

Riverside Park

Environmental Graphics Proposal



**BASEBALL
FIELD**

The 'Chep Kessel' Ball Park was build around 1939 by the Works Progress Administration and it was designed by local architect Rudolph Z. Gill. Both the New York Yankees and St. Louis Cardinals have held tryouts here.

RULES:

- Ball park open during warm season (May-September)
- Concession stand open during all league



DOG PARK

Randy Bateman Memorial Dog Park was founded in 2011 by the volunteer organization Friends of Muphysboro. This was the first leash-free, safe dog park in southern Illinois.

RULES:



**PLAY
GROUND**

The Riverside Playground provides space for children to play together. The playground has been a



**VETERANS
MEMORIAL**



**BAND
SHELL**

Riverside Park

Purpose of Location:

Riverside Park is a public park located in Murphysboro, Illinois. The park contains several attractions including a ballpark, dog park, and amphitheater.

Current Issues:

- Park map does not contain all relevant locations
- Most locations lacking any branding or information
- No navigation outside of main park map
- Large empty spaces on some structures



Current Map

- Falling apart
- Most locations not shown
- Unnecessary graphics
- Not visually appealing

Current Signage

- Most locations have no signage
- Lack of information about locations and activities
- Some locations difficult to see



Current Walls

- Large empty spaces
- Lacking signage for stadium features
- No display of ball field name



Design Solutions

Solutions to Current Issues:

- Create unified brand for the park
- Revamp current signage and add new signage to improve wayfinding
- Add visual appeal to current lacking spaces

Core Ideas for Branding:

- Wooden features to highlight natural aspects of park
- High contrast for attention-grabbing, clear signage
- Clean icons and variety of colors for visual appeal

Hex:
1A9494
Pantone:
7716 C

Hex:
2fA870
Pantone:
7723 C

Hex:
B3CD61
Pantone:
366 C

Hex:
FA9829
Pantone:
1375 C

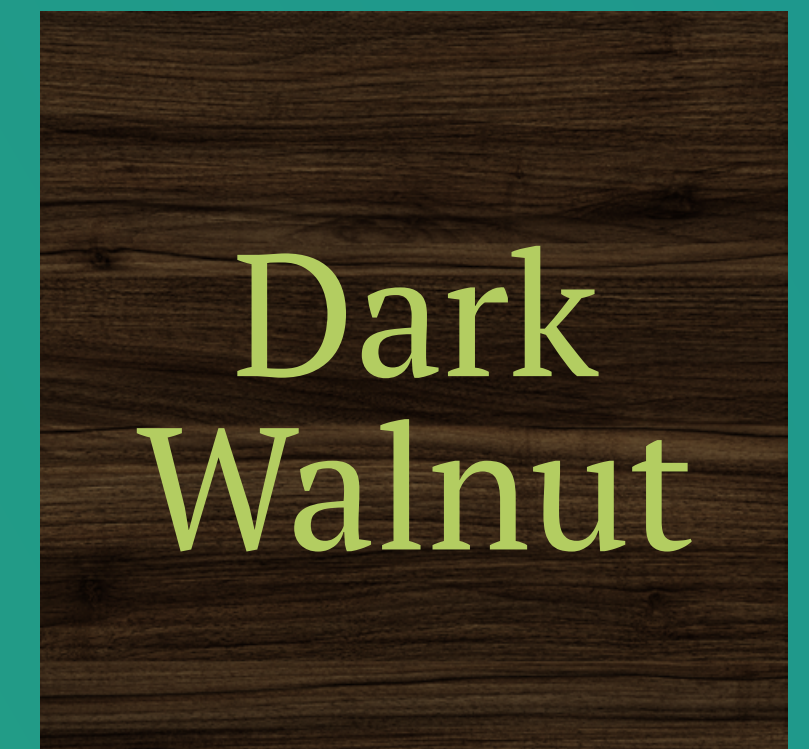
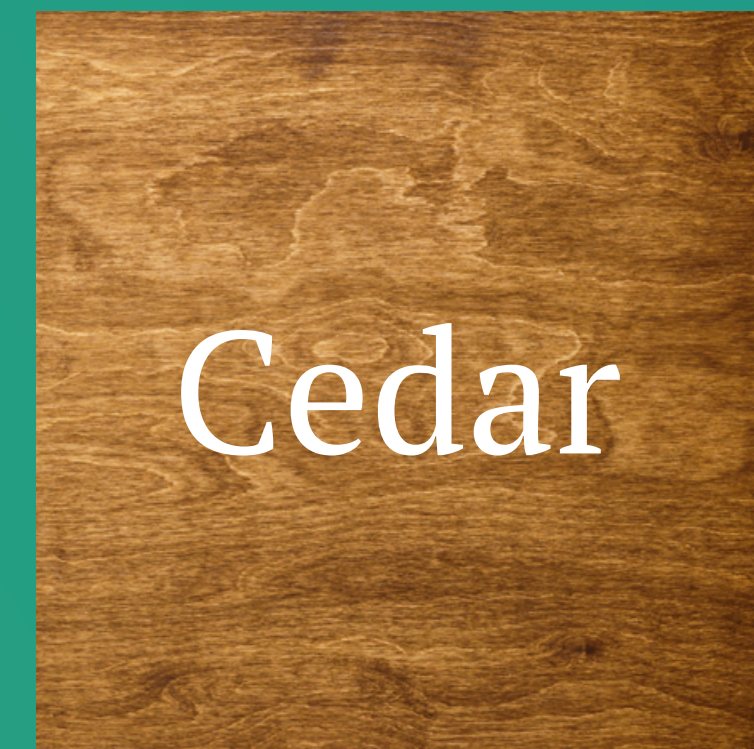
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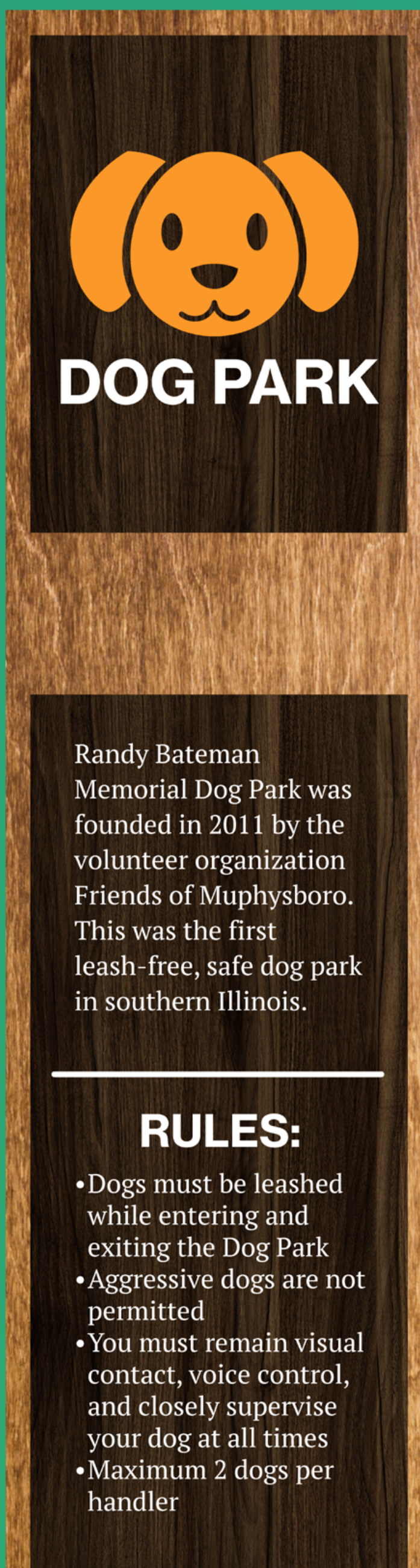
Titles: Neue Haas Grotesk Text Pro - 75 Bold

Body: PT Serif - Regular

Materials:

Layered laser-cut wood with
UV/water-resistant sealant
and painted details





Randy Bateman Memorial Dog Park was founded in 2011 by the volunteer organization Friends of Muphysboro. This was the first leash-free, safe dog park in southern Illinois.

RULES:

- Dogs must be leashed while entering and exiting the Dog Park
- Aggressive dogs are not permitted
- You must remain visual contact, voice control, and closely supervise your dog at all times
- Maximum 2 dogs per handler



Icon Set

Post Template

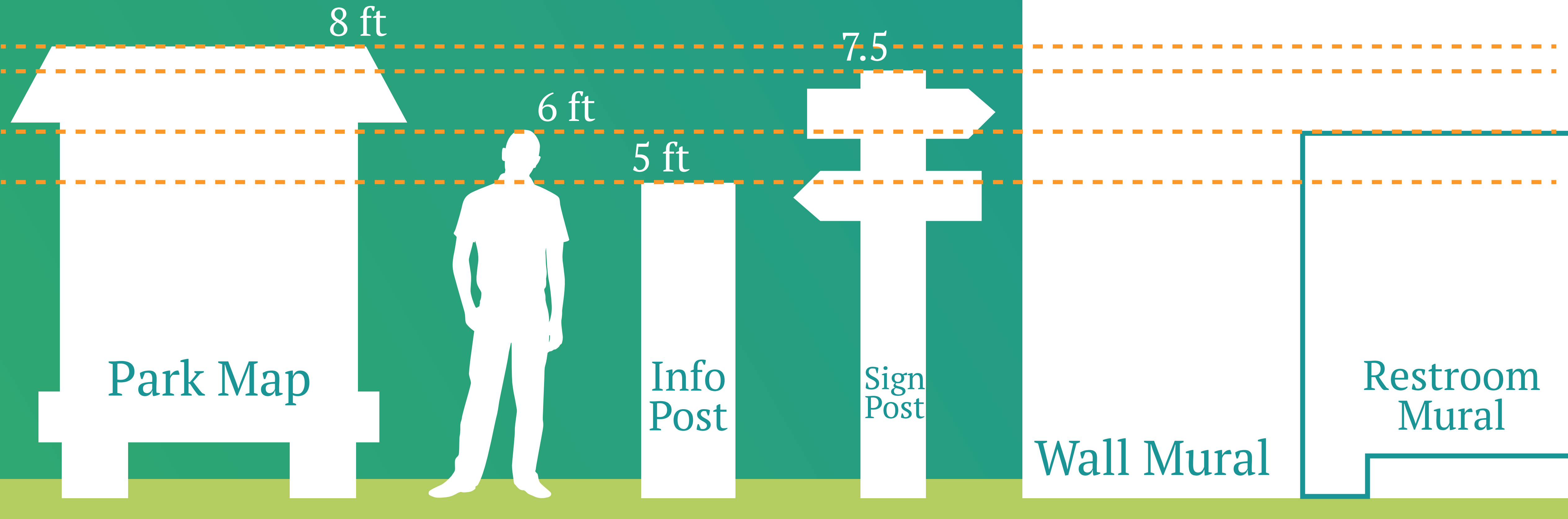
Arrow Template



Dog Park



Size/Scale





New Park Map

Location Posts





Directional Posts

Murals



Murals

