

March 13, 2024

Alex Smith
Philadelphia Art Commission
One Parkway, 13th Floor
1515 Arch Street
Philadelphia, PA 19102

Dear Mr. Smith,

The Delaware River Waterfront Corporation (DRWC) is pleased to submit this letter, requesting time at the March 27th meeting of the Sign Committee of the Philadelphia Art Commission to present the signage for the Park at Penn's Landing for the Commission's review and final approval. We received conceptual approval from the Commission last fall and are returning now to share additional details on the project.

Based on the Commission's comments and requests at our last presentation, our materials will reflect the progress we have made on the park signage components, specifically related to the following:

1. Consider ways for signs to better reflect the sense of joy evoked by other parts of the park design
2. Explore aligning park icons with PPR standard icons
3. Address concerns about potential graffiti

A full submission packet for the project will be shared in the next week. You can direct any questions regarding the project or submission package to me, as well as the commission's decision (my contact information is included below). We are very much looking forward to presenting this exciting project to the Art Commission.

Sincerely,



Karen Thompson
Director of Planning, Policy & Engagement
Delaware River Waterfront Corporation
121 North Columbus Boulevard
Philadelphia, PA 19106
215-629-3245
kthompson@drwc.org

Cc: Joe Forkin & Lizzie Woods, DRWC
Chuck Davies & Elaine Elbich, PennDOT
Liz Lankenau, City of Philadelphia oTIS
Debbie Ferraro, Pennoni

Delaware River Waterfront Corporation

Art Commission Review

Penn's Landing Park Branding & Wayfinding

Project #: 120088

Issue Date: 3/21/24

Exit Design

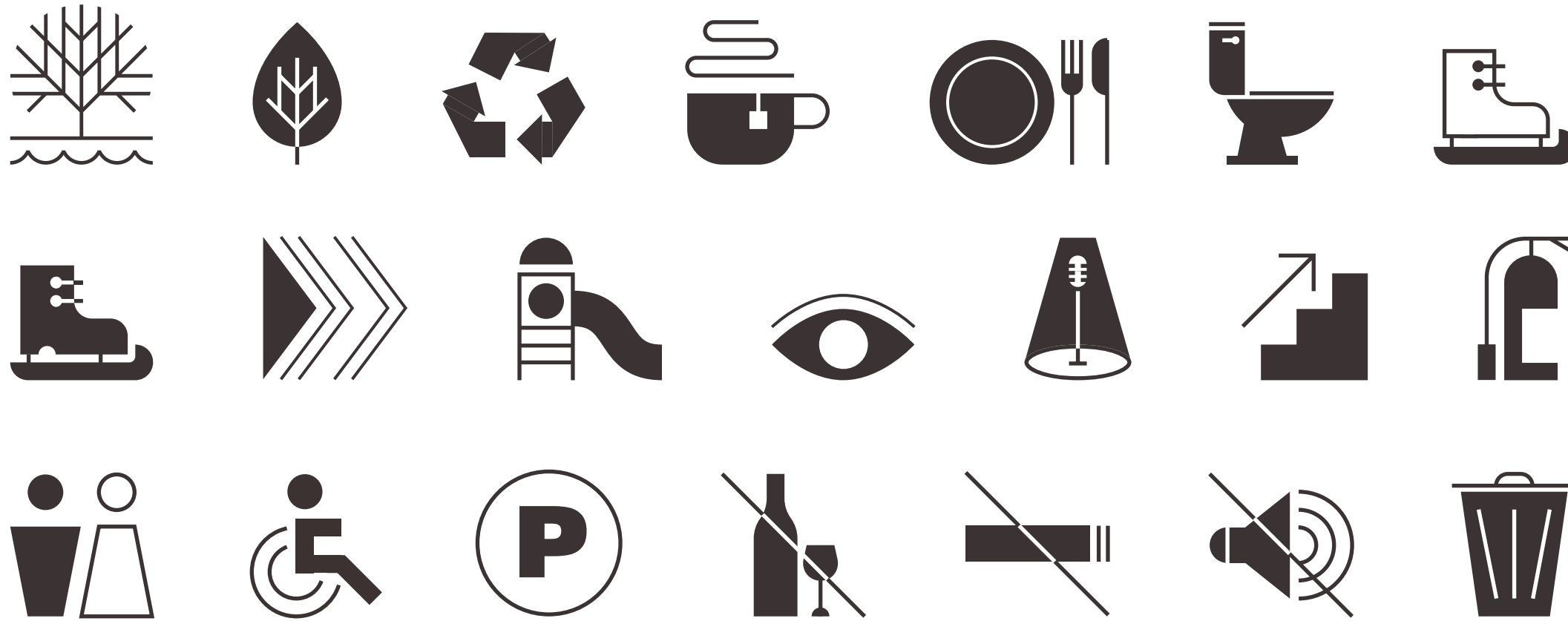
725 N 4th Street

Philadelphia, PA 19123

215.561.1950

info@exploreexit.com

Penn's Landing Park Symbols



Philadelphia Parks & Rec Symbols



EID1 Old vs. New
NW Corner - Chestnut St



Old



New



NW Corner - Chestnut Street

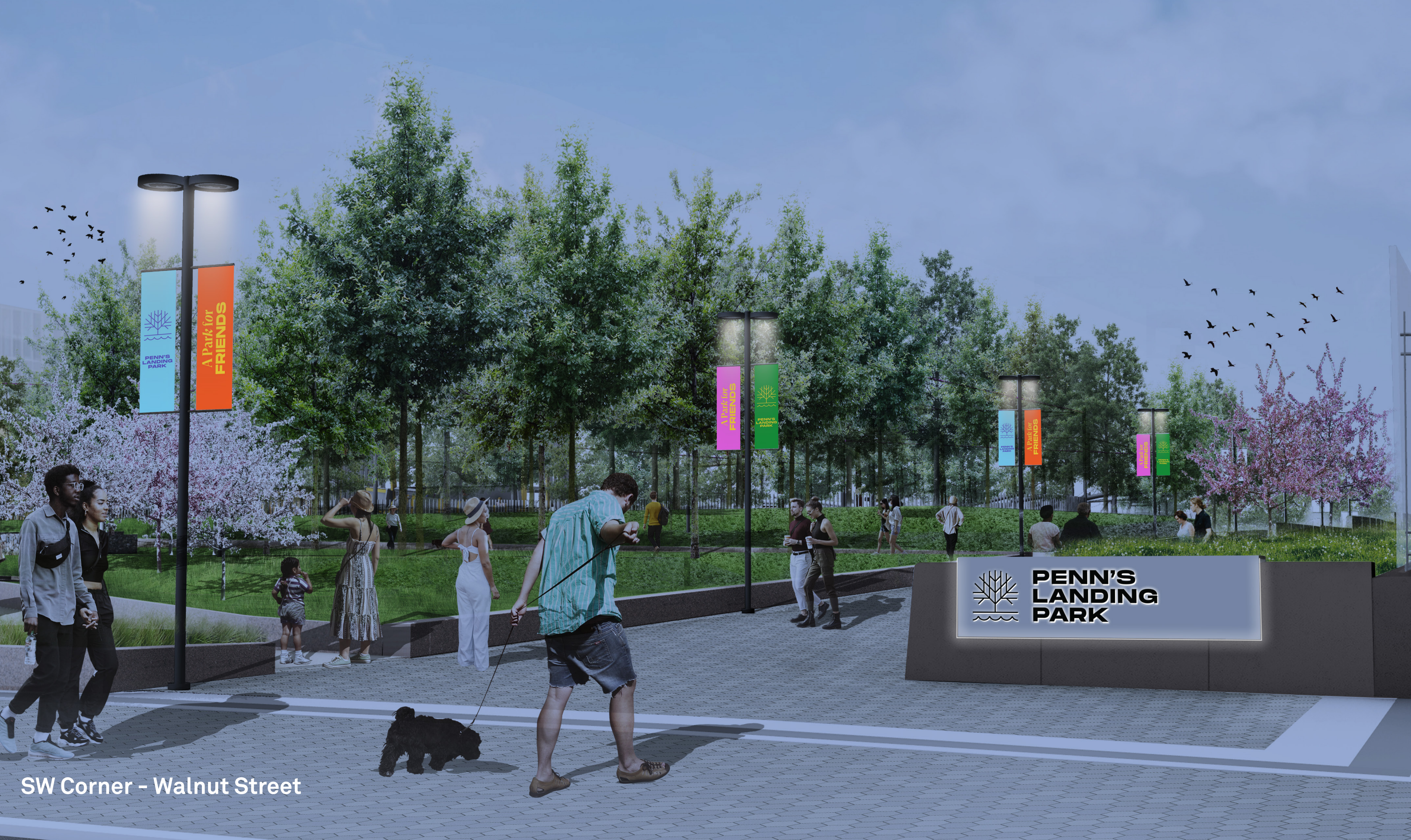


NW Corner - Chestnut Street



SW Corner - Walnut Street

 **PENN'S
LANDING
PARK**



SW Corner - Walnut Street

 **PENN'S
LANDING
PARK**



Esplanade View



Esplanade View

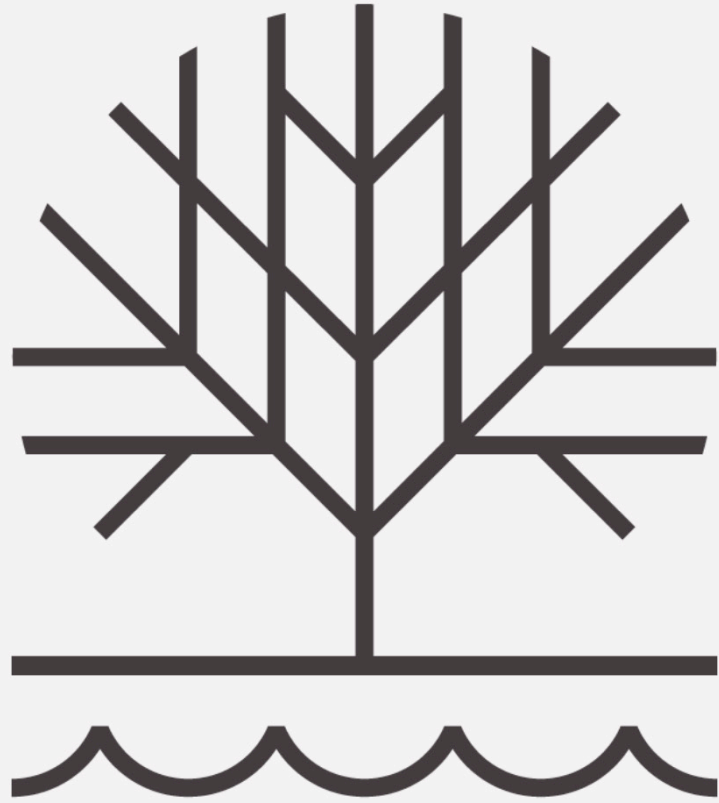


Walnut Plaza

Our Logo

The logo for Penn's Landing Park represents our intentions and vision for this built environment, bringing together the city and its people, nature, and the riverfront.

These intentions are represented in parts, synthesized together to make a whole mark: the tree, the city, and the river.



THE CITY
The lines building the trees branches are inspired by the Philadelphia city grid, and our city founder William Penn's original plan for a "City Greene."

THE TREE
We recognize the importance of nature, and are proud of the green space we have cultivated for the people of Philadelphia.

THE RIVER
We treasure our city's relationship with the Delaware River, both present and past.

Approved Lockups

An approved wordmark or lockup of logo and wordmark must appear on every piece of branded collateral. Use these pages to determine an appropriate solution for your brand application.

PRIMARY LOCKUP

This logo lockup is our most recognizable brand asset. The logo and wordmark are equal in their visual importance.

SECONDARY LOCKUPS

In circumstances where there isn't a proper amount of space to accommodate the primary lockup, the secondary lockup may be used.

PRIMARY LOCKUP



SECONDARY LOCKUP





or you,
them,
ors,
im, her,
one.



@PLPARKPHILLY

PENN'S
LANDING
PARK

COMING SPRING 2026



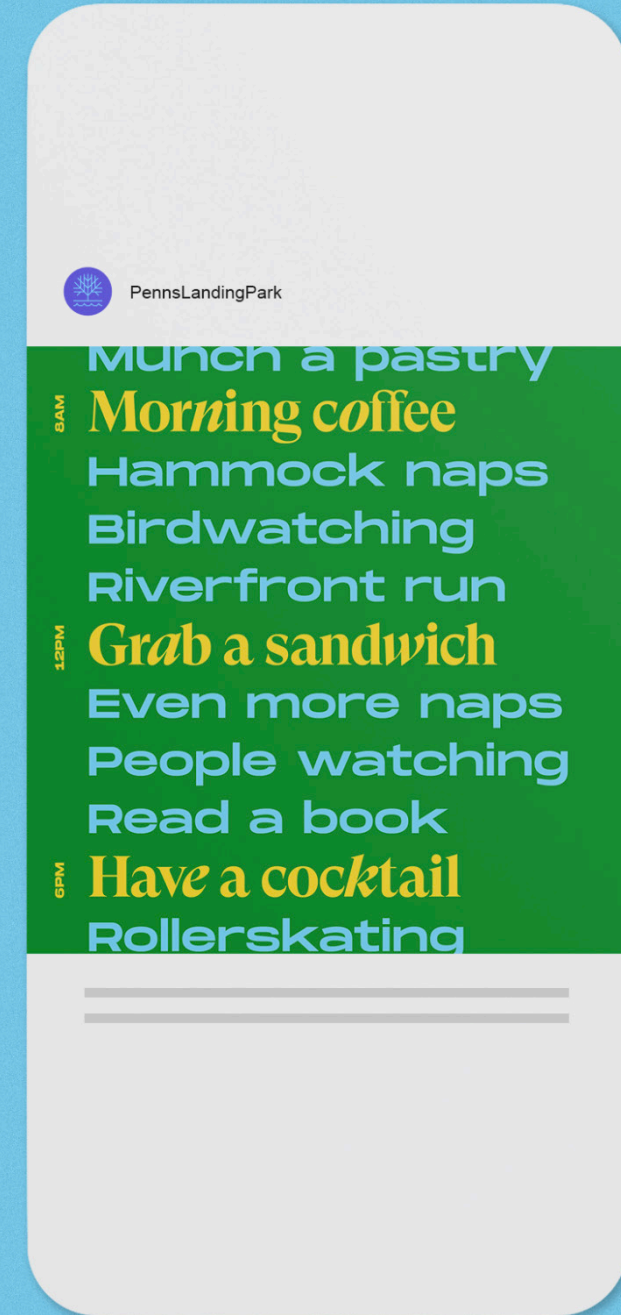
8AM **Morning coffee**
Hammock naps
Birdwatching
Riverfront run

1:30PM **Grab a sandwich**
Even more naps
People watching
Read a book

6PM **Have a cocktail**
Roller skating







Typography Overview

The consistent application of a limited number of fonts will reinforce our visual-identity system and give our communications a cohesive look.

BRAND TYPEFACES

Our brand uses three fonts in a variety of weights across materials: GT Super, Monument Extended, and Monument Grotesk.

DISPLAY TYPEFACES

GT Super and Monument Extended
For headlines and pieces of expressive type.

BODY TYPEFACE

Monument Grotesk

Our workhorse typeface, used in body copy and subtly branded content.

Park
Park
PARK

~~~~~  
Penn's Landing Park, a 21<sup>st</sup> century park for the people of Philadelphia.

BAM

Sunrise yoga  
Munch a pastry  
Morning coffee  
Hammock naps  
Riverfront run

12PM

Grab a sandwich  
Even more naps  
People watching  
Read a book

GPM

Have a cocktail  
Rollerskating  
Moonlit strolling

Aa Aa

Aa

# Expressive Typography

One of the primary tools in our brand toolkit is our expressive type used in headlines and messaging, being the visual representation of the varied voices found throughout our city.

## USAGE

These messages should utilize both GT Super and Monument Extended, typesetting them in such a way that feels balanced and cohesive.

## ITALIC ACCENTS ●

For added visual interest when using GT Super, one letter per word (or two for very long words) may be italicized in short messages.

For longer messages, try to use the italic letter once every few words or lines of copy.

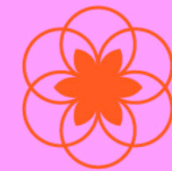
It is best practice to not apply the italic to the first letter of any word. Monument Extended DOES NOT utilize the italic accented letter treatment.

A Park for *you*,  
me, us, *we*,  
them, *friends*,  
neighbors,  
lovers, him,  
her, you's, *us*,  
teams, buddies,  
playdates, first  
dates, *pals*,  
crews, couples,  
families, *us*,  
*everyone*.

EVERY

WEEK

NIGHT



*Yoga*  
ON THE  
Lawn

6-7PM

All experience levels welcome

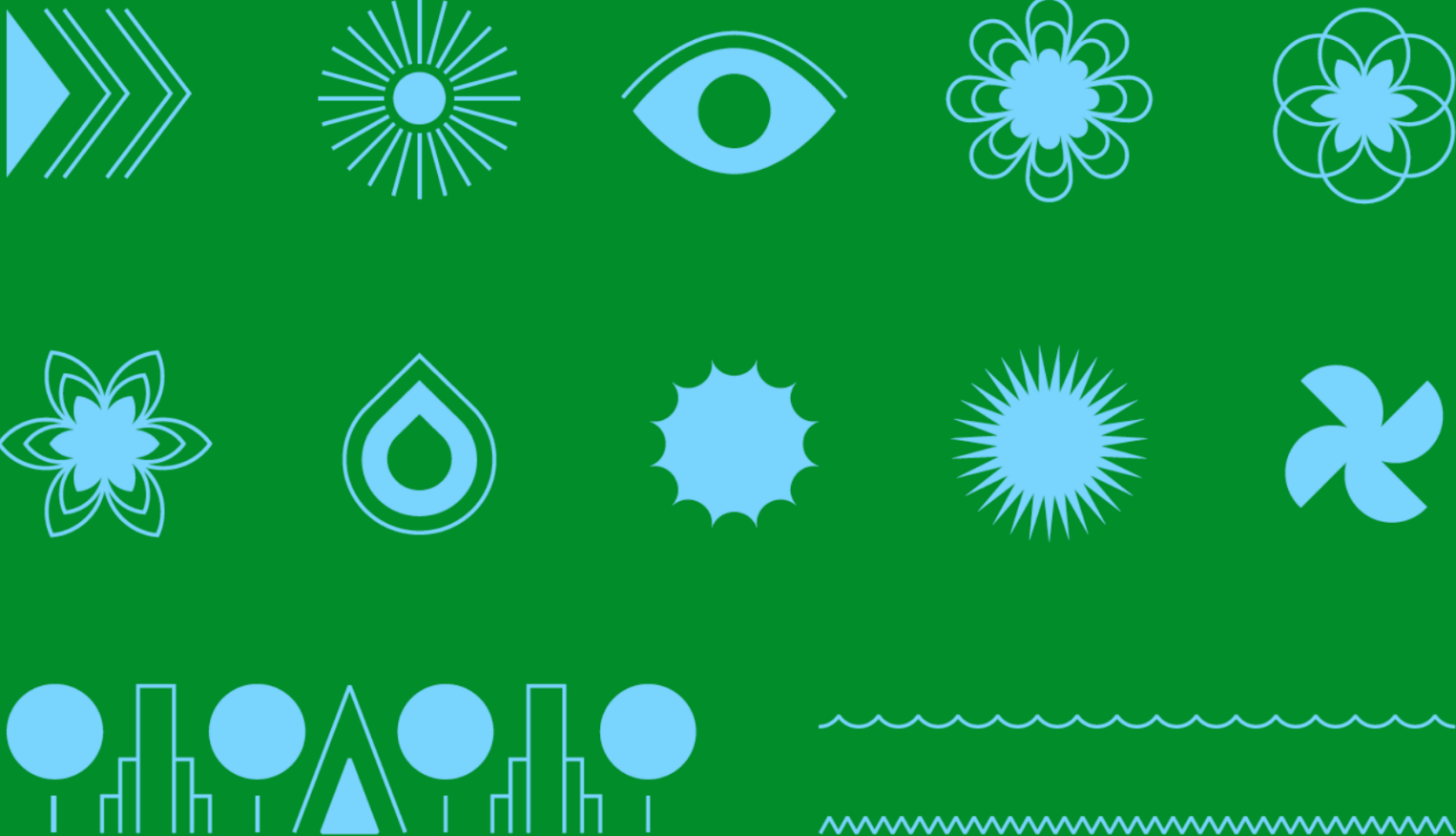
# Ornaments

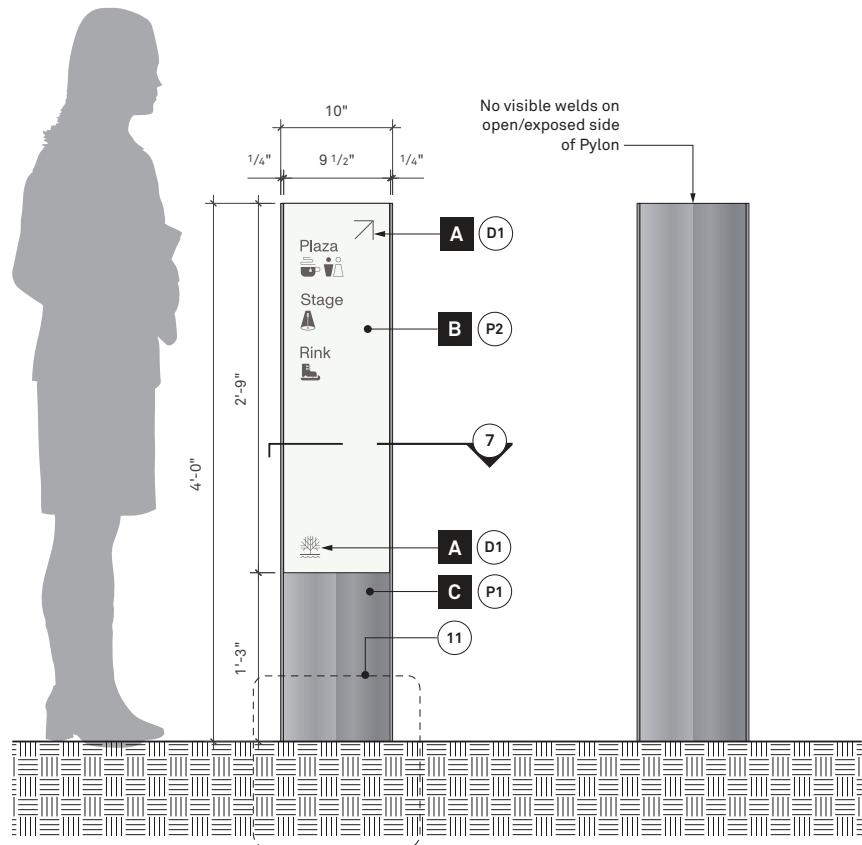
A primary element the brand is this set of abstract graphic ornaments that reflect nature and park life through simple geometric illustrations.

**USAGE**

These ornaments can be paired with copy to emphasize the message further and add an additional piece of visual interest.

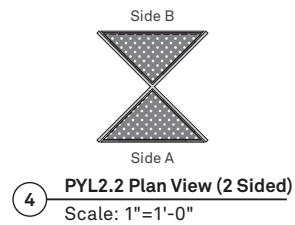
Reference the Brand Samples section to see ornaments in use.



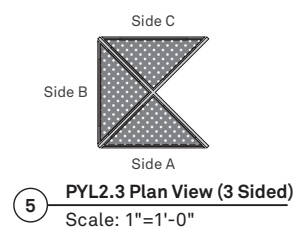


2 PYL2.2-PYL2.4 Front Elevation  
Scale: 1"=1'-0"

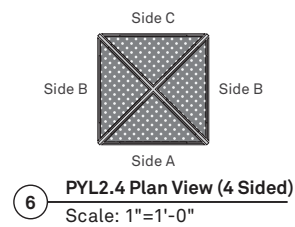
3 PYL2.2-PYL2.4 Side Elevation  
Scale: 1"=1'-0"



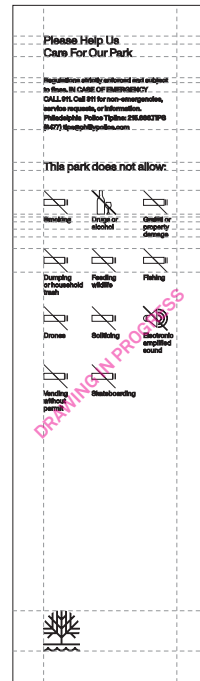
4 PYL2.2 Plan View (2 Sided)  
Scale: 1"=1'-0"



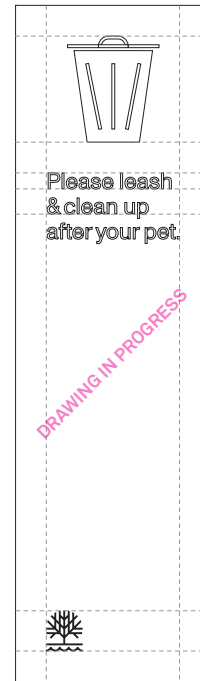
5 PYL2.3 Plan View (3 Sided)  
Scale: 1"=1'-0"



6 PYL2.4 Plan View (4 Sided)  
Scale: 1"=1'-0"



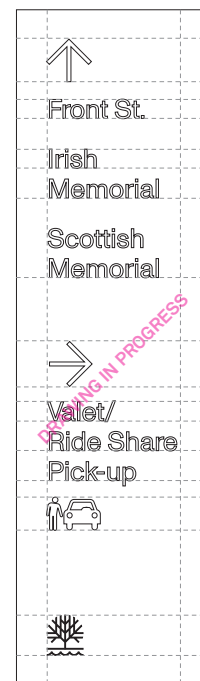
2 PYL2.2-PYL2.4 Graphic Layout  
Scale: 3"=1'-0"



3 PYL2.2-PYL2.4 Graphic Layout  
Scale: 3"=1'-0"



6 PYL2.2-PYL2.4 Graphic Layout  
Scale: 3"=1'-0"



7 PYL2.2-PYL2.4 Graphic Layout  
Scale: 3"=1'-0"



Thank you!  
Questions?

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