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## **Village asks Residents and Visitors to Complete Survey to Assess Public Opinion Regarding Signage and Branding**

*Village of Orland Park extends survey deadline to gather information to assist in promoting area attractions and services*

**Orland Park, IL-** The Village of Orland Park is conducting a study to evaluate how popular destinations can be promoted through effective, harmonious, and attractive directional signage and branding.

Destinations may include municipal services, parks, sports facilities, shopping and dining.

The Village of Orland Park is partnering with *Teska Associates* to develop new wayfinding signage and enhance community branding. The ultimate goal of the plan will be to develop a unified and attractive community logo; strategies for logo implementation; comprehensive sign design plans; fabrication and construction budgets; and full scale sign mockups.

“The primary destinations that this plan will highlight include but are not limited to Centennial Park, Downtown Orland Park, multi-use trails, and the Old Orland Historic District,” explained Karie Friling, Director of Development Services.

As a part of this effort, the village wants residents and those who frequent these destinations to offer their opinion on the most effective way to navigate through the community and design considerations for the new logo and branding.

“Your input is greatly appreciated,” said Friling. “Please feel free to share with any of your family and friends that travel to Orland Park for any reason.”

The survey can be found at [www.orlandpark.org](http://www.orlandpark.org). **All who are interested are invited to complete the survey which closes February 20, 2015.**

For more information regarding the survey, contact Village of Orland Park Development Services at 708-403-5300.