

FOR IMMEDIATE RELEASE

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Richton Park 's New Identity

Village of Richton Park

RICHTON PARK, IL. July 21, 2016 – In drastic efforts to increase economic development and initiate a spur of commercial and residential development, the Village of Richton Park has put countless hours into rebranding itself. Because “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 requires a comprehensive approach that addresses branding, message awareness, and built character.

Moving past the original (and extremely dated) Richton Park logo of a Native American in full headdress behind a wagon-wheel spoke, and with the expertise of *a5 Branding & Digital*, the Village has created a new graphic identity, tag line, signage system, campaign, and even various event strategies. The new brand is based on insights (collected by a5) from over 320 people, including Village employees, residents, students, business owners, stakeholders, and community leaders; as well as some outside Richton Park.

The goal of this rebrand has been 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. We want to craft and tell the story of Richton Park in a clear, concise, consistent, and compelling way to attract and retain Millennials, families, and those wanting to “age in place.” In turn, doing so will differentiate us from other surrounding suburban communities by developing a brand that can be used to efficiently 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.

From the vast amount of interviews, workshops, and surveys, we found that what the community likes *most* about Richton Park, is the small neighborhood feel, great people, great access to transportation (Metra, I-80, I-57), low crime, affordable housing, potential, and a strong volunteer base with many opportunities to get involved. Comparably, what the community liked *least* were the lack of businesses, improvements in infrastructure, higher property taxes, lack of jobs, and the unattractiveness of Sauk Trail.

With all of the acquired research, feedback, and strategy, it’s understood that a brand is more than a logo or a slogan. It’s a way of life. It’s a way of doing business. It’s how other’s view and perceive you, and the feeling that that brand evokes from an individual. Our brand should be an experience that is created within Richton Park, for those who live here, work here, and visit here.

The new Richton Park brand statement includes substance and appeal to all audiences:

“The hub of Chicago’s Southland suburbs, Richton Park is a warm, welcoming and diverse village with easy access to the city via a busy Metra station, Cicero Route 50, and Interstates 57 and 80.

Richton Park prides itself on being a safe, tight knit community with opportunities for kids, including a new charter school, new library, plenty of youth activities and quick access to four-year Governors State University.

To attract and retain Millennials, families and those wishing to “age in place,” Richton Park is developing a transit-oriented town center and fostering a spirit of volunteerism, entrepreneurship and beautification in the Village.

Richton Park aims to be the community of choice for upwardly mobile individuals and those seeking education safe dwellings, and great business opportunities.”

Accompanying Richton Park’s new visual identity, the Village will be utilizing a few different taglines across various campaigns and departments. The main tagline will be “Your home.” This tagline, that’ll be used on internal and external signage, social media, and traditional media, gives a personal, personable ownership to any individual who lives, shops, works, or has any interest in Richton Park. Whatever you do in Richton Park, it’s “your home” to do so.

The next taglines that will be used are “Realize Your Potential” and “Opportunity Imagined, Progress Realized.” These are for pieces focused on the economic development of new businesses, as well as new residents looking for a different, comfortable place to settle down. We want businesses and entrepreneurs both to take a look at our material, consider all the great benefits of opening up shop in Richton Park, imagine an amazing opportunity, and soon “realize” their potential and, or success.

The new face of Richton Park is geared to promote a healthily progressive Village that is well sought out for residential as well as commercial and business opportunities. This rebranding will build awareness and nurture name recognition for Richton Park. It will also greatly encourage economic development and shift existing perceptions of Richton Park to an appealing place to live and work, with well transit-oriented growth, local shopping, and widely recognized events.

It is our pleasure to be able to reintroduce you to Richton Park, your home.

Check out some samples below of how we will use our new visual identity!



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