Princeton

Chamber of Commerce & Main Street

Main Logo

The concept of the logo is to place Princeton (represented as the elegantly drawn initial "P") in the center of a decorative border that represents the city as a significant historic and artistic work. The tourism and historic preservation that the organization focuses on can be read through the presentation of Princeton as a work of art. The frame itself was modified from an actual design from 1882 and suggests the rich and varied Victorian architecture within Princeton's downtown. Because the physical layout of the district is comprised of two commercial nodes separated by a length of residential buildings, we felt it was important to conceive the logo as a centralized shape, implying that the organization can overcome the bifurcated nature of the district. Because the graphic frame is a real, historic design, the implication is that Princeton is surrounded by a similar authenticity. The colors, willow green and orange, were specifically chosen to represent freshness, and a new approach. They bring a complimentary "hipness" to the historic frame.

ILLINOIS MAIN STREET PROGRAM

The Illinois Historic Preservation Agency, through the Illinois Main Street Program, has provided this free design assistance to qualified property/business owners in the officially designated Main Street district. This conceptual rendering is based on information supplied to the staff. Should obscured architectural details or problems be revealed during the work, the local project manager and/or the staff architects should be consulted.

OFFICE OF LIEUTENANT GOVERNOR PAT QUINN

One Old State Capitol Plaza
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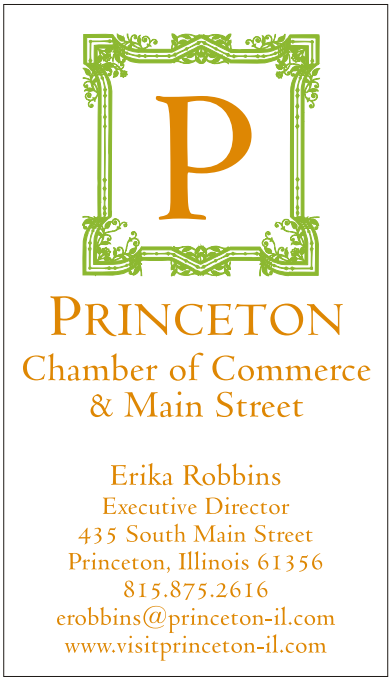
ILLINOIS HISTORIC PRESERVATION AGENCY

Princeton
Chamber of Commerce & Main Street
Logo

Drawn by AMB	March, 2008
Project Number 2008007	Sheet 1 of 2



Business Card

Advertisment

Photograph frame

The logo itself is comprised of the 3 main elements the frame, the initial, and the words "Princeton Chamber of Commerce & Main Street." However, the intention is for the frame to be used apart from the initial and from the words for marketing purposes. The complete logo should still be present somewhere on the piece, but the frame alone can begin to do other things. By changing its scale, it can be used to influence the design of and become an organizational element for the program's website. For advertisements and websites, the frame can also be used literally to enframe photographs of the community, the district, its buildings and events. Again, the frame comes to represent the organization and, by extension, the community. Because it's a closed shape, it unifies and showcases the images placed within it.