



FOR IMMEDIATE RELEASE

## **Re-Branding Richton Park**

### **Village of Richton Park**

RICHTON PARK, IL, December 2, 2015 – As part of our recent Comprehensive Plan to increase economic development and initiate an intense effort to spur commercial and residential development, the Village of Richton Park is rebranding.

According to Richton Park’s Board of Trustees, “Image and identity play an integral role in building Richton Park’s reputation as a place rich in history and welcoming of new development. Creating a positive image for the Village requires a comprehensive approach that addresses branding, messaging awareness, and built character.”

With the help and expertise of “a5 Inc.,” a Branding and Digital agency based in Chicago, the Village will receive a new graphic identity, tag line, signage system, ad campaign, and much more. The new brand will be based on insights (collected by a5) from Village employees, residents, students, business owners, stakeholders, and community leaders here in Richton Park. The goal of this rebrand is to develop a new visual and favorable uniqueness, positioning the Village of Richton Park as a great place to visit, live, shop, or start a business. In turn, doing so will differentiate us from other surrounding suburban communities by developing a brand which may be used to market the Village. Upon success, this endeavor will continue to progress economic development, tourism, and community building efforts. This branding campaign will help instill a sense of pride for Richton Park, and that is a vital element for any community, town, or village to thrive and prosper.

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