



## Seeing footprints?

*The new look of Central Lake View*

If you were out and about the Central Lake View neighborhood, you may have noticed our new streetlamp banners on Clark, Belmont and Sheffield streets. The new banners are Central Lake View Merchants Association's "kick-off" to a new branding and visibility-building initiative.

The year-long project supported by CLMA's Ad/Marketing and Beautification committees includes a new logo, new marketing materials, advertisements and a new website. "We wanted to make a splash. Chicagoans know the Belmont-Sheffield-Clark area, but not everyone knows that is Central Lake View." says Cynthia Porcelli, president of Central Lake View Merchants Association and co-owner of Genacelli Salon. "Our goal with this investment is to build awareness of the neighborhood while supporting shopping and dining locally." The new website, [www.centrallakeview.biz](http://www.centrallakeview.biz), offers specials and deals from CLMA members and provides information about the neighborhood and its merchants.

So why footprints? The new look was created to recognize the diversity of Central Lake View. It embraces "all walks of life" and promotes a green lifestyle. The new logo is represented by three footprints and a paw print that collectively, acknowledge all genders, species, ages and socioeconomic status.

Individually:

- The 'Doc Martin' print is unisex, reflects positively the sub-cultures of Central Lake View and embraces all ages
- The 'High Heel' print represents business, fashion and the night-life of Central Lake View
- The 'Running Shoe' supports a healthy lifestyle while bringing to mind athleticism and the baseball legacy of Wrigleyville and the Cubs
- The 'Paw Print' celebrates the animal friendly aspects of Central Lake View while again promoting a healthy lifestyle in an urban setting

The new logo was created by Audience, [www.audienceengages.com](http://www.audienceengages.com), a Central Lake View marketing and PR firm that worked closely with the CLMA board to ensure the look matched their vision for supporting their membership. The new website was developed by Sandbox Studio ([www.sandboxstudio.net](http://www.sandboxstudio.net)).

Stay tuned -- the new look of Central Lake View is coming soon to a bus and EL train near you!