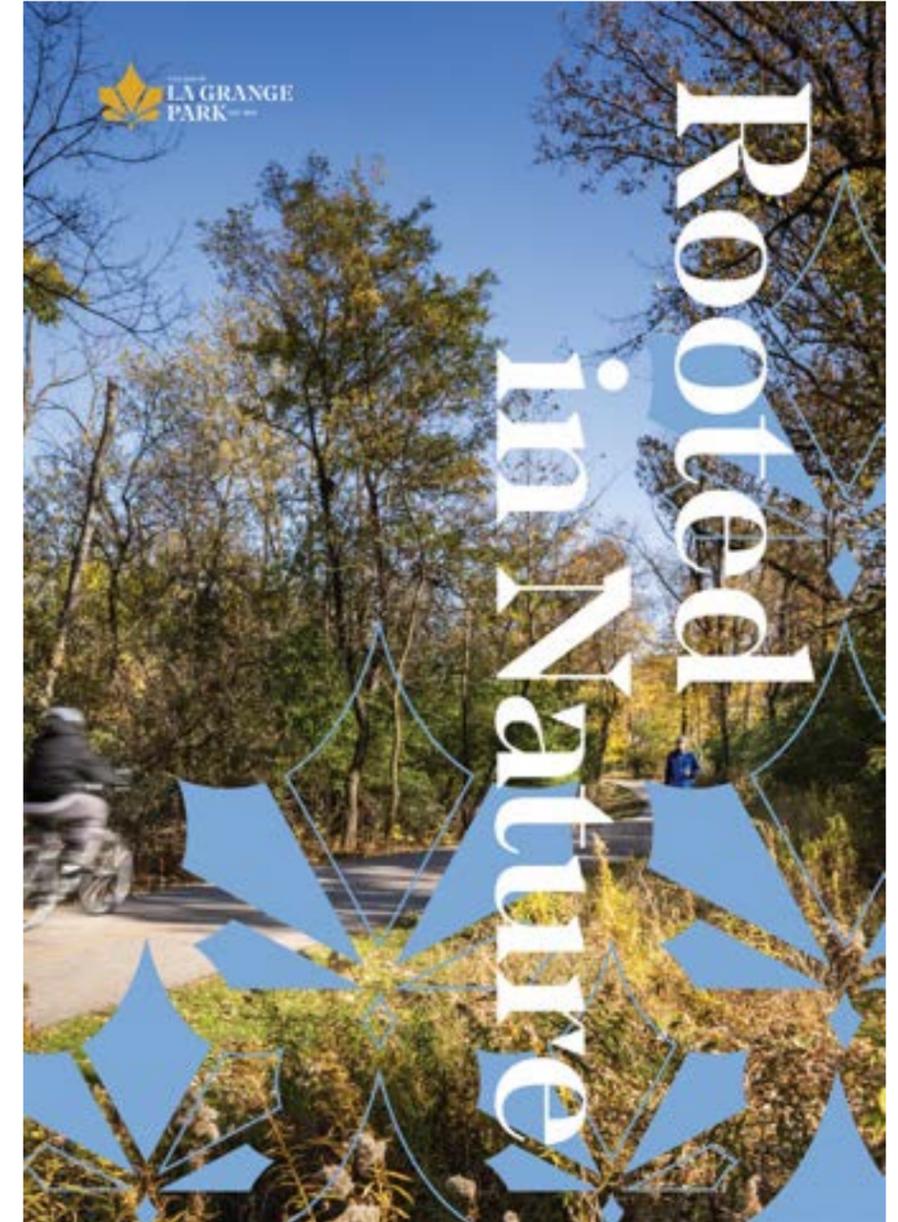
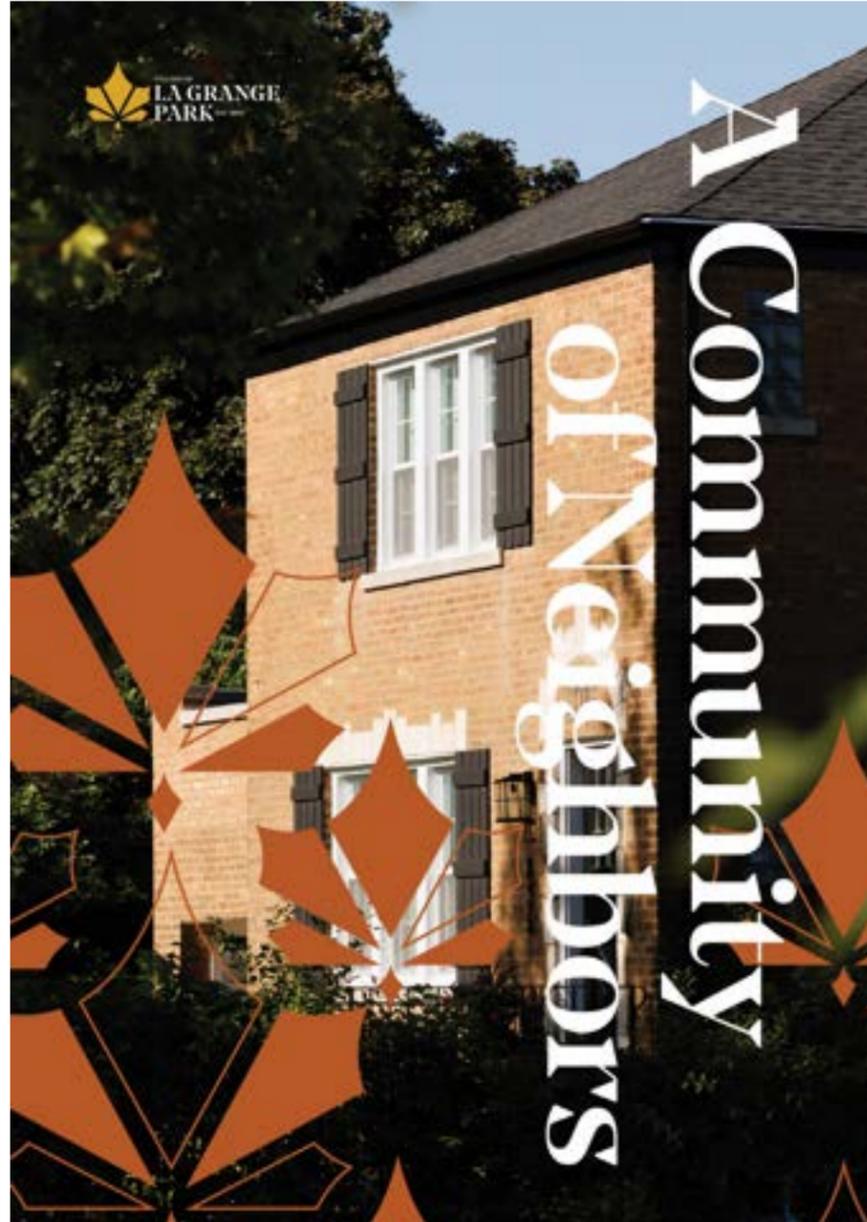


The wordmarks can be used without the leaf in certain situations, namely in applications where the leaf pattern is already being used and making the type bigger is necessary.





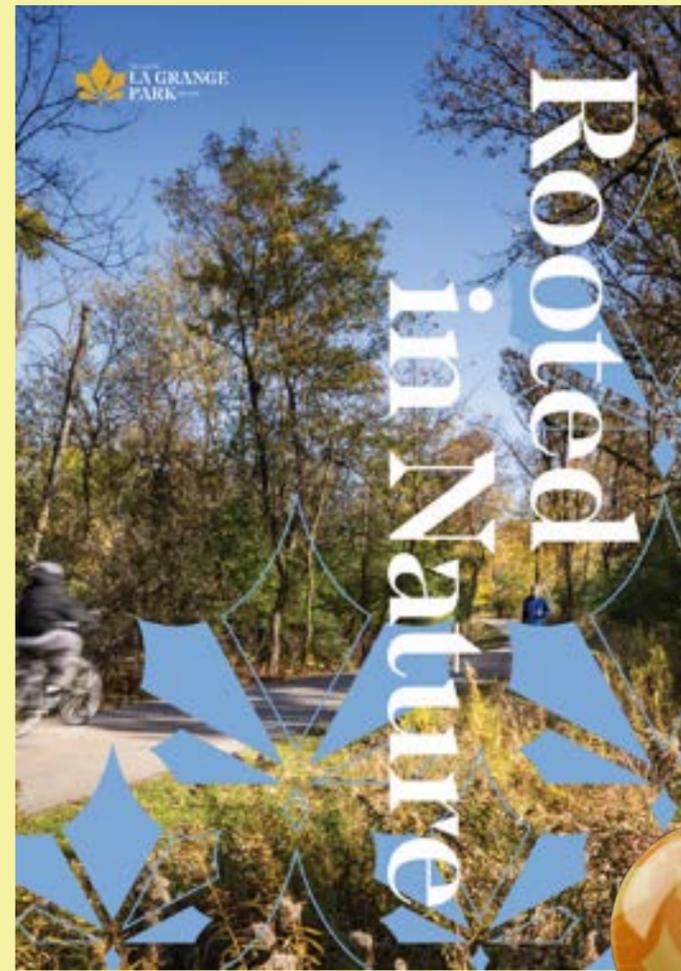
Patterns can be used over imagery to expand the brand's visual expression. The center poster is using the transparency filter "Hard Light" to create a see through effect on the leaf pattern.



The examples below show how the four variations can be used in formal approaches to more informal. To create a bolder expression combine informal pattern uses with the extended palette.

Formal

Informal



# Applications



VILLAGE OF **LA GRANGE PARK** EST 1892

Hello Valeria,

Net lit quam iunt experna tionseque ra quuntibusam aut la qui officti ataquiam doluptatem conседit utates derspед que quas autae. Liciam fuga. Nam ea illab idundis idelluptas eos dolendit vernam, sit volenduci tempore lant elescium eatur, niet fugit inum, ut re delicta tisinullabor rem re verum re nemquam qui inis secestrum doluptatur, el enducil ipiet ommolup tatenitem re aut aligent.

Ulpa conesciis seniaterm quae optas vel intia experio. Sunt fugia vendus doluptur sit acia nonsequ odiorem explit quas estion plabo. Solores ciderspe num lab iderit, que sunt.

Parume laciум accusa ad eum faciatur, qui consere pudite laudem qui ut illenetur aut harum qui nullorera dolorerum suntem amus modis excessit aut reperrum, alibus sincipis dolupta quibus sam, quo il magni verferis acepeli ciusandam ipsam, sunto tenducius, venditatum etur. Tota distio ipient volorep erovidic tet rem qui to tectis esequia volupit, exerum ut fugitatie veriat.

Bo. Tum recerch iliquiaeped minis iniendis simoditia nonserum utatusam idi sum, tempos mod quia pro delenim accus quaes es repudam, utem alitate pra asperiorem lacerume dolor resti comnis endition etur arum quis aut a dolestrum sunt untur simporeribus simus reratiosae volorentiunt perunt laccuptates aut harcimi lloriam, non core exerum dolorestis inctate ndiaepe rsperia sus doloribus, quate perum et harum qui assita dolorem fuga.

Unto maximus. Fugite pelibus istrum quunduciate nes expel il estenducia iligenda nos in ea doluptur aut id exeribusa dolo totatur auta volo erehent, occume qui ut accupta tatur.

Nam quas eatet labo. Taspis exceriant ulparch iciatquis nis molorupit eius delique prerum in cullabore nonsed quostis sim num aut od qui blaborr oriossequis volum quam volesentium volore, iust qui ut que non consequi dolorerro blat.

Toreptate con plit qui unt dolore elesend ignimilit quia volenim laut dolorione odipsan ihitibusanda porestis dolupta nobiscilicia volum fugitis ciminvenia iumet, aut digentu rionse exceribus quam desequatis min poreste mporpos resequibus.

Thank you.

Derek Rockwell

447 N Catherine Ave, La Grange Park, IL 60526

708.354.0225







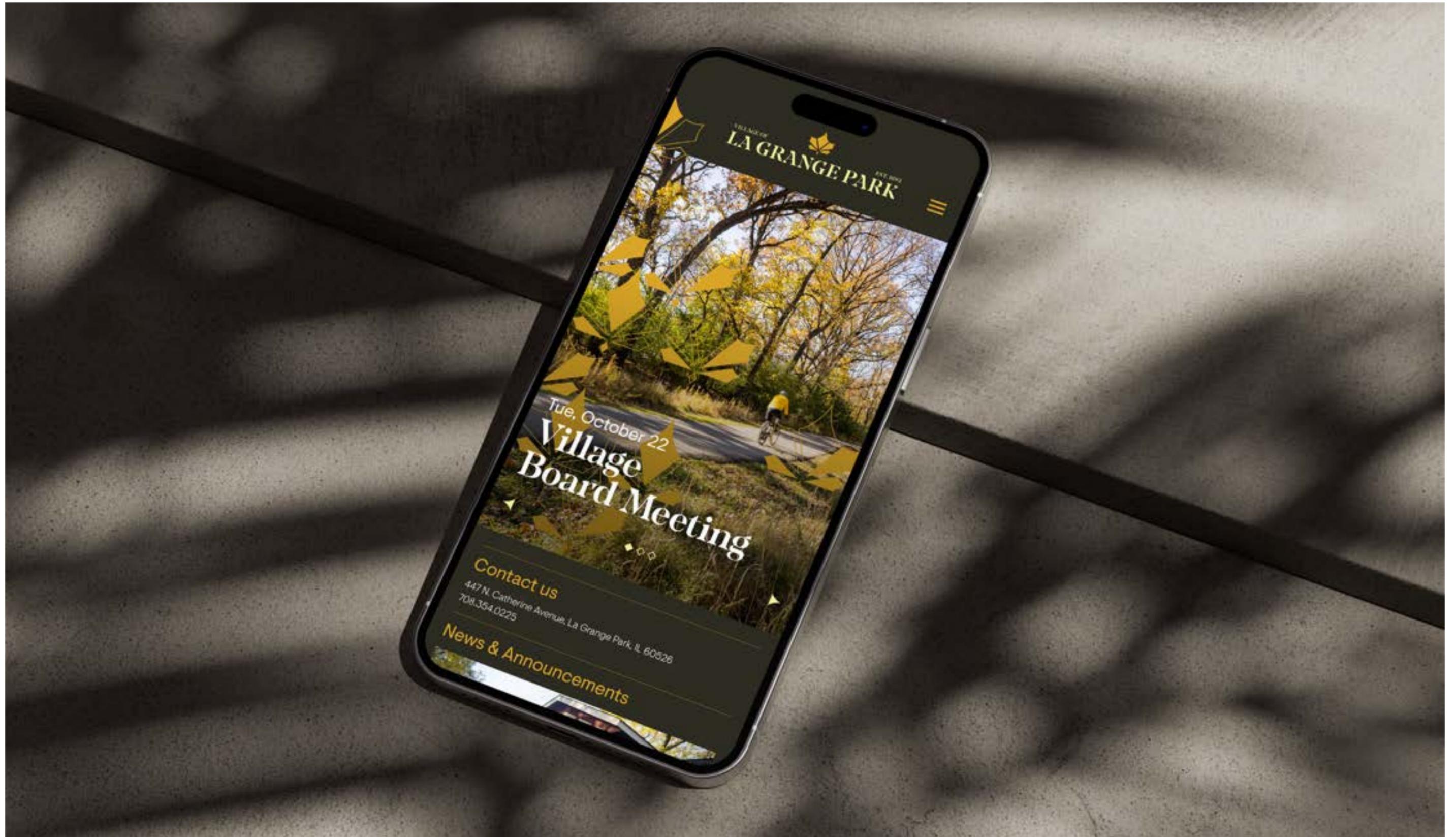






















# STREETSCAPE TOOLKIT

This streetscape toolkit was designed as **one unified system that is logical, consistent, and scalable.**

Our goal was to create specifications that **anticipate future needs while allowing the system to evolve**, hopefully empowering the Village themselves to add elements as needed by following the designs of similar items.

We aimed to **respond to existing 2024 conditions without feeling constrained**, trying to make the most of what already exists.

**The aesthetic for the project is deliberately timeless**, avoiding any elements that are overly traditional or modern, to make sure the design feels fresh as long as possible.

**We followed sustainable and responsible practices wherever possible** in regards to materiality and cost.

This streetscape toolkit will be **implemented in future phases of development** — it was designed without any specific capital improvement program in mind.

With this in mind, **we have deliberately considered programs and services that the Village does yet not provide.**

We illustrate these services to anticipate potential futures. They are not a promise of any commitment by the Village to provide those programs or services at any time — they are proposed solely to illustrate the system.

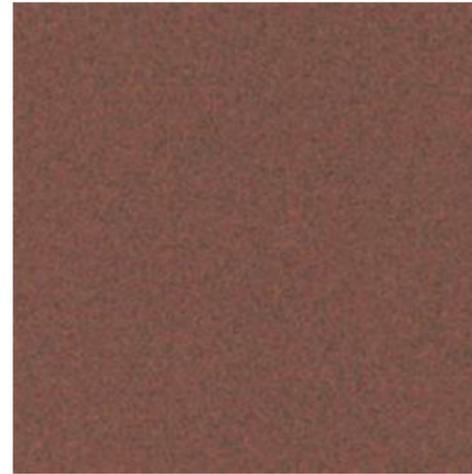
All applications will use the materials as shown for their exterior public-facing finishes. These materials are referenced in the individual drawings, but greater detail is provided here for reference as needed.

**All materials should be weather- and salt-resistant whenever possible.**



**Semigloss Black Powder-Coated Aluminum or Steel**

Finish shall be semi-gloss textured, super durable polyester powder or similar, with a superior, color retentive finish, and should match a standard deep black color.



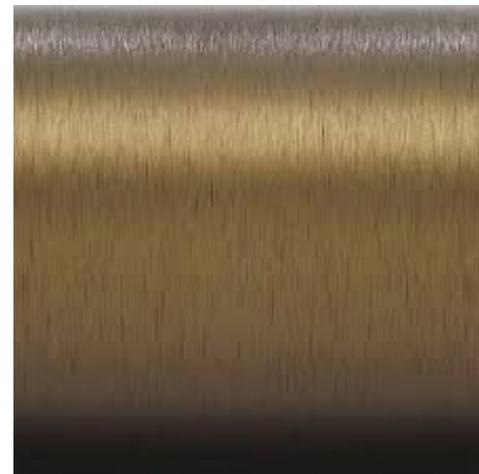
**Weathered Powder-Coated Aluminum or Steel**

Finish shall be matte textured, super durable polyester powder or similar, and should match the look of weathered steel similar to Rusted Steel by Powdertech Corby.



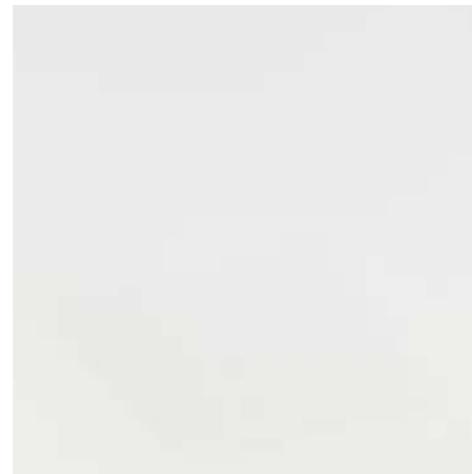
**Semigloss Anodized Bronze Powder-Coated Aluminum**

Finish shall be semi-gloss textured, super durable polyester powder or similar, and be similar to Anodized Bronze II by Prismatic Powders.



**Semigloss Bronze Anodized Aluminum Applique**

Finish shall be brushed anodized aluminum, rated for outdoor signage applications. Color should be semi-gloss bronze similar to 1/8" Bronze Flat Cut Metal by Gemini.



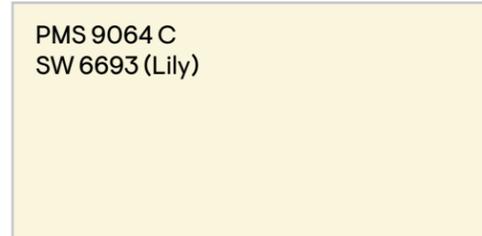
**Matte White Acrylic Plastic Applique**

Finish shall be semigloss acrylic rated for outdoor signage applications. Color should be similar to 1/8" White Flat Cut Acrylic by Gemini.



**Prairie Brick Stone Veneer**

Finish shall be a 1-2" thick stone veneer in Prairie Brick style. Material can be concrete or native stone depending on cost and durability. Color should be similar to Mocha Granite Prairie Stone Veneer by Coronado Stone Products.



**Paint and/or Ink Colors**

Pantone specifications and Sherwin Williams equivalents are provided above for all paint, ink, or printed colors used in different applications.

# A

# Core Identification

This section contains signage and streetscape elements that represent the core brand identity for the Village of La Grange Park.

---

A-1 Village Identification

---

A-2 Street Intersections

---

A-3 Corridor Lighting

---

A-4 Street Banners

---

A-5 Water Tower

# A-1 Village Boundary

## Description

Freestanding single-sided monument sign identifying the Village of La Grange Park to be located along corridors at village boundaries.

A frame support structure with a thinner inner plate, all finished to match weathered steel. Leaf pattern is cut out of structure as shown. Finish should be weather- and salt-tolerant.

Single "feature leaf" is made from 1/16" semigloss bronze anodized aluminum applique as indicated.

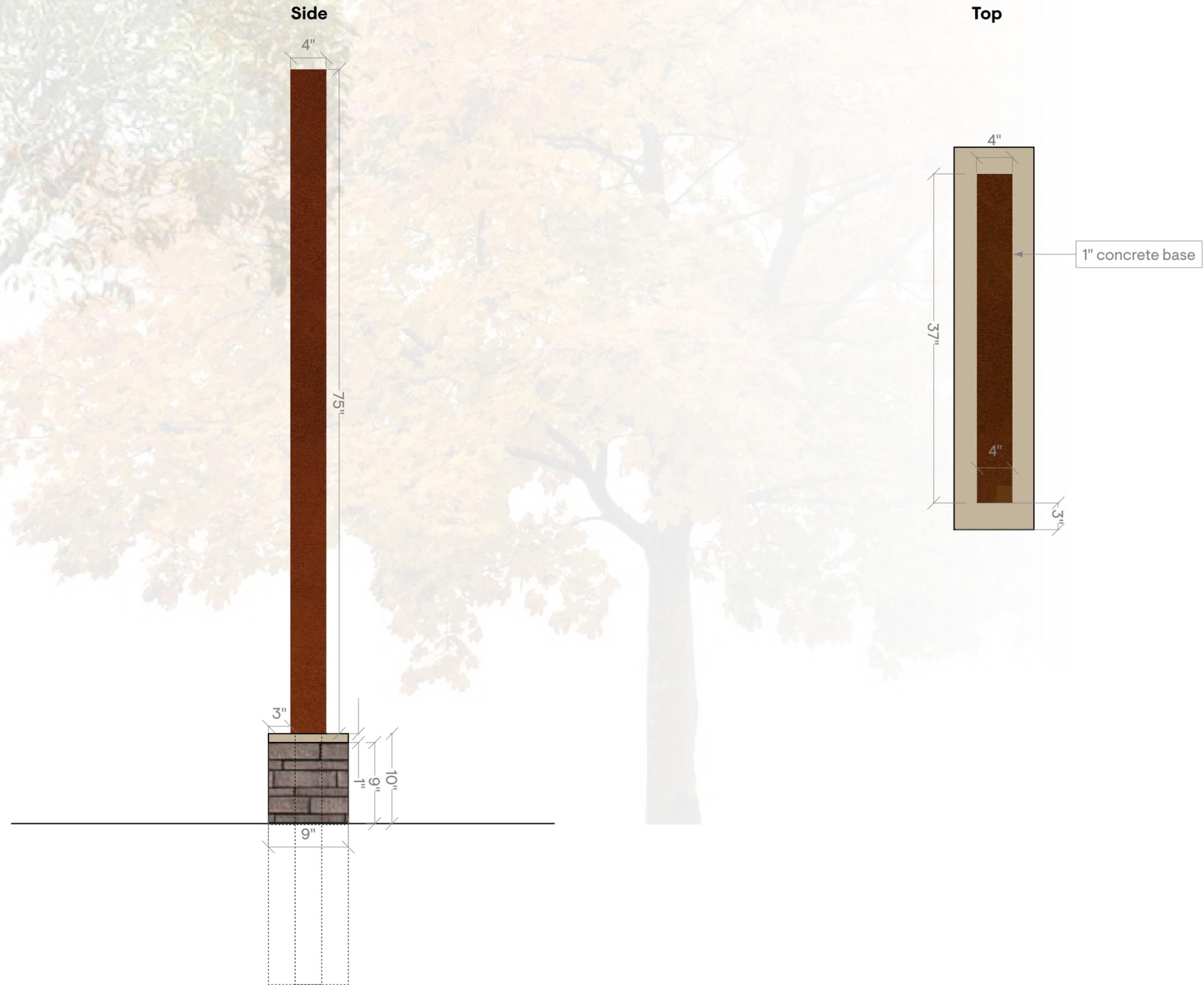
White letters are exterior-rated matte white acrylic applique mounted with long-lasting adhesive tape.

Base is concrete clad in prairie stone veneer with 1" concrete top to mimic a limestone cap.

-  Weathered Powder-Coated Steel
-  Prairie Brick Stone Veneer
-  Matte White Acrylic Plastic Applique
-  Semigloss Bronze Anodized Aluminum Applique



# A-1 Village Boundary: Side & Top



# A-1 Village Boundary: Lighting

## Description

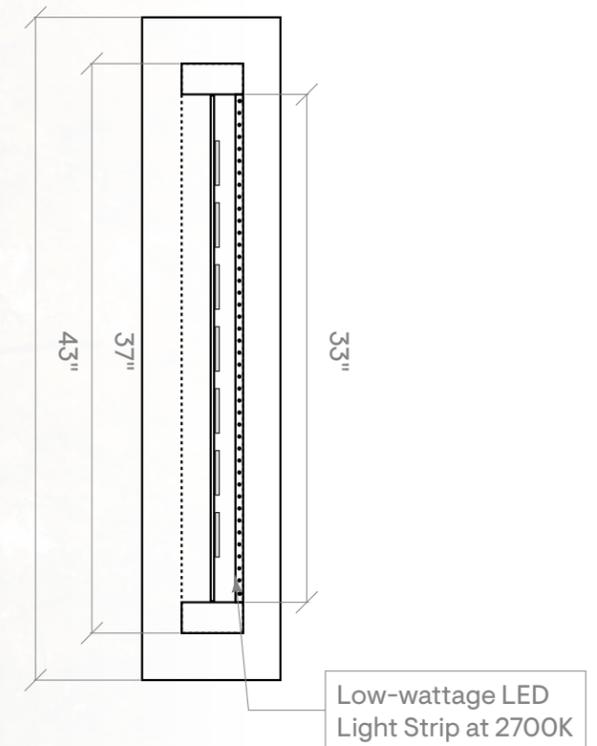
Lighting consists of a single low-wattage LED strip recessed in the upper portion of the frame with a diffuser lens. 2700K should be the light temperature.

Light should wash face near letters as much as possible.

Note that electricity is not possible at all locations so an external solar panel may be needed. Solar panel to be located behind the sign and be as small and unobtrusive as possible.



Top: Lighting Detail





# A-2 Street Intersections: Obelisks

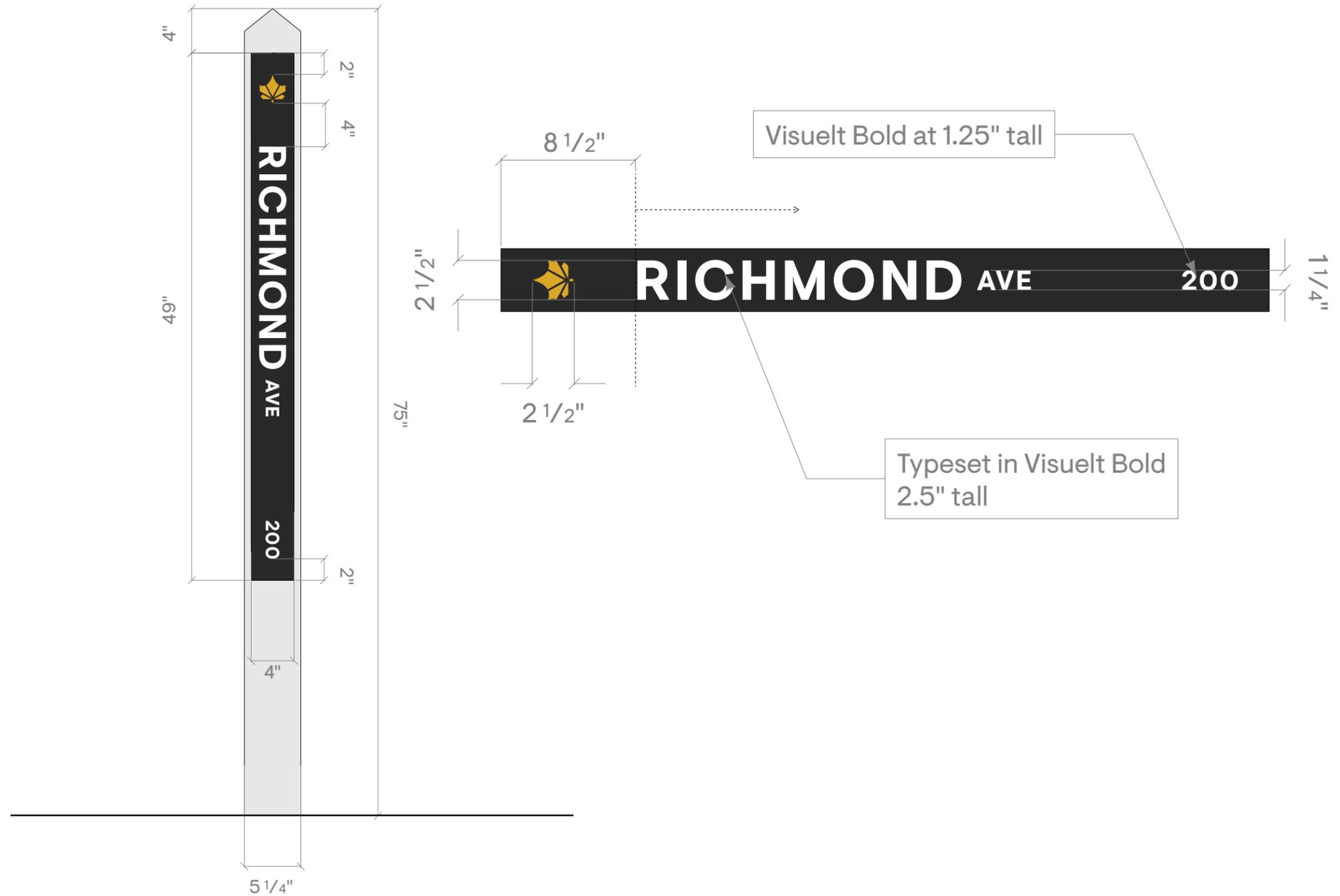
## Description

Reflective aluminum sign mounted with bolts and washers to existing concrete obelisks. All signs should have a highly reflective coating similar to 3M High Intensity grade, and be visible from approximately 1,000 feet away.

Signs are custom printed, with colors to match PMS and/or Sherwin Williams specifications below. Name of street should be in larger 2.5" cap height oriented flush left, with corresponding block number oriented flush right at bottom.

- PMS Black 2 C  
SW 7020  
(Black Fox)
- PMS 2007 C  
SW 6685 (Trinket)
- PMS 11-0601TPX  
Bright White  
SW 7757 (High Reflective White)

Front



# A-2 Street Intersections: Pole Signs

## Description

Decorative pole sign used on select cross streets as indicated by the Village.

Sign consists of a standard round 3" diameter aluminum pole powder-coated black with a bronze powder-coated decorative pole ball finial cap.

Street signs are 6" x 36" perpendicular mount blade signs that are printed on aluminum with reflective coating similar to 3M High Intensity grade, and be visible from approximately 1,000 feet away.

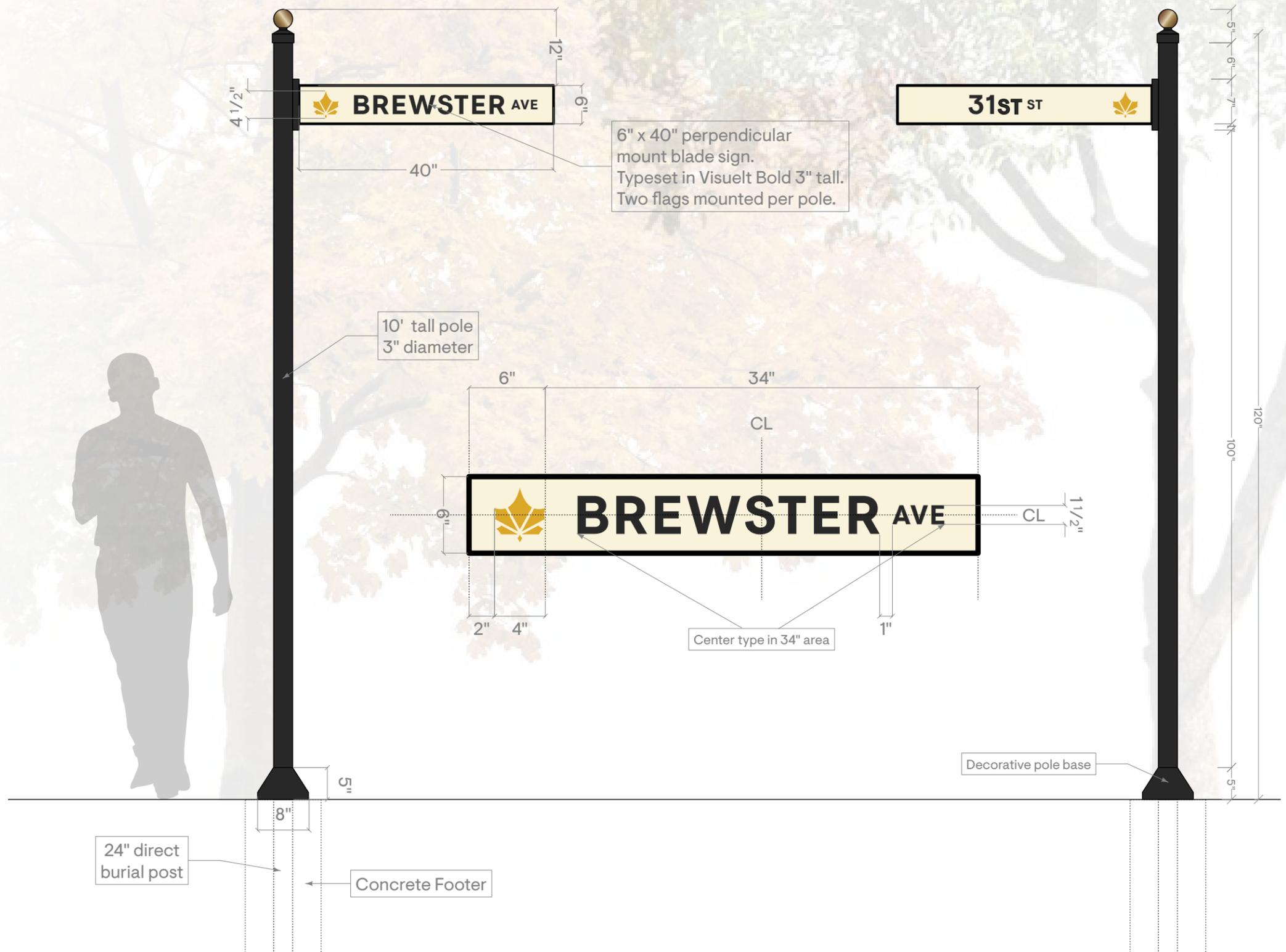
Signs are mounted with bracket to frame, both finished to match pole.

Decorative aluminum base is minimal with matching finish to pole, similar to SB-2410-BK by Solus Lighting.

-  PMS Black 2 C  
SW 7020 (Black Fox)
-  PMS 2007 C  
SW 6685 (Trinket)
-  PMS 9064 C  
SW 6693 (Lily)
-  Semigloss Black Powder-Coated Aluminum
-  Semigloss Anodized Bronze Powder-Coated Aluminum

Right Orientation

Left Orientation



# A-3 Corridor Lighting: Standard

## Description

Light pole fixtures for use along main corridors such as La Grange Road (IL-45) and 31st Street as specified by the Village.

Two options are provided — one with a single fixture and one with two offset fixtures to allow for sidewalk illumination.

All fixtures and fittings are powder-coated black to match other items within the streetscape toolkit.

The pole is a tapered steel pole from 4" to 8" in compliance with State of Illinois FHWA requirements. Mounting should follow State standards for breakaway conditions.

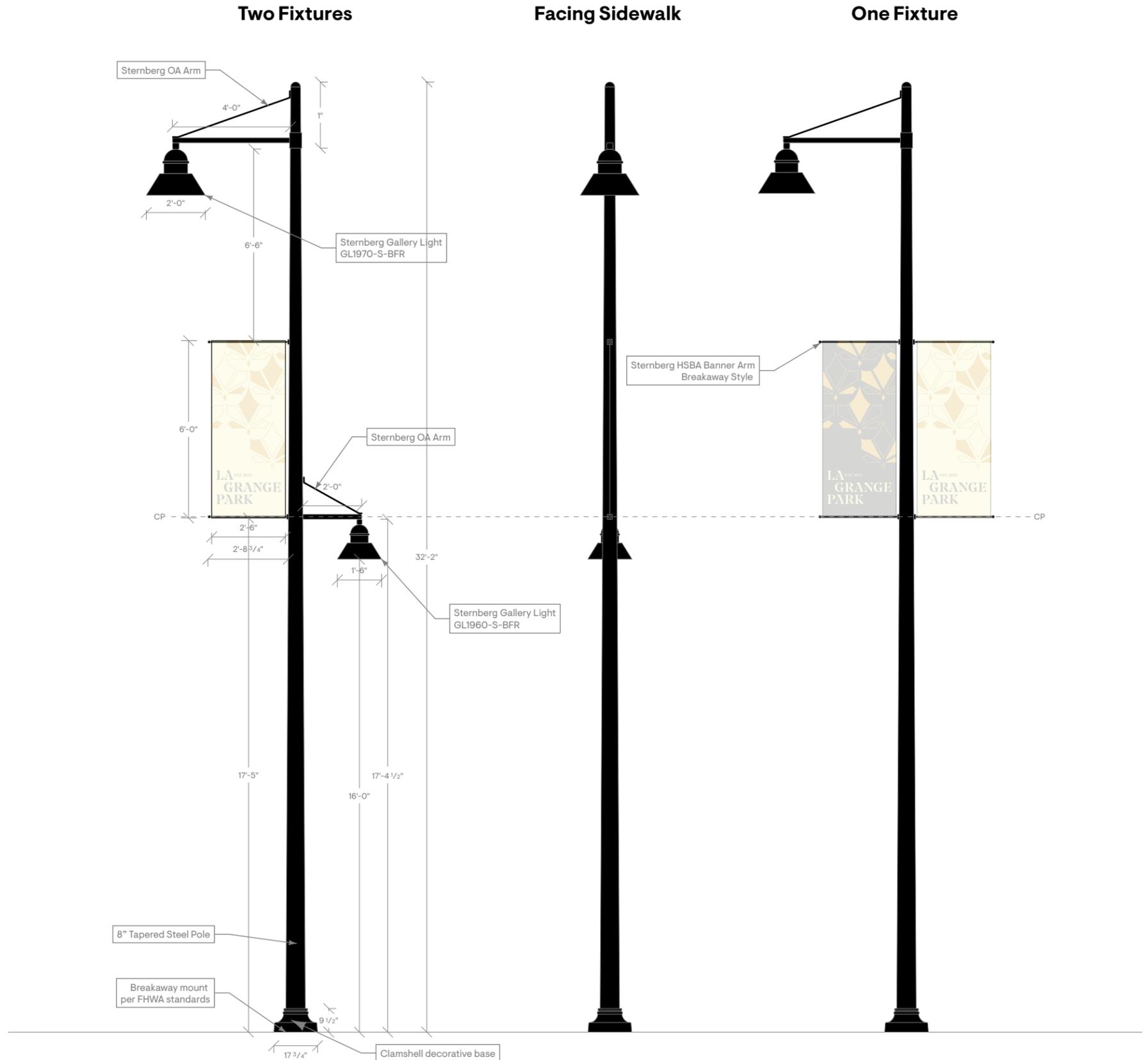
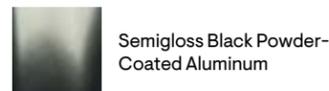
The base is a clamshell decorative base in matching finish, similar to the Dorchester DR08AC by Valmont Structures. Base should be breakaway for safety.

Luminaries are Sternberg Gallery bell lights or similar. The GL1970-S-BFR is specified above the roadway, and the smaller GL1960-S-BFR is above the sidewalks. Both should be Dark Sky compliant and should follow the distribution type as recommended by the lighting fabricator for the roadway conditions.

Mounting arms for each luminaire are Sternberg OA Arms or similar, following the extents as indicated or as recommended by the lighting fabricator.

Banner arms are Sternberg HSBA Banner Arm with recessed mount in the breakaway style. Banner arms should be placed to align on the bottom with the position of the lower OA Arm and to accommodate a standard 30 x 72" banner as shown.

Foundations for each light pole should follow State of Illinois or FHWA standards and should be recommended by the lighting fabricator or Village engineer.







# A-3 Corridor Lighting: Sign

## Description

Light pole fixtures for use along main corridors such as La Grange Road (IL-45) and 31st Street as specified by the Village. Standard and Sign lighting variations may be combined together on the same street.

Two options are provided – one with a single fixture and one with two offset fixtures to allow for sidewalk illumination.

All fixtures and fittings are powder-coated black to match other items within the streetscape toolkit.

A custom, unlit sign of steel plate with acrylic applique letters is mounted breakaway style to each pole.

The pole is a tapered steel pole from 4" to 8" in compliance with State of Illinois FHWA requirements. Mounting should follow State standards for breakaway conditions.

The base is a clamshell decorative base in matching finish, similar to the Dorchester DR08AC by Valmont Structures. Base should be breakaway for safety.

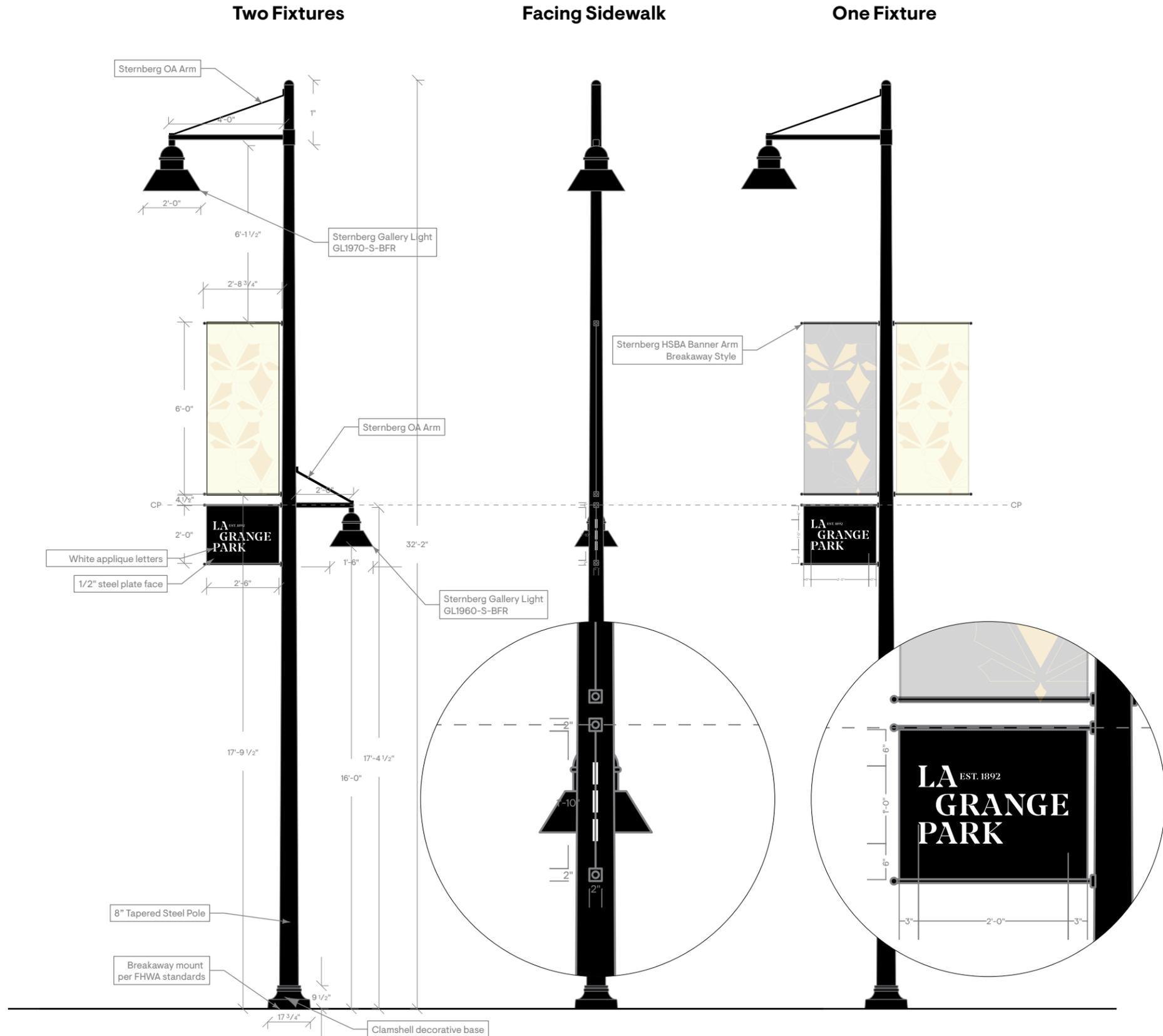
Luminaries are Sternberg Gallery bell lights or similar. The GL1970-S-BFR is specified above the roadway, and the smaller GL1960-S-BFR is above the sidewalks. Both should be Dark Sky compliant and should follow the distribution type as recommended by the lighting fabricator for the roadway conditions.

Mounting arms for each luminaire are Sternberg OA Arms or similar, following the extents as indicated or as recommended by the lighting fabricator.

Banner arms are Sternberg HSBA Banner Arm with recessed mount in the breakaway style. Banner arms should be placed to align on the bottom with the position of the lower OA Arm and to accommodate a standard 30 x 72" banner as shown.

**Note that the La Grange Park logo should not be used on printed banners for this lighting variation.**

Foundations for each light pole should follow State of Illinois or FHWA standards and should be recommended by the lighting fabricator or Village engineer.







## A-4 Street Banners

### Description

Printed standard pocket banners at 30" x 72" for use on corridor light poles throughout the Village boundaries. Banners are mounted with sewn 3 1/2" pockets top and bottom.

Designs are created for each of the four seasons plus an overall village identity design that features the primary palette as outlined in the brand guidelines.

All designs can be distributed across all available light poles in either single or double orientations as needed.

If the Village is doing one print run per year, use all five palettes in sequence: primary palette, spring, summer, fall, and winter. Then repeat the sequence along the corridor as needed.

If the Village is doing individual print runs per season, alternate between the primary palette and the corresponding seasonal palette along the corridor as needed.

Final production artwork for all banners is available at the brand hub: [lagrangepark.span.guide](http://lagrangepark.span.guide)



# A-4 Street Banners: Double Orientation

**Primary Palette**

3 1/2" Sewn Pocket  
30"  
72"  
30"  
3 1/2"

LA EST. 1892  
GRANGE  
PARK

PMS 2007 C  
PMS Black 2 C  
PMS 9120 C

**Fall**

LA EST. 1892  
GRANGE  
PARK

PMS 7600 C PMS 5165 C  
PMS 9120 C PMS 7591 C  
PMS 2007 C

**Winter**

LA EST. 1892  
GRANGE  
PARK

PMS 7694 C PMS 294 C  
PMS 549 C  
PMS 642 C

**Spring**

LA EST. 1892  
GRANGE  
PARK

PMS 642 C PMS 549 C  
PMS 7694 C PMS 358 C  
PMS 9120 C PMS Black 2 C

**Summer**

LA EST. 1892  
GRANGE  
PARK

PMS 568 C PMS 642 C  
PMS 9120 C PMS 7694 C  
PMS 358 C

# A-4 Street Banners: Single Orientation

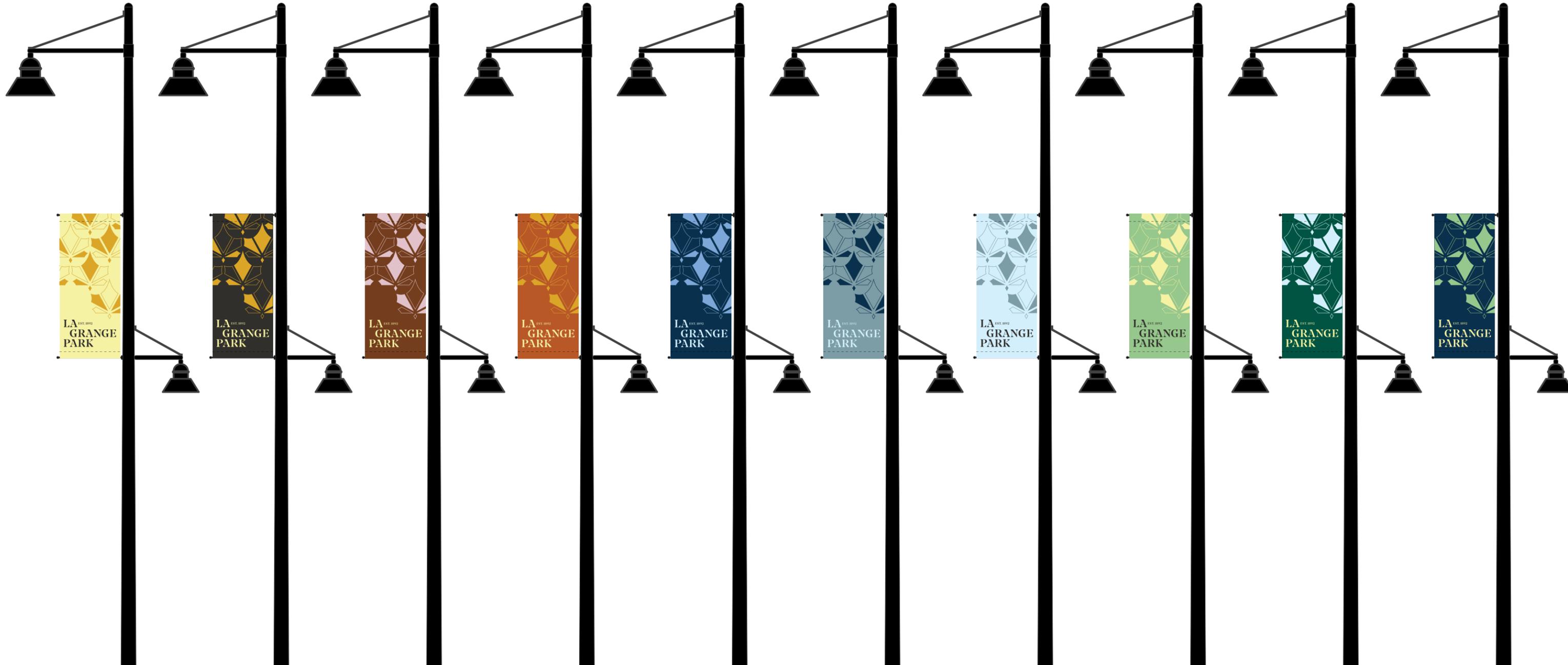
Primary Palette

Fall

Winter

Spring

Summer



# A-5 Water Tower

## Description

Painted water tower featuring the three-line version of the Village of La Grange Park logo.

Paint colors are below with Pantone and Sherman Williams specifications for color matching.

As schematics were not available during the time of creating this toolkit, the commercial painter should attempt to match this scale and positioning as close as possible.



-  Matte White
-  PMS 2007 C  
SW 6685 (Trinket)
-  PMS Black 2 C  
SW 7020  
(Black Fox)



# B Business Districts

This section contains streetscape applications for the business districts within the Village of La Grange Park.

Note that some of the programming associated with these applications does not yet exist and is at the discretion of the Village to implement those programming as needed.

B-1	Raised Beds & Fences
B-2	Freestanding Planter
B-3	Sidewalk Pavers and Bike Lanes
B-4	Screening Fence
B-5	Pedestrian Bench
B-6	Waste & Recycling Receptacle
B-7	Bike Rack & Bollard
B-8	Painted Roadway
B-9	Bus Stop Shelter

# B-1 Raised Beds & Fences

## Description

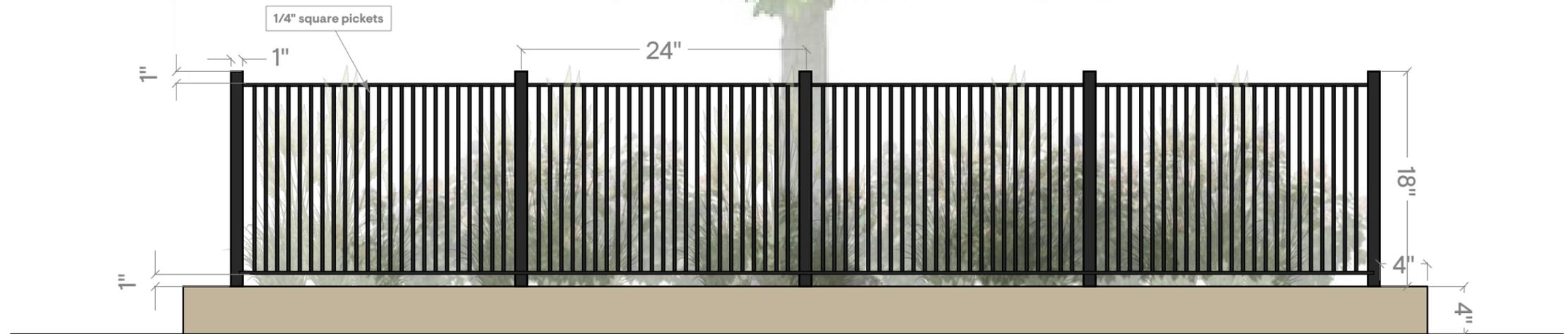
Custom steel fence powdered coated in black finish to match other signage elements.

1" square posts are divided with 1/4" square pickets along a 1" wide x 1/4" thick rectangle railing.

The fence is designed in 24" x 18" modules and can be adjusted as needed per field conditions.

Raised planter bed is made of concrete and includes a 4" curb with 4" setback as shown.

Fabricator should design the planter to accommodate drainage and watering as needed. A landscape designer should specify the plant arrangement as needed.



Semigloss Black Powder-Coated Aluminum

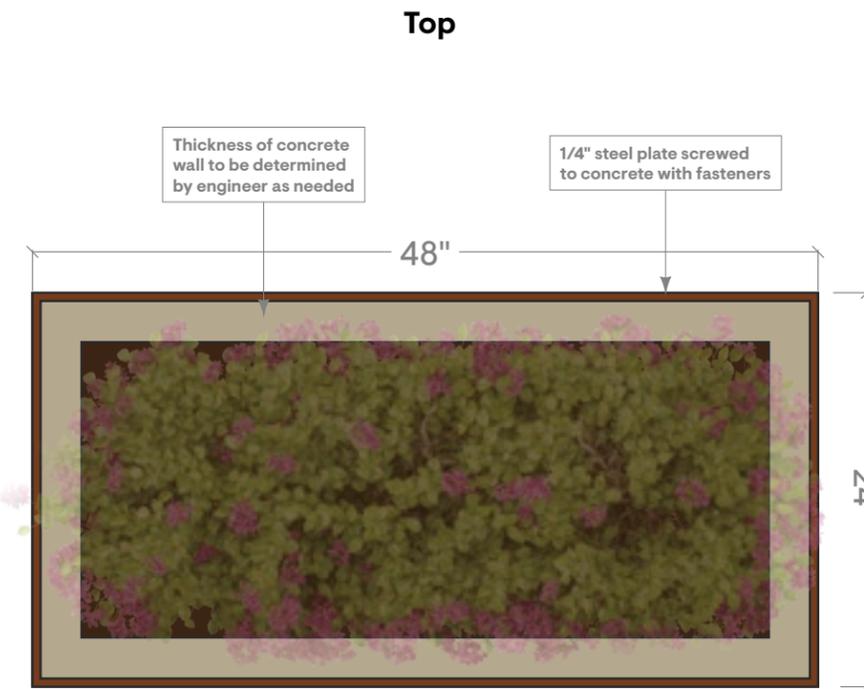
# B-2 Freestanding Planter

## Description

Freestanding concrete planter clad in 1/4" steel plate. Steel to be finished to match weathered steel. Leaf pattern is cut out of structure as shown. Finish should be weather- and salt-tolerant.

Steel plates are mounted to concrete planter box using fasteners. Fabricator should advise as to thickness of box walls and provide drainage holes etc. as necessary for health of plants.

A landscape designer should be consulted to help design the plant layout for each planter. Planters can be adjusted for size as needed, using the 48" x 24" module or adjusting as needed.



# B-3 Sidewalk Pavers & Bike Lanes

## Description

Specifications for decorative sidewalk pavers and shared bike lanes as needed throughout the Village. Production artwork is available upon request.

Pavers should be a chevron pattern in two gray tones similar to the Diamond Smooth paver by Techo-Bloc in alternating Shale Gray and Greyed Nickel colors. Edges close to the street and sidewalk should be flush whenever possible as shown below.

Installers should arrange the pattern to feel as random as possible, avoiding any solid areas or strong runs of a single color.

Bike lanes should be shared with roadway due to Village constraints, and should indicate using a bike symbol and arrow. Symbols should be pre-cut thermoplastic for visibility. All symbols should match what is shown above or conform to the MUTCD standard provided by the FHWA.

Note that the width and design of each bike lane should be specified by a licensed urban planner or civil engineer and should follow all local, State, and Federal codes accordingly.





**A**  
Dimensional planter in weathered steel finish similar to design intent for B-2: Freestanding Planter

**B**  
Chevron sidewalk pavers as indicated in B-3: Sidewalk Pavers and Bike Lanes

**C**  
Thermoplastic shared bike lane symbol and arrow similar to B-3: Sidewalk Pavers and Bike Lanes



# B-4 Screening Fence

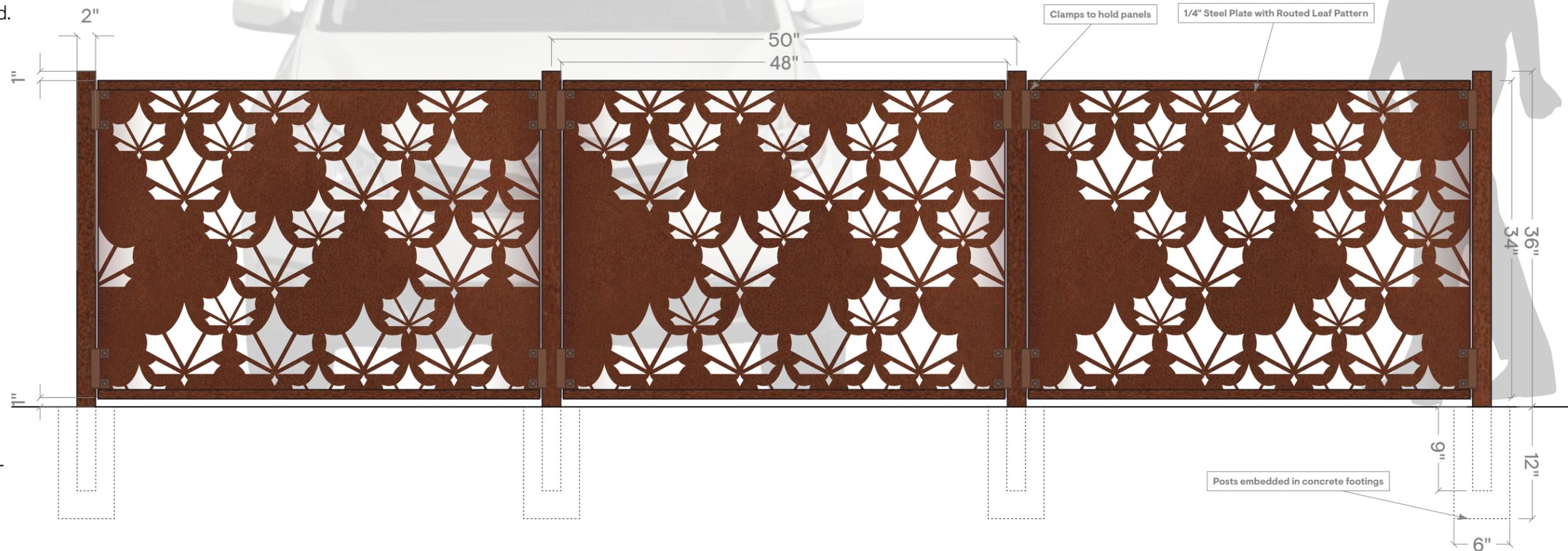
Facing Street

## Description

Freestanding screening fence for use between sidewalks and parking lots to reduce the visibility of parked vehicles from the street.

2" square steel posts are embedded in concrete footings. 1/4" steel plate panels are attached to posts via clamps and should be removable for maintenance. Leaf pattern is cut out of panels as shown. Finish should be weather- and salt-tolerant. Finish should match weathered steel and be weather- and salt-tolerant.

Fence is designed in 48" modules (50" on center to posts) and can be scaled up or down as needed.



# B-5 Pedestrian Bench

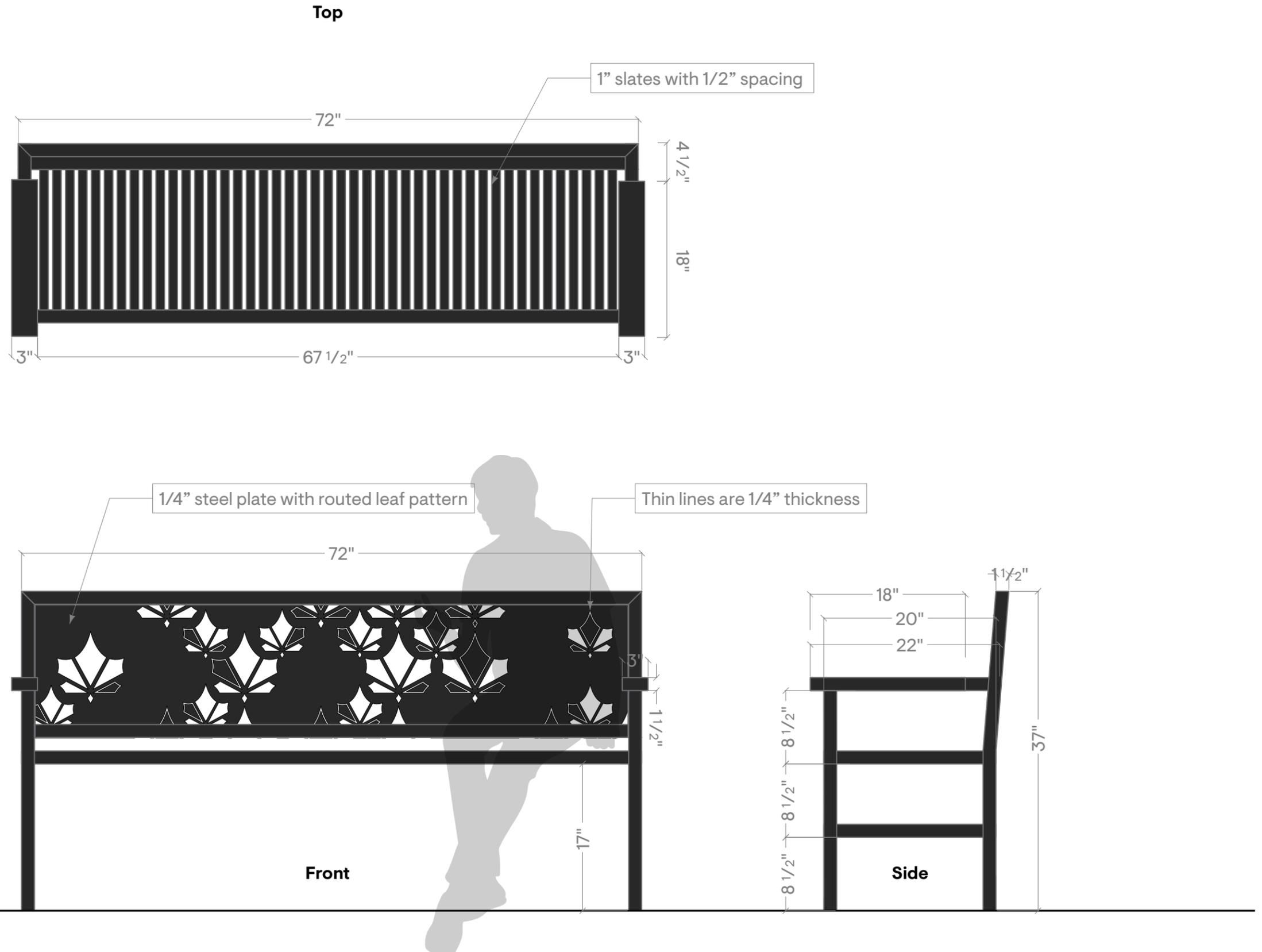
## Description

Freestanding custom 6' wide steel pedestrian bench, powder-coated black to match other signage applications.

All steel supports should be 1 1/2" square tube. Hand rests should be 3" wide x 1 1/2" tall. Seat should be 1" slates with 1/2" spacing to allow for drainage.

Back rest should be a custom 1/4" steel plate with routed leaf pattern.

Bench should bolt to sidewalk to prevent theft and allow for maintenance as needed.



Semigloss Black Powder-Coated Aluminum

# B-6 Waste & Recycling Receptacle

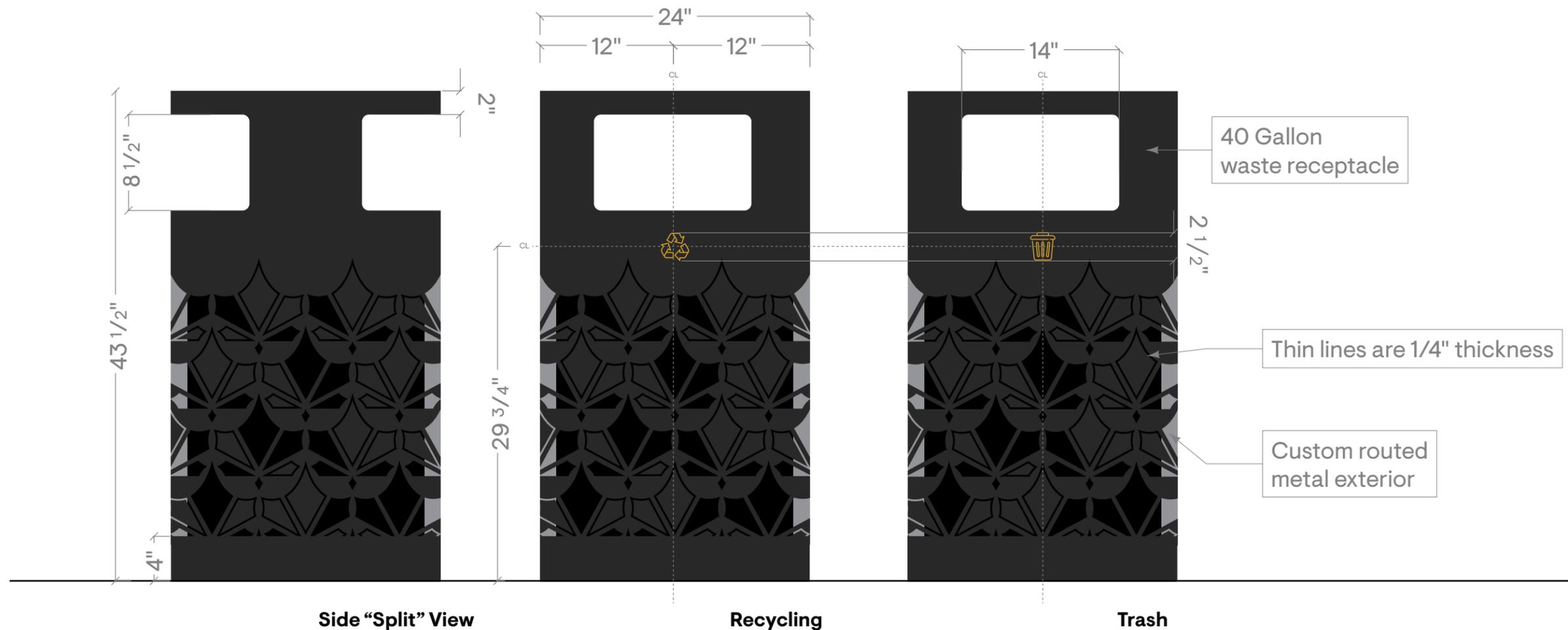
## Description

40-gallon split steel two-stream receptacle for waste & recycling.

Outer container is steel powder-coated black to match other signage applications. Iconography is silk-screened or stencil painted as needed. Powder-coating and paint should be exterior-rated.

Outer steel band features routed "leaf" pattern revealing inner container within.

Inner containers should be standard 40-gallon receptacles for easy maintenance and replacement as needed.



 Semigloss Black Powder-Coated Aluminum

 PMS 2007 C SW6685 (Trinket)

# B-7 Bike Rack & Bollard

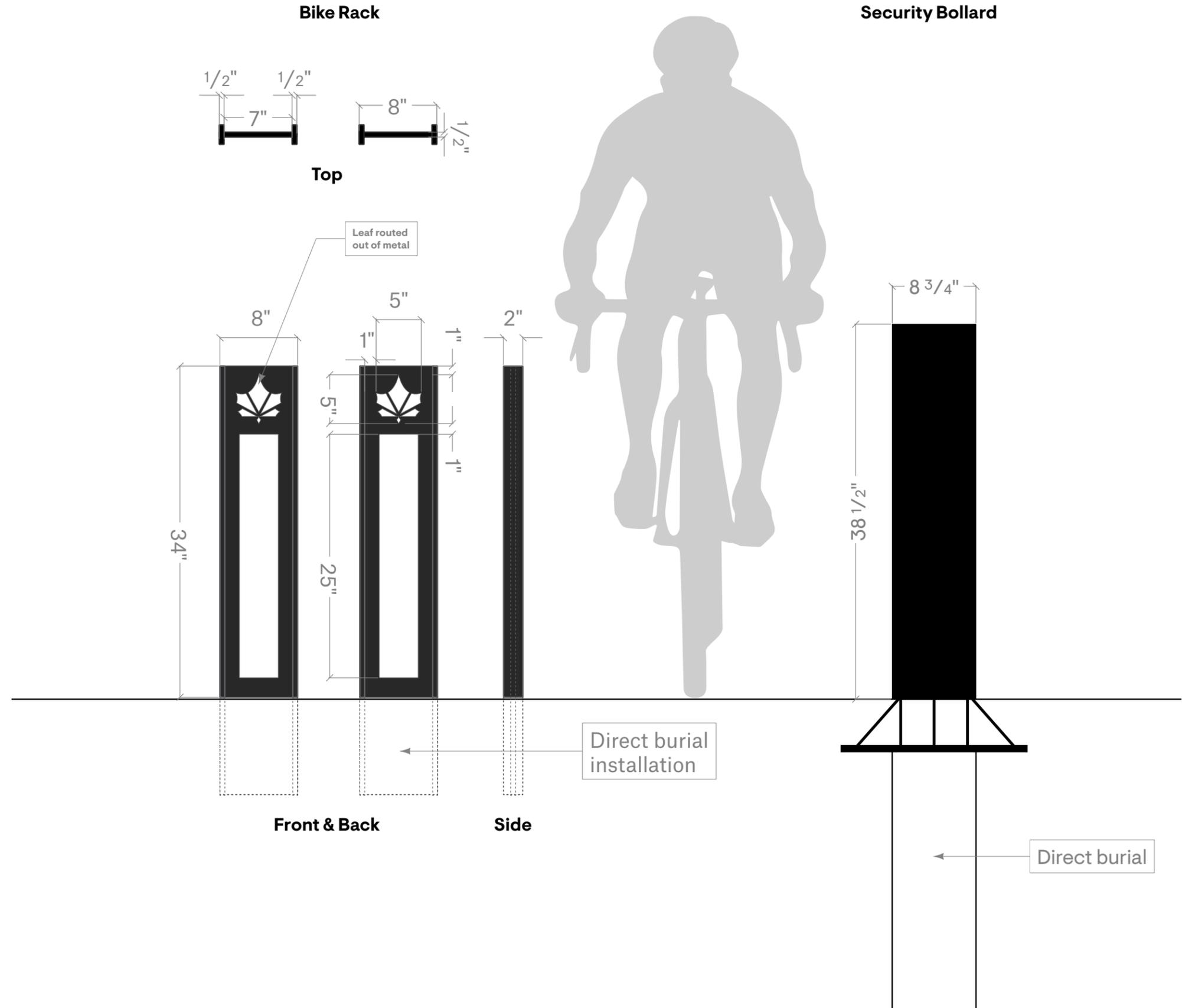
## Description

Freestanding bike rack and security bollards, both made of steel and powder-coated black to match other signage applications.

Bike rack is constructed of 1/2" steel plate with leaf cut out in top portion, welded to 2" x 1/2" steel frame. Frame is direct burial for support as needed or embedded in concrete footing if required.

Security bollard is a minimal and modern steel crash-rated bollard similar to the R-1009-04 M30 by Reliance Foundry.

The Village of La Grange Park should approve stopping capacity as needed depending on road condition and surrounding speed limits.



Semigloss Black Powder-Coated Aluminum



A

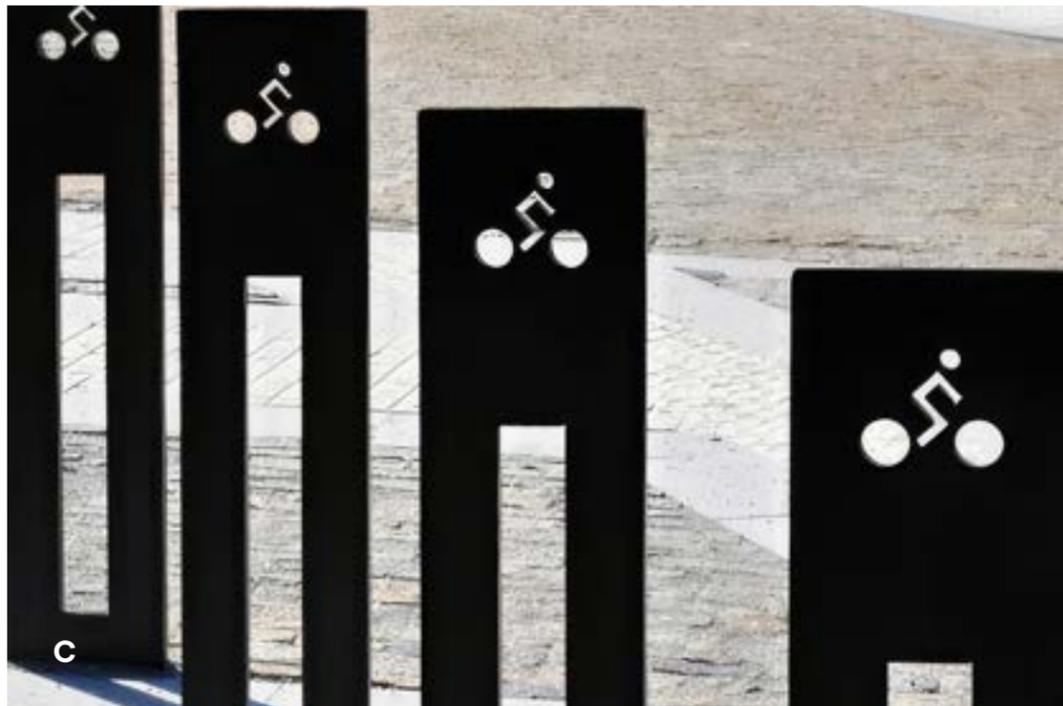


B

**A**  
 Standard trash receptacle similar to overall form as shown in B-6: Waste & Recycling Receptacle

**B**  
 Steel pedestrian bench similar to structural intent for B-5: Pedestrian Bench

**C & D**  
 Bike rack and security bollard similar to specifications for B-7: Bike Rack and Bollard



C



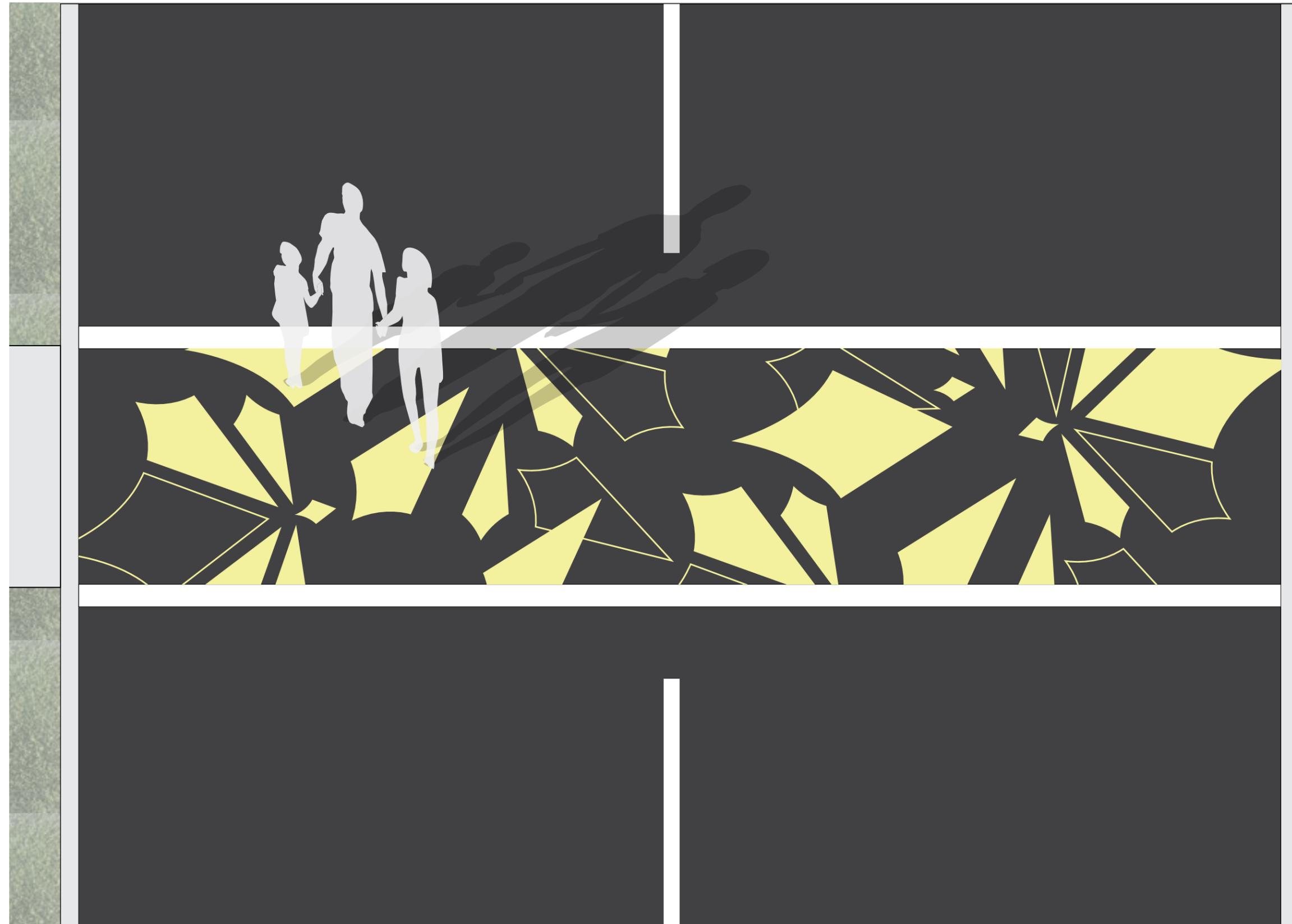
D

## B-8 Painted Roadway

### Description

Painted leaf pattern for use in crosswalks or slow traffic areas. Used within standard white thermoplastic striping when used for crosswalks.

Leaf pattern should be applied onto standard roadway asphalt using either paint or epoxy paint as recommended by the fabricator. Color should match SW 1667 as closely as possible across the entire installation.



PMS 9120 C  
SW 1667  
(Icy Lemonade)

# B-8 Painted Roadway: Pattern

## Description

Use the pattern shown to expand or contract the artwork as needed.

Crosswalks will use narrower areas near the center of the artwork.

Expanded pedestrian-only zones for use in intersections can use a larger, more square proportion.

If the pattern is used across multiple areas at one location (i.e. at four points of an intersection), “book match” or flip the pattern horizontally and vertically as shown.



# B-9 Bus Stop Shelter

## Description

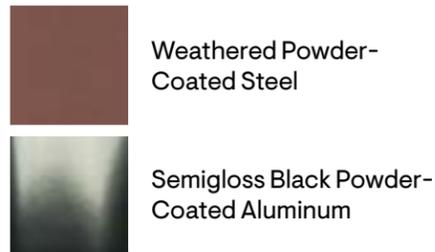
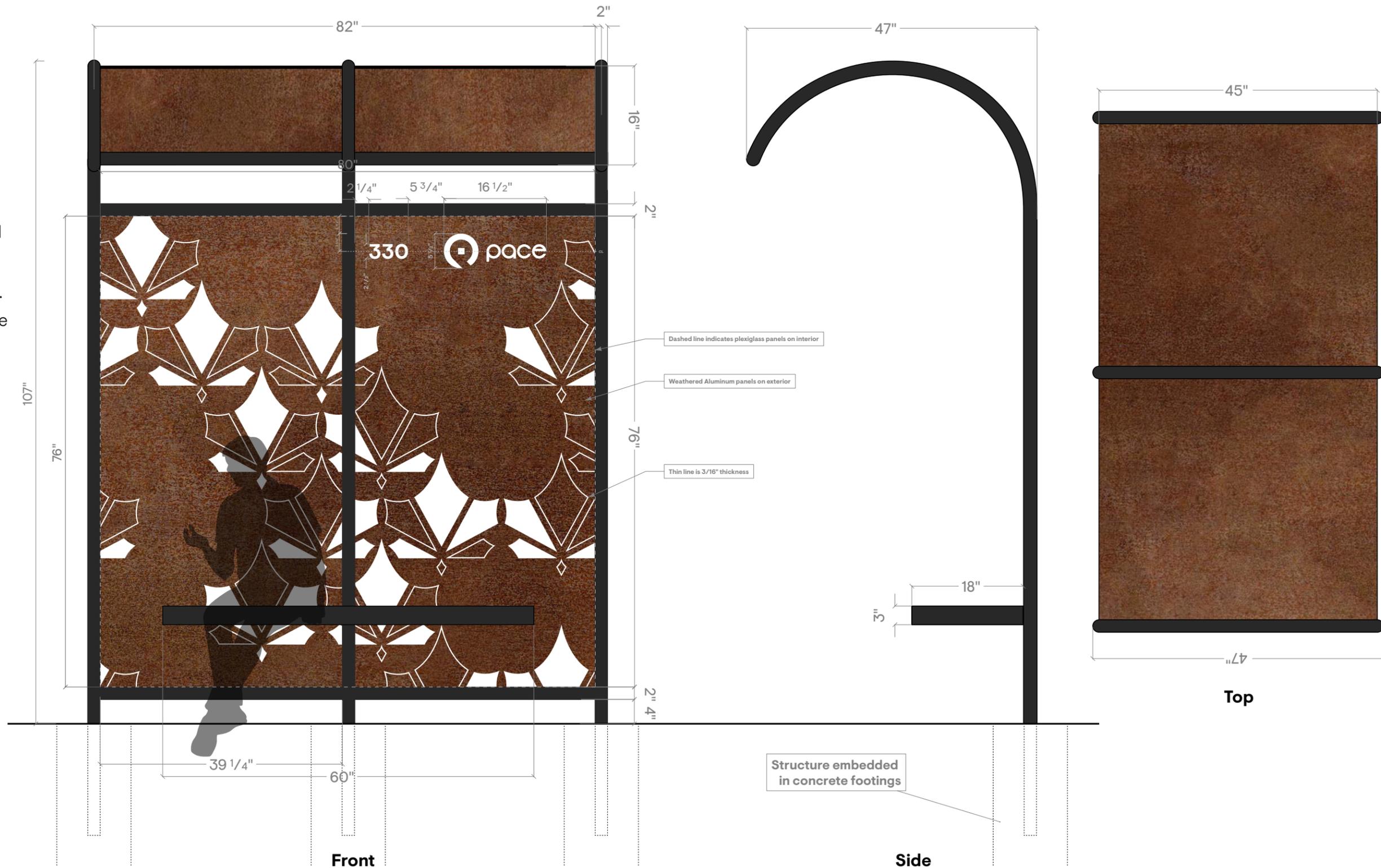
Freestanding bus stop shelter constructed of 2" bent tube structural steel powder-coated black to match other signage elements.

Steel tubing is recessed into concrete footings as recommended per the fabricator's licensed engineer. All shop drawings should be stamped with the engineer's seal.

Bench is an 18" integrated steel frame with slats for drainage.

Roof and back panels are 1/8" steel or aluminum plate finished to match weathered steel. Finish should be weather- and salt-resistant. Back wall should also include a plexiglass outer layer to prevent water from seeping onto seated pedestrians.

Pace graphics are exterior-rated white vinyl decals.





**A**  
Inspiration for B-9: Bus Shelter illustrating curved roof, integrated bench, and post mounting.

A

# C

# Wayfinding

This section contains vehicular, bike, and pedestrian wayfinding applications for the Village of La Grange Park.

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C-1 Vehicular Directional

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C-2 Parking Signage

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C-3 Bike Wayfinding

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C-4 Location Maps

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C-5 Trail Markers





# C-2 Parking Signage

## Description

Parking pole sign for use at locations specified by the Village. Messages can be one- or two-sided as needed.

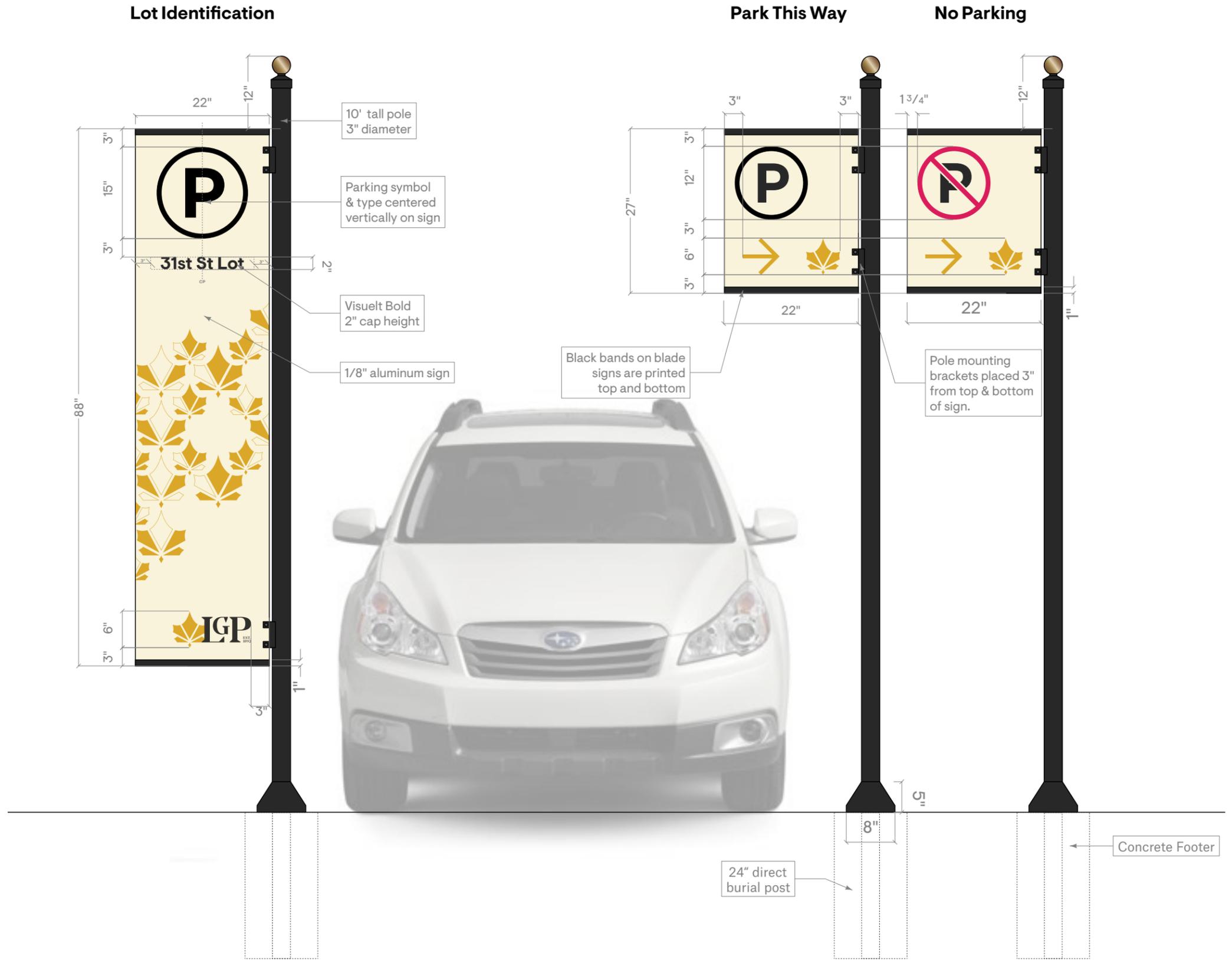
Sign consists of a standard round 3" diameter aluminum pole powder-coated black with a bronze powder-coated decorative pole ball finial cap.

Wayfinding messages are printed on aluminum with reflective coating similar to 3M High Intensity grade, and be visible from approximately 1,000 feet away.

Signs are mounted with brackets similar to BRK WF by Capital Streetscapes, Finish of bracket and bolts should match pole finish.

Decorative aluminum base is similar to SB-2410-BK by Solus Lighting with matching finish to pole.

	PMS Black 2 C SW 7020 (Black Fox)		PMS 2035C SW 6869 (Stop)
	PMS 2007 C SW 6685 (Trinket)		
	PMS 9064 C SW6693 (Lily)		
	Semigloss Black Powder-Coated Aluminum		
	Semigloss Anodized Bronze Powder-Coated Aluminum		



# C-3 Bike Wayfinding

## Description

Bike wayfinding signage for use at locations specified by the Village. Messages can be one- or two-sided as needed.

Sign consists of a standard round 3" diameter aluminum pole powder-coated black with a bronze powder-coated decorative pole ball finial cap.

Wayfinding messages are printed on aluminum with reflective coating similar to 3M High Intensity grade, and be visible from approximately 1,000 feet away.

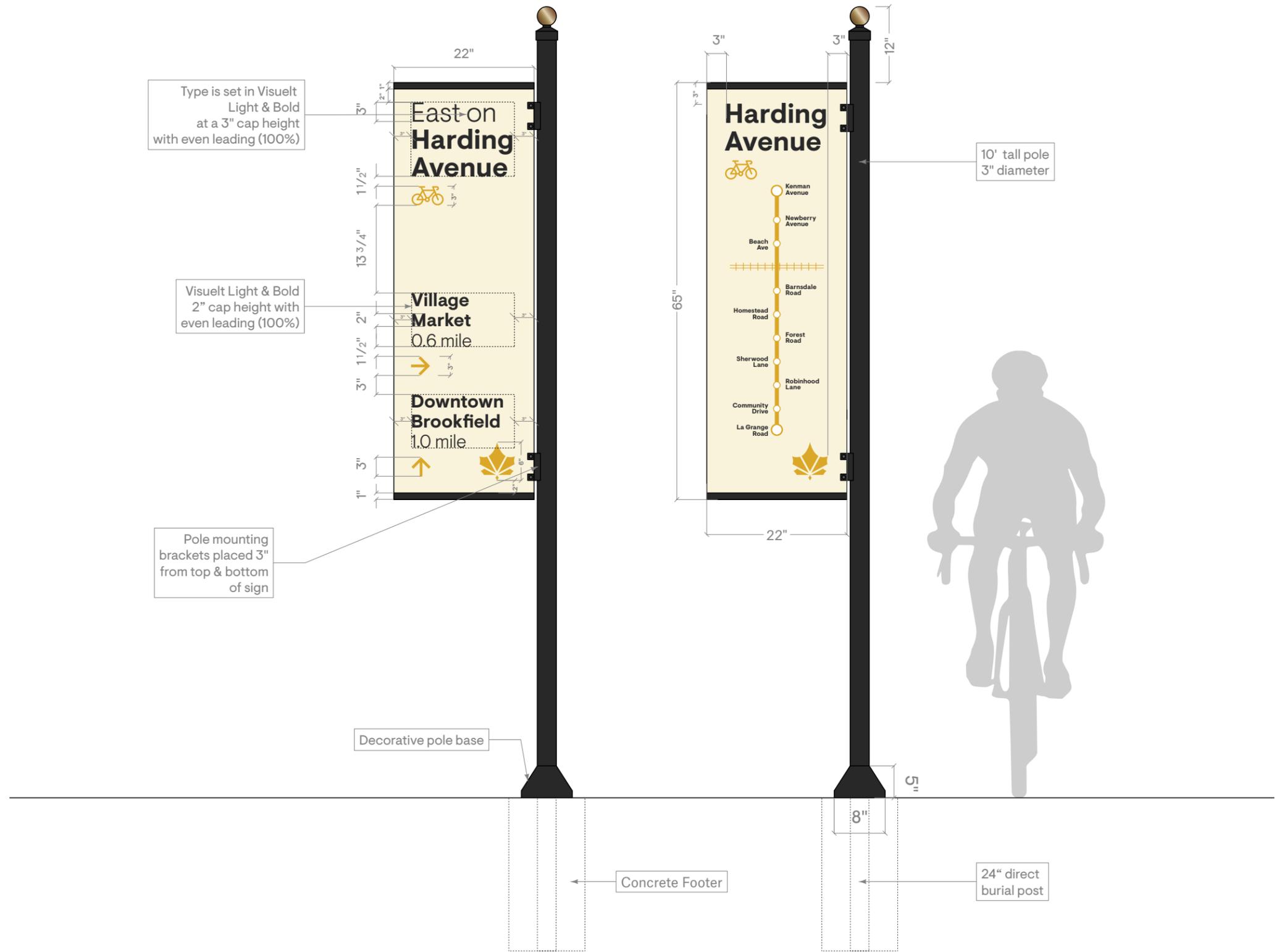
Signs are mounted with brackets similar to BRK WF by Capital Streetscapes, Finish of bracket and bolts should match pole finish.

Decorative aluminum base is similar to SB-2410-BK by Solus Lighting with matching finish to pole.

-  PMS Black 2 C  
SW 7020  
(Black Fox)
-  PMS 2007 C  
SW 6685 (Trinket)
-  PMS 9064 C  
SW6693 (Lily)
-  Semigloss Black Powder-Coated Aluminum
-  Semigloss Anodized Bronze Powder-Coated Aluminum

Bike Directional

Bike Route Map



# C-4 Location Maps

## Description

Location maps for use at locations specified by the Village. Messages can be one- or two-sided as needed.

Sign consists of a standard round 3" diameter aluminum pole powder-coated black with a bronze powder-coated decorative pole ball finial cap.

Map and messages are printed on aluminum with protective coating to be weather- and salt-resistant.

Sign face is mounted with brackets similar to BRK WF by Capital Streetscapes, Finish of bracket and bolts should match pole finish.

Decorative aluminum base is similar to SB-2410-BK by Solus Lighting with matching finish to pole.

-  PMS Black 2 C  
SW 7020 (Black Fox)
-  PMS 2007 C  
SW 6685 (Trinket)
-  PMS 9064 C  
SW6693 (Lily)
-  Semigloss Black Powder-Coated Aluminum
-  Semigloss Anodized Bronze Powder-Coated Aluminum



# C-5 Trail Markers

## Description

Trailhead marker for use at locations specified by the Village. Messages can be one- or two-sided as needed.

Sign consists of a standard round 3" diameter aluminum pole powder-coated black with a bronze powder-coated decorative pole ball finial cap.

Sign face is printed on aluminum with protective coating to be weather- and salt-resistant.

Sign face is mounted with brackets similar to BRK WF by Capital Streetscapes, Finish of bracket and bolts should match pole finish.

Decorative aluminum base is similar to SB-2410-BK by Solus Lighting with matching finish to pole.



-  PMS Black 2 C  
SW 7020  
(Black Fox)
-  PMS 2007 C  
SW 6685 (Trinket)
-  PMS 9064 C  
SW6693 (Lily)
-  Semigloss Black Powder-Coated Aluminum
-  Semigloss Anodized Bronze Powder-Coated Aluminum

# D Placemaking

This section contains large placemaking sculptures that establish the spirit and brand of the Village of La Grange Park across various locations.

The designer recommends using the same fabricator for all items if possible to maintain consistency in finish across all applications.

D-1	Three Pillars
D-2	Reed Garden
D-3	Poets' Corner
D-4	31st Street Lanterns

# D-1 Three Pillars: Overall

## Description

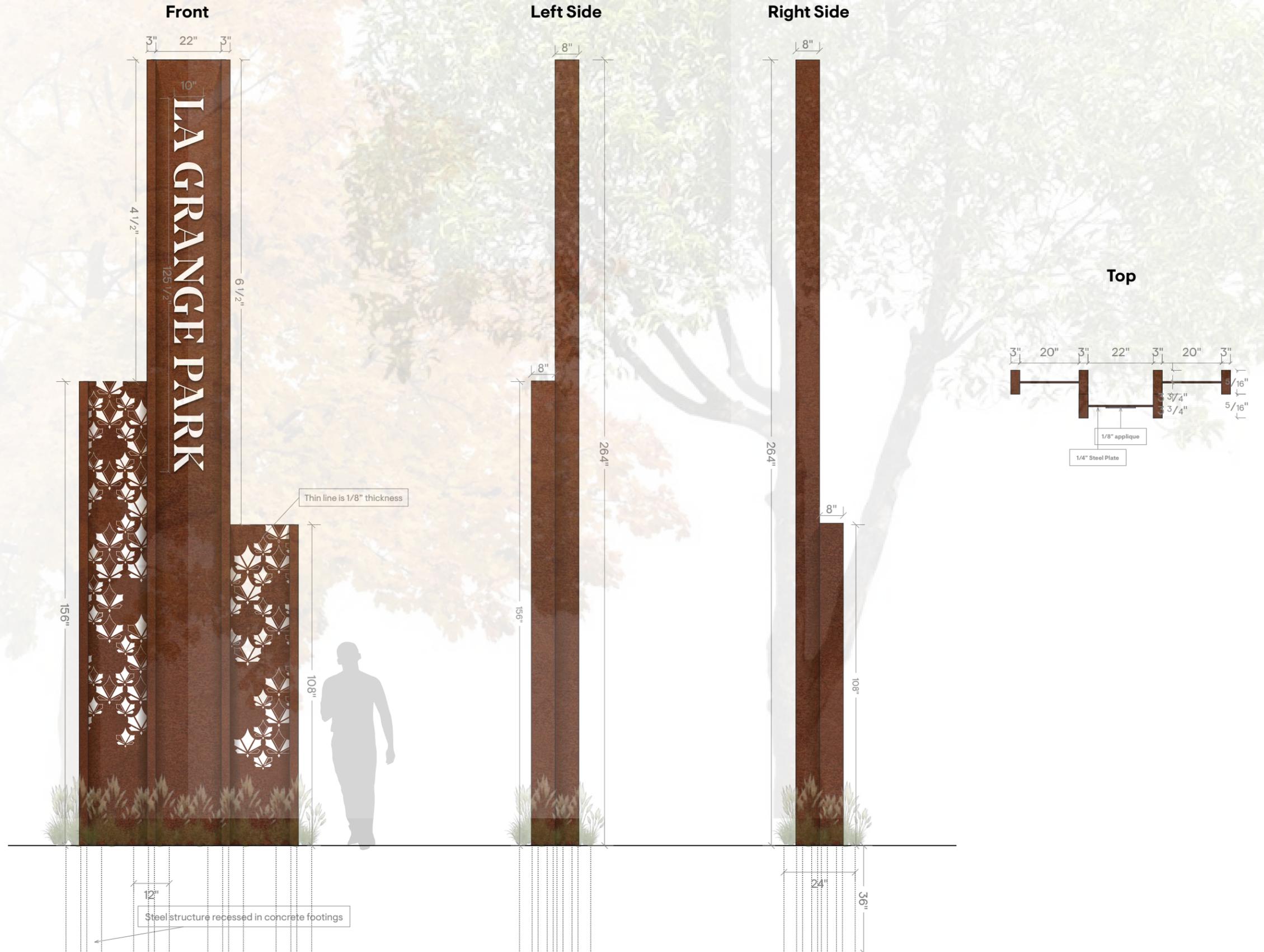
Freestanding 22' tall monument at the corner of La Grange Road and 31st Street identifying the Village.

A series of three totems, each with an outer vertical supports around a thinner inner 1/2" steel plate as shown. All structure to be finished to match weathered steel. Leaf pattern is cut out of structure as shown. Finish should be weather- and salt-tolerant.

White letters are exterior-rated 1/16" white acrylic appliqué mounted with long-lasting adhesive tape.

Structure is recessed into concrete footings as recommended per the fabricator's licensed engineer. All shop drawings should be stamped with the engineer's seal.

-  Weathered Powder-Coated Steel
-  Matte White Acrylic Plastic Applique



## D-1 Three Pillars: Lighting

### Description

Lighting consists of high-lumen LED strips recessed in the upright supports of the frame with a diffuser lens. 2700K should be the light temperature.

Light should wash face as much as possible.

While not confirmed, it is assumed that electricity is available on or near site due to existing traffic signals at area.





## D-2 Reed Garden: Overall

### Description

A collection of 17 individual steel columns, arranged in an organic “garden-like” format.

Each column follows one of five different heights as shown, consisting of two outer vertical supports around a thinner inner 1/2” steel plate as shown. All structure to be finished to match weathered steel. Leaf pattern is routed out of structure as shown. Finish should be weather- and salt-tolerant.

Structure is recessed into concrete footings as recommended per the fabricator’s licensed engineer. All shop drawings should be stamped with the engineer’s seal.

Lighting is not required at this location, but if desired could be supplemented with simple uplighting overall.

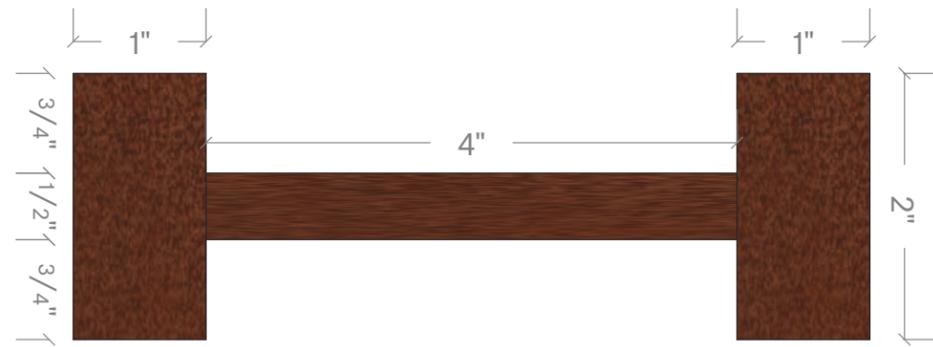


Front Elevation

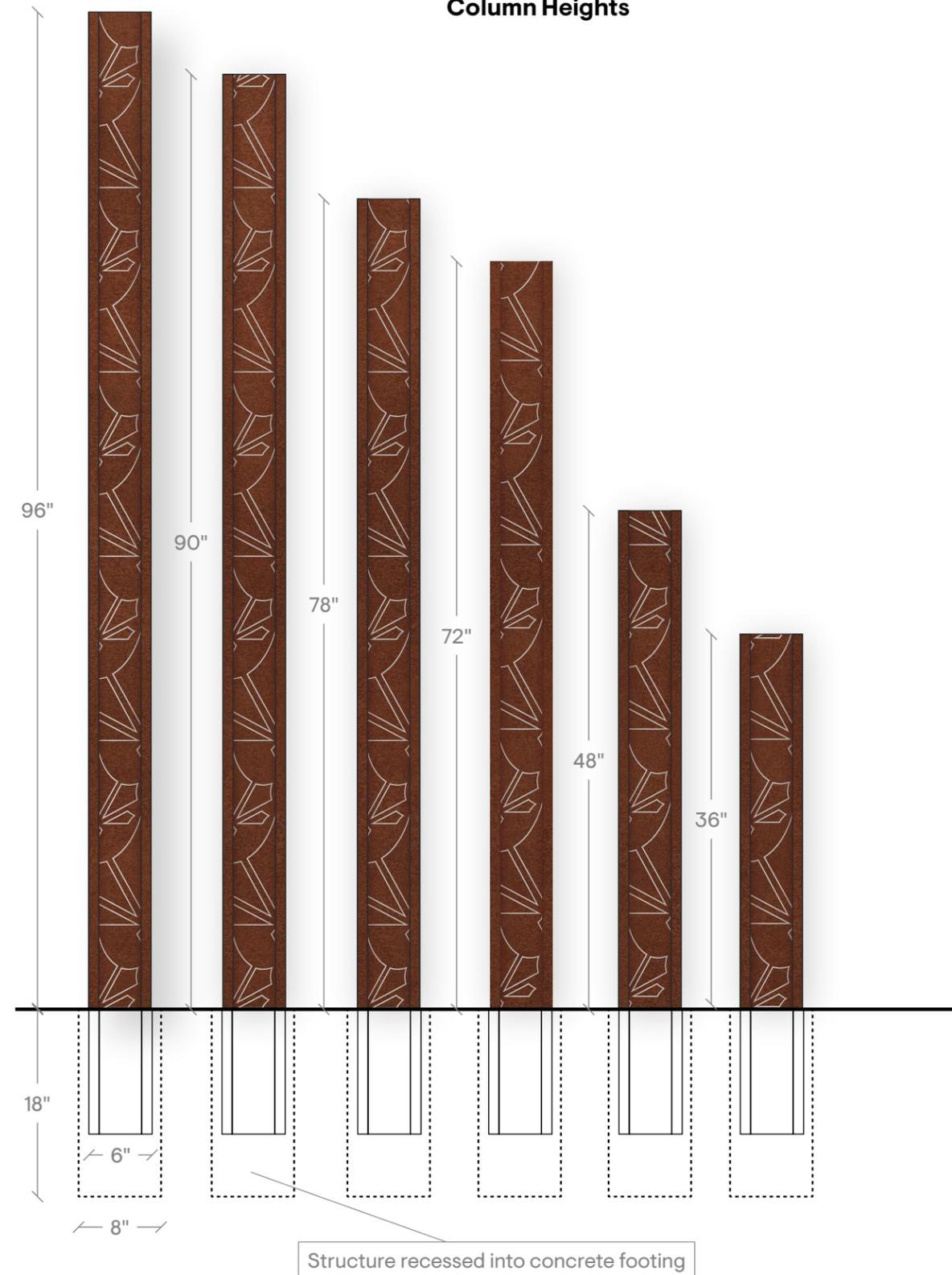
Weathered Powder-Coated Steel

# D-2 Reed Garden: Detail & Heights

Top Elevation

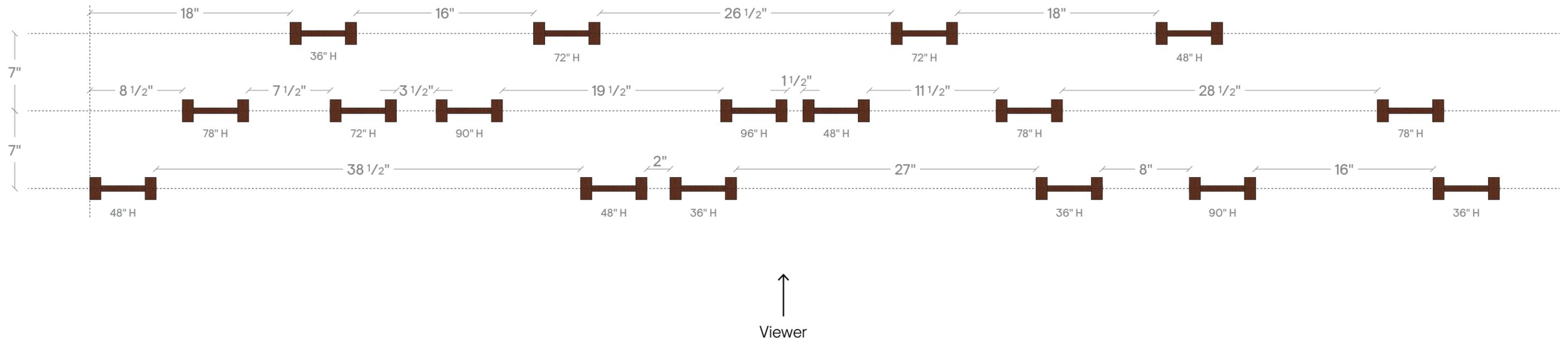


Column Heights



# D-2 Reed Garden: Arrangement

Top Elevation – Arrangement





# D-3 Poets' Corner

## Description

Dimensional steel sculpture with finish to match weathered steel. Sculpture should be constructed of plate steel stiffened by curved form plus CNC-cut faces each side, all mounted onto an internal structure of 2 1/2" steel pipe. All welds should be ground smooth. Finish should be weather- and salt-tolerant. Structure should be bolted to concrete pad for support.

Signage fabricator will be responsible for engineering the proper structure and mounting for safety and longevity.

Certified, stamped engineer drawings must be created by the fabricator to guarantee structural integrity.

Lighting should be exterior-rated spotlights uplighting the sculpture from both sides. Color temperature should be 2700K. Electrical is believed to be on site.





# D-4 31st Street Lanterns

## Description

Freestanding lanterns built upon the concrete bases and lighting connections of the existing dimensional signage along 31st Street.

The upper portion features a support steel structure with a thinner inner plate, all finished to match weathered steel. Leaf pattern is cut out of structure as shown. Finish should be weather- and salt-tolerant.

Single "feature leaf" is made from 1/16" semigloss bronze anodized aluminum applique as indicated.

White letters are exterior-rated matte white acrylic applique mounted with long-lasting adhesive tape.

Base is concrete clad in prairie stone veneer. Lip of existing base is used or, if needed due to existing damage, replaced with a new concrete cap.

-  Weathered Powder-Coated Steel
-  Prairie Brick Stone Veneer
-  Matte White Acrylic Plastic Applique
-  Semigloss Bronze Anodized Aluminum Applique



## D-4 31st Street Lanterns: Lighting

### Description

Lighting consists of high-lumen LED strips in diffuser boxes located within the structure behind the cut steel panels. 2700K should be the light temperature. Fabricator should be responsible for design and depth of the boxes to guarantee even lighting.

Electricity should be available at all locations.





**Designed by Span**

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