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Media Advisory

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Southbend Park Unveils New Brand Identity

LaGrange, Ga. December 20, 2019 – Callaway Foundation, Inc., and the City of LaGrange are proud to introduce a new brand identity enveloping Southbend Park and the surrounding community.



New sign of Southbend Park

“Southbend is a new word in the LaGrange vocabulary,” said Tripp Penn, president of Callaway Foundation, Inc. “Its origins come from the bend that was created when Bull Street was extended to wrap the park. The other thing wrapping the new park is excitement. Southbend has

become a popular gathering place. So we want this new name to embrace the revitalized community surrounding it too,” he said.

In addition to the park, the community emerging from the once-industrial area at the end of Bull Street is now treated to beautiful, expansive vistas of downtown. Southbend Park has become the new anchor for the south side. It serves as the southernmost welcome to the city of LaGrange and acts as a great cultural counterpoint to Sweetland Amphitheatre at Boyd Park on the north side. Together, the two landmarks, less than a mile apart, bookend the downtown and set the tone for LaGrange as a walkable, family-friendly, dog-friendly, music-loving community.

The Southbend brand project is backed by Callaway Foundation, Inc. who has made the revitalization of downtown LaGrange a priority, working in collaboration with local leadership. Grants from the Foundation have supported a wide variety of projects, ranging from the pedestrian promenade connecting Main Street and Bull Street, to Sweetland Amphitheatre, Del’avant Event Center and preservation of the property that is now home to Wild Leap Brew Co.

Brand Identity

A lot of care went into the creation of an urban-inspired identity designed by local brand agency, Kelsey Advertising & Design. The brand identity features a modern typeface topped by a brightly colored red railing.

“The significance of the railing is multifold,” Brand Strategist Andy Fritchley revealed. “It resembles the pitch of the house rooftops that dot the edges of the park, signaling that this belongs to the community. It also acts as a bridge, connecting the park to the thriving downtown. And it is most definitely a nod to the state-of-the-art skate plaza

designed by Stantec Action Sports Group, constructed by New Line Skateparks and made possible with a grant from the Tony Hawk Foundation,” he added.

“The use of red is not only an energetic and vibrant choice, but an intentional one,” continued Fritchley. “Red is the primary color of the playground equipment and also the core color of LaGrange College, City of LaGrange and Sweetland Amphitheatre.”

Fun Southbend Signage

Fun and friendly signs and banners have been installed throughout Southbend, creating a sense of place and identity. Clearly marked entrance signs greet visitors to the lush green space while a dozen light posts feature brightly colored banners.

The park’s showstopper is a 17-foot-long artistic piece topped with steel rails. One thing the signs don’t do is obstruct the great view. In fact, all of them were designed to complement their surroundings. Since its official opening in spring 2019, the park has become a bit hit with neighbors. At just about any time of the day, you can find people of all ages and their pets enjoying the space. The skatepark has attracted the attention of professional and amateur wheeled-sport enthusiasts throughout the Southeast as a place to hone their skills in a safe, controlled environment.

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