

## FOR IMMEDIATE RELEASE

### **STA100 Recognizes Downtown Hyde Park Chicago for Top Design Award**

Otherwise Incorporated receives top honors from the Society of Typographic Arts for brand development of Downtown Hyde Park Chicago.

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CHICAGO, November 9, 2016 / Hyde Park / The South East Chicago Commission is honored to announce that the design and branding of Downtown Hyde Park has been recognized on the [2016 Society of Typographic Arts \(STA\) 100 Awards](#) list.

With creative design and strategy by Otherwise Incorporated, Special Service Area #61 launched its Downtown Hyde Park brand in June 2015 as a central point of engagement and cultural destination in Chicago's near south side community. The new brand came to life in the 53<sup>rd</sup> and 55<sup>th</sup> Street business districts by introducing strong visuals and communications with the brand identity for window signage, street banners, billboards, bike racks, a new website, and social media networks.

As an annual competition, the Society of Typographic Arts recognizes the 100 most exceptional graphic design works by designers, agencies, and professional freelancers from around the world. Judges evaluate thousands of branding submissions on the art and craft of typography, design, and visual communication.

Under the leadership of founders Nancy Lerner, Chief Strategist, and David Frej, Chief Creative Director, Otherwise Incorporated is credited with [the award-winning design for the Downtown Hyde Park brand](#).

The Downtown Hyde Park Chicago brand design and strategy is highly regarded by design professionals and stands next to other STA 100 noteworthy designs from highly-acclaimed awardees including Google Design, Thirst, and Leo Burnett.

*"The Downtown Hyde Park was established as a brand that celebrates the energy, diversity and character of Hyde Park Chicago," says Eric E. Reaves, SSA Director. "Local residents, visitors and tourists have embraced the name and identity as a true destination to live, dine, shop, learn and play. That is the ultimate goal."*

The South East Chicago Commission and Special Service Area #61 will host a press conference on **Monday, November 14, 2016** from 10:30 am – 11:15 am at the **Hyatt Place Chicago South** hotel, 5225 S. Harper Ave.

### **About Downtown Hyde Park**

Special Service Area #61 is comprised of the 53rd and 55th Street business corridors connected by Lake Park Avenue. The SSA is a taxing mechanism used to finance business district services, public way maintenance and beautification; business retention/attraction, marketing activities; auto and bike transit; security; facade improvements; and other commercial and economic development initiatives. The South East Chicago Commission is the service provider for Downtown Hyde Park. For more info, please contact the SECC at 773-324-6926 or visit [downtownhydeparkchicago.com](http://downtownhydeparkchicago.com) or [secc-chicago.org](http://secc-chicago.org).