Welcome to the Village of Oak Park Brand Guide.

This online brand book helps users understand the foundation of the brand, and will guide designers and writers on how to use its visual and verbal elements.

> Hover over images to discover more context and examples

Our vision

The Village of Oak Park is a highly desirable place to live and visit because of our people, our shared values, our culture and our location. We have a strong sense of responsibility to embrace our historic past and support our thriving present as a diverse, welcoming, inclusive and integrated community.

Oak Park is a leader in transformational thought and action committed to making brave decisions that are racially and environmentally just to create a safe, equitable, affordable and vibrant future.

Our values & guiding principles

1

We are community-centered in our thinking

2

We are fiscally responsible with our public resources

3

We build trust through respectful dialogue and board actions

4

We are transparent and accountable to the community

5

We engage and collaborate with the community and partners

6

We are focused on equity, innovation and sustainability

Our brand character

Buttoned-Up

Optimistic

Professional

Fluid

Respectful

Grounded

Direct

Our brand outlook

Built on a strong foundation, while looking forward

Historically, the Village of Oak Park has been a strong governing body that provides necessary services to the community. That hasn't changed. Neither has its welcoming, inclusive and vibrant culture the community has created and maintained for so many years. In many ways, the Village of Oak Park (government and community) uses this as its foundation to ensure a thriving future, something we don't want to see change. So we build from it, giving residents the service they've come to expect, and new things to look forward to—like sustainability efforts and diverse business districts—setting a standard for towns everywhere while inviting others to join us in making their future here.

Our tagline

Generations in the making.

As a municipality, we have an opportunity to think a little broader than a typical business-focused tagline. This tagline is meant to identify an ideal, reinforcing our purpose, or rallying our team. It suggests that we've come this far with the effort of past residents, while suggesting we're building a future for the next generation.

Oak Park
Village of Oak Park

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Our verbal identity represents who the Village is as a residence and municipality in word and voice.

Our voice

The tone in which the Village of Oak Park delivers information is based on the Village's business values and brand values–how it exudes its beliefs to the public. This comes to life in print communications, social media, on our website, out-of-home messaging, as well as communications with Village residents including email, informational mailers and bills.

In deriving a functional outlook on how the brand voice should be delivered we keyed in on three of our values:

1
Our tone is helpful and assisting

Business Value

We're an elected body whose job is to serve the Village, and as such, are a helpful resource to the residents that elected our board.

Brand Value

In order for residents to get the most out of the services we provide, Village Hall needs to be helpful and assisting in answering their questions and ensuring their concerns have been heard.

Implemented Via Voice

We do this with thoughtful responses, being friendly and always helpful.

Rather than speaking in directives, we offer guidance and suggestions, and always remind people that they can get more help anytime.

2
Our tone is heritage-minded

Business Value

The Village has a defining legacy and history that has made it a cultural point of interest. It goes back generations and continues to this day, which is something we proudly embrace while looking to the future.

Brand Value

The Village recognizes and considers the importance of its history and heritage when making decisions that impact the future of the community. Our past continues to guide us to tomorrow.

Implemented Via Voice

As a result, we speak positively and optimistically. Though we celebrate our history, we don't act old-fashioned. We live in the now and speak commonly, as our residents do.

3
Our tone is accessible

Business Value

We remain accessible to Village residents through Village Hall, our website and by being transparent with our constituents.

Brand Value

Village Hall should not be a roadblock for residents to get the most out of the services we provide, and we should be willing to discuss our position on matters without fear of criticism.

Implemented Via Voice

Therefore, we speak as a friend or acquaintance, not as an insulated governing body.

We are transparent, inviting and present ourselves in a welcoming manner.

Brand voice characteristics

Because the Village is both a governing body and a place of residence, the brand's voice can flex between functional and emotional when being used to communicate these two different roles. These are not meant to be specific as to force a choice between one role over the other, but one may be a predominantly better center point depending on the intent of the communication.

Functional	Emotional
Optimistic	Friendly
Collaborative	Down-to-Earth
Spirited	Humble
Welcoming	Relatable
Determined	Neighborly

Brand voice mechanics

Below are some very simple samples of where and how the voice can exude our values and come to life. Examples are diagrammed with our brand characteristics for clarity.

1
Voice in Village-wide communications

For pieces that are more serious in tone, consider including the brand's **optimistic** and **collaborative** tones. Working in a friendly and welcoming tone is also helpful to establishing a **relatable** connection.

Examples of headlines and copy calling for public policy volunteers:

The things **we do together** **last generations.** Volunteer now for an advisory board, commission or committee.

optimistic

collaborative

relatable

Big things happen when we **strengthen the village together.** Volunteer now for an advisory board, commission or committee.

The foundation of the Village of Oak Park is built on the **community and residents like you.** It's also the reason we're **able to continuously work at providing a more inclusive and welcoming place** for people to call home. **Now's your chance to help us shape the heritage we're creating together** by applying to volunteer on an advisory board, commission or committee.

2
Voice in direct communications

Personal messaging pieces, like email or direct mailers, can be more casual than conventional. Start with a **friendly, conversational opener**, then get to the **details**. Wrap things up with friendly sign-off that helps build a **neighborly connection**.

An example email for A Day in Our Village event:

Subject: **You coming to a Day in Our Village?**

Hi Mark,

optimistic

collaborative

relatable

If you haven't heard, we're celebrating A Day in Our Village on Sunday, June 2, 2024 from 11 am to 4 pm. **This annual event gives current and prospective residents a chance to discover the diversity and variety of civic, cultural, social service, business, educational and religious organizations and groups from over 100 entities in the Village.** It's also a great opportunity to meet other residents and connect with the community. You can learn more here. Otherwise, **we're looking forward to seeing you at Scoville Park on June 2nd.**

3
Voice in short formats or social media

General messaging made for visitors and the Village at large and can also reflect a more casual, **down-to-earth tone**.

Farmer's market headline examples:

Oak Park Farmer's Market. **See y'all Saturday.**

Oak Park. Generations in the making.

down-to-earth

E – I – E – I – O.P. Farmer's Market.

Oak Park. Generations in the making.

Our brand look and feel is an expression of the Village.

Putting it all together

Below we demonstrate and break down how the visual elements all come together in layout using color, imagery and typography.

Creating a graphic layout grid

The background art for the visual brand is designed around a set of grids with specific elements that lay on top of them and can be adapted at the designer's choosing. Here's how the entire look works, piece-by-piece:

Components:

Grid Blocks
(alternating colors)

Squared Wedge
(single color, overlay effect)
Can be rotated and is evenly scaled to fit grid.

Sharp Wedge
(single color, overlay effect)
Can be rotated and is evenly scaled to fit grid

Steps to creating a layout:

> Hover over art for additional guidance

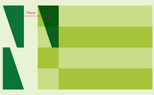
Step 1
The square is the basis for the overall brand look, representing a city block.

Step 2
Apply an alternating color scheme to the appropriately sized blocks.

Step 3
Duplicate the column of blocks and flip to create a checkered pattern. (Note: this operation can be done top to bottom as well)

Step 4
Choose one of the columns to be stretched the width of your layout, or graphic space.

Step 5
Use Wedge elements on top of the grid that has been created, ideally maintaining the pair of Wedges' proportional relationship.



Step 6
Scale Wedge elements to fit height and width of grid. Angles of the wedges will naturally change and create more unique overlappng shapes as a result.

Step 7
Add Woven Square elements, or swap colors in the underlying grid blocks to create interest and variety as you desire. (Note: see section on imagery to understand image placement on the grid).

Application of color examples:

Download VOP Starter File

Using photography with the grid

Photography should be placed with relevance to grid vertically andalso anchored to a corner. In the example below, the height of the image is in sync with the height of three grid units and anchored to a corner intersection of the grid. The width of the image can flex asneeded to accommodate type or other visual elements.

> Hover over images to discover more context and examples

Horizontal grid:

Vertical grid:

When flipping the grid to a verticalformat, image widths are constrained left and right, allowing the height to run the longer dimension of the layout space.

Graphic details applied

1
Woven Square Element

Light Green 3 stroke, with Overlay effect applied. Fits to square, or is a square shape overlapping grid. Can be rotated 90° for variety.

2
Graphic Logo Mark

Always to be used with a Light Green 3 fill, and Overlay effect applied. It is never used as a graphic in the same color format as it is supplied in a logo file.

3
Photography

Applied in full color, and full opacity, adhering to the underlying grid.

4
Typography

Applied in varying sizes to create interest. Can span intesections of color and grid boxes as needed for legibility.

If you are unsure of how to use these elements, have questions on the overall brand look, need a file created or would like a consultation on your design, please contact Famous Victory.