



CHICAGO ART
COMMON



THOUGHT

IMPROVING THE HEALTH OF THE CITY IS EFFORT

and *Art on the Farm* showed Chicagoans are willing to come together to develop local food sources and impact the home they share.



BUT THAT'S NO SURPRISE

This city is a source of bright, hardworking people. Now, Chicago Art Common gives them a new way to spread their talents and spirit.

No walls restricting visit and no roof for them to hold up, anyway. Out in the open, we're sharing the creativity that holds up the city.



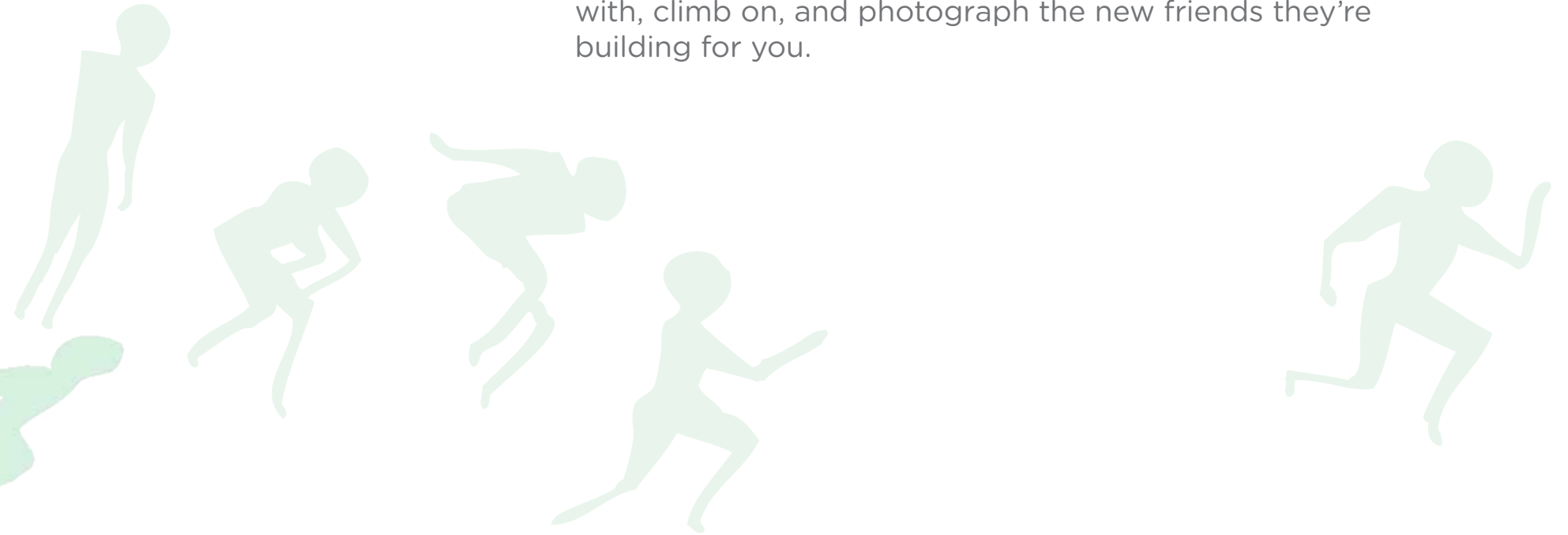
MONMOUTH ART

Compounding the brand elements, the logo acts as a cue to pique curiosity; a glimpse of a place busy and filled with life.

ENJOY YOUR OUTDOOR SCULPTURE SHOW!

Astride the benches, along the walkways, and across the square, this park is filled with you and lifesize figure sculptures. Year-round, rotating exhibitions are created by local artists and students.

Chat with them as they work, and be sure to hang out with, climb on, and photograph the new friends they're building for you.



THE SCULPTURES AREN'T SHY!

It's okay to touch and you will not be shushed.





FEEL

ATTRIBUTES

LIVELY

PEOPLE

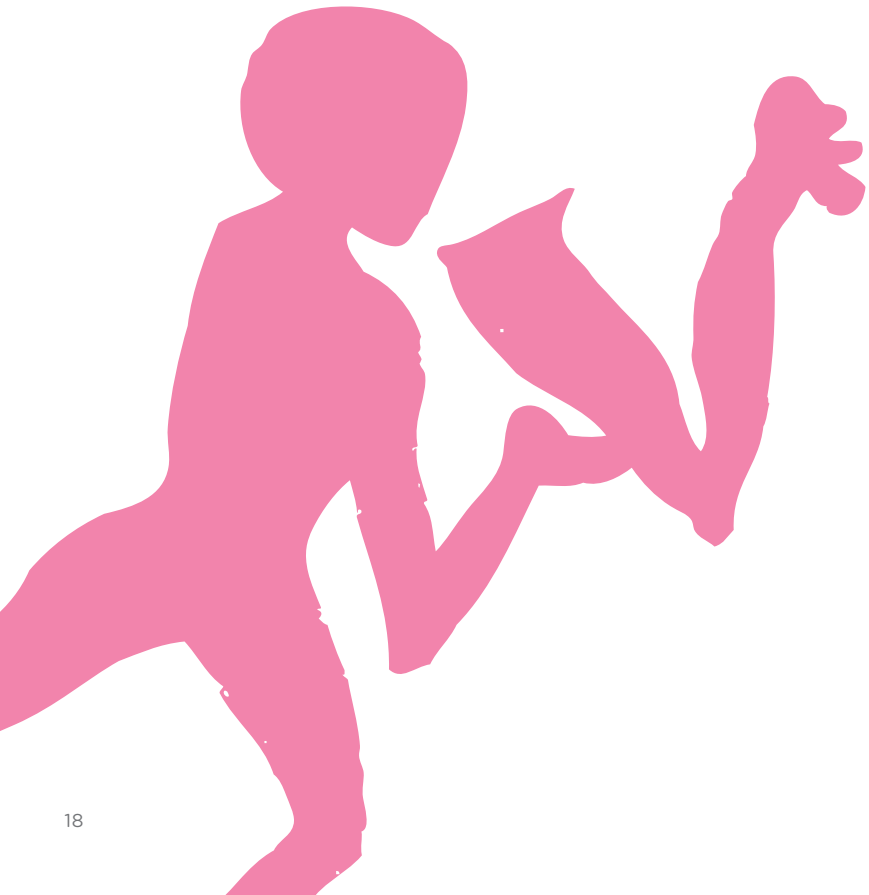


ENGAGING

ACTIVITY



ENDURING ART



TYPE

WE SAY IT LIKE THIS

Gotham Rounded

This type matches the inviting nature of the hands-on experience by appearing fluid and pert, while readable.



ascender
cap height
x-height
base line
descender

Sphinx

COLOR

WE WEAR IT LIKE THIS

Orange/Blue/Pink

Vivid colors that express cheer and feel warm even when the Chicago weather isn't.





REACH

LOOK US UP

Website

See everything we've been up to, what we have planned, and tell us when you're available to lend a hand in the making of new art. We need everyone we can to fill the park with interesting characters!





BECAUSE YOU'LL KEEP SEEING US

Transit Signage

Look for us on the windows of local buses and trains.
We like to get around, same as everyone else.

AND WE LEFT A TRAIL TO FOLLOW

Sidewalk Paint

Follow the footprints starting at various spots in
the Loop. Can you catch up?

WELCOME

Entrance

So glad you made it! Our sign is the closest thing to a wall that we have... but it's full of holes! Walk right through, if you like.



YOU'RE ALREADY ONE OF THE GROUP

Cut-out Masks

Display your favorite Chicago Art Common sculpture and make the other ones jealous!





