

Farnsworth GROUP

Logan Pfalzgraf

Farnsworth Group portfolio of work



01

IDENTITY

SAFETY BY DESIGN LOGO & PROCESS //

Project board created to illustrate scope of work for presentation at a public input meeting. Labels & colors used help illustrate improvements clearly to current residents.

Printed & laminated on clear vinyl.



1

SAFETY BY DESIGN

2

SAFETY BY DESIGN

SAFETY BY DESIGN

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SAFETY BY DESIGN

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SAFETY BY DESIGN

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SAFETY BY DESIGN

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SAFETY by DESIGN

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SAFETY by DESIGN

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SAFETY by DESIGN

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SAFETY by DESIGN

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SAFETY BY DESIGN



Pantone 285C / 3005 U

c91 m75 y15 k00 r40 g126 b249 #287ef9

Farnsworth Group

SAFETY by DESIGN

The next move forward in the identity of Safety for Farnsworth Group.

Farnsworth Group

SAFETY by DESIGN

Rounded corners & a partial diamond shape are reminiscent of the shape of various safety signs. The border of the form invokes a feeling of protectedness.

Sleek & modern typography evokes an ever-present dedication to safety through continued efforts & learning. Bold type allows for use on a large variety of mediums and placement at a variety of sizes.

A one-color design allows for simple consistency across applications without the need for changes or additional approvals.



“ON CLOUD 9” INTERNAL MARKETING LOGO //

Logo created in order to tie a theme to Farnsworth Group’s 9th consecutive Great Place to Work accredation.







CLIENT CARE LOGO //

A logo created to brand a new campaign promoting a culture of outstanding service to clients.

Abstracted letters of the word CARE constructed in a way that resemble a heart shape laying on one side.





.02

MAPS & RENDERS

FIREMEN'S PARK LAYOUT //

Project board created to illustrate scope of work for presentation at a public input meeting. Labels & colors used help illustrate improvements clearly to current residents.

Photo at top right shows the display board at the Grounbreaking Ceremony.





KIRBY WELLNESS TRAILS //

Wayfinding system developed based on pre-existing trail systems at the Kirby Medical Center complex located in Monticello, IL. Isolated loops (lower right) are shown on the company's website for those looking to walk particular trails. A QR code on the map leads those who scan to the digital map.



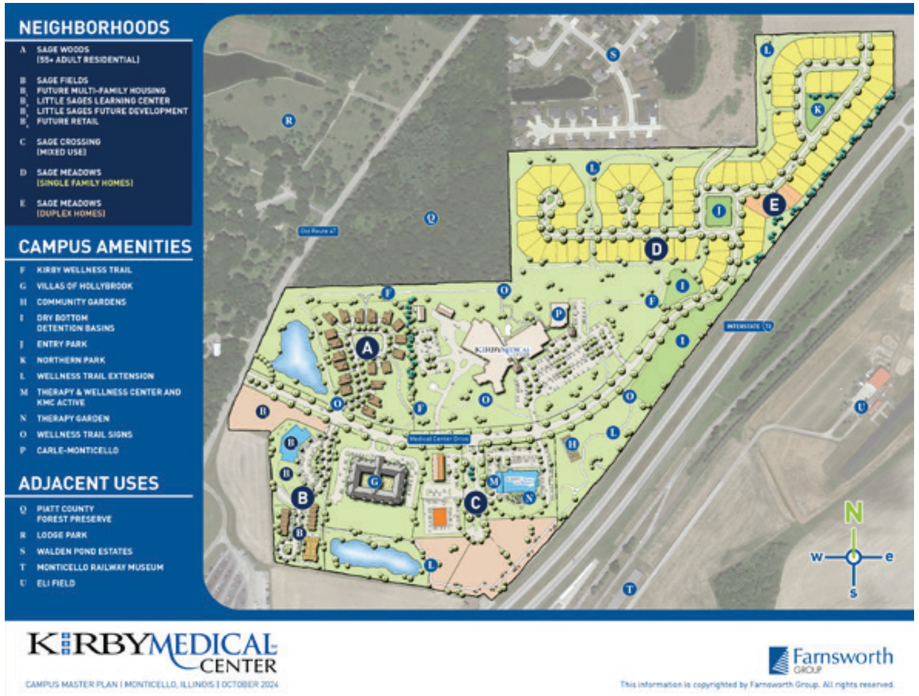






KIRBY MEDICAL CENTER MASTER PLAN //

Assistance provided to Landscape Architecture team for updating the master plan drawing with additional projects added in recent years. Also added a new title block design to accompany the master plan.



KIRBY MEDICAL CENTER

CAMPUS MASTER PLAN | MONTICELLO, ILLINOIS | OCTOBER 2024

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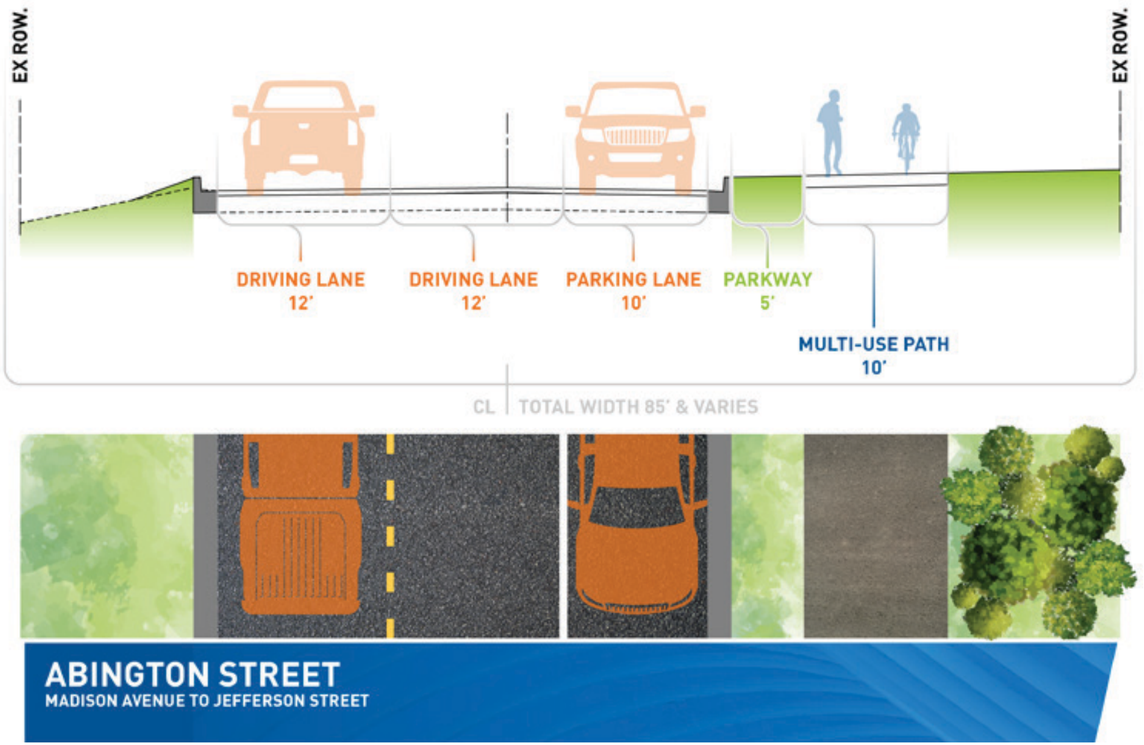
ROCK ISLAND GREENWAY CONCEPTING //

Asisstance provided to the transportation team in creating visually legible graphics of propsed roadway and trail modifications made in order to connect two trail systems in Peoria.









SUGAR CREEK TRAIL //

SUGAR CREEK
BRANCH

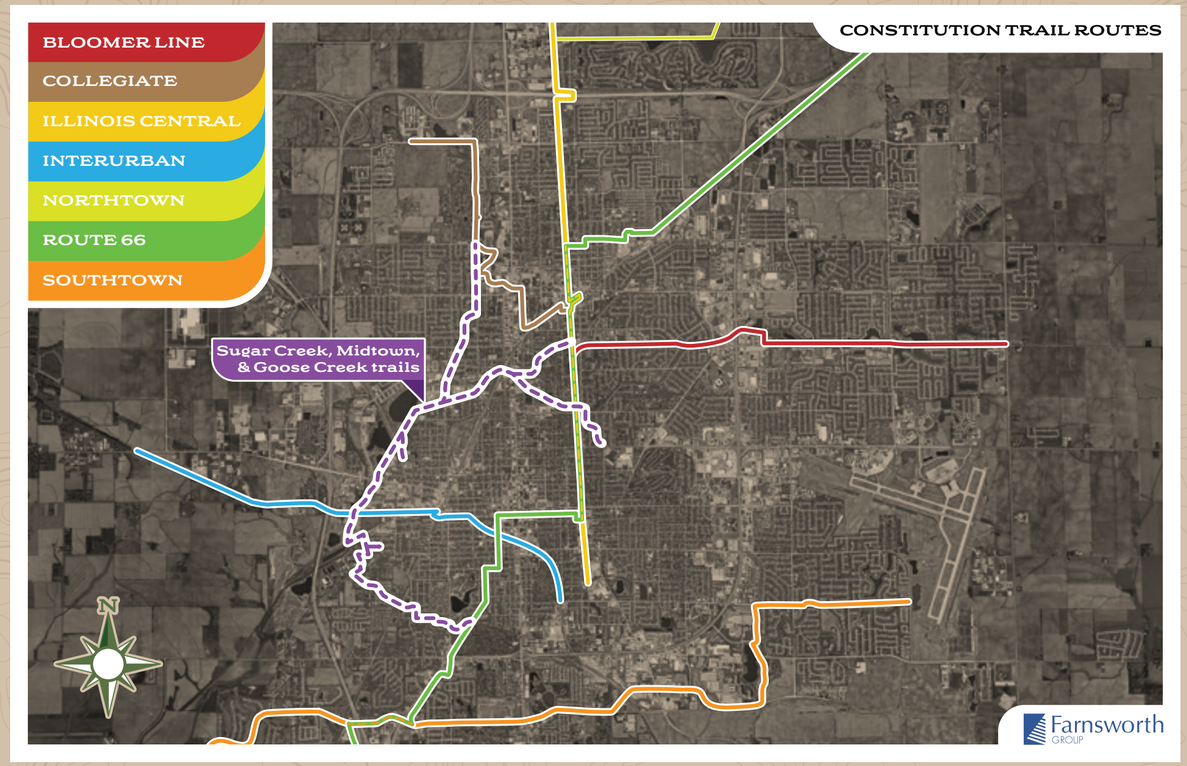
COMMUNITY TRAIL EXPANSION
PLANNING OPPORTUNITIES

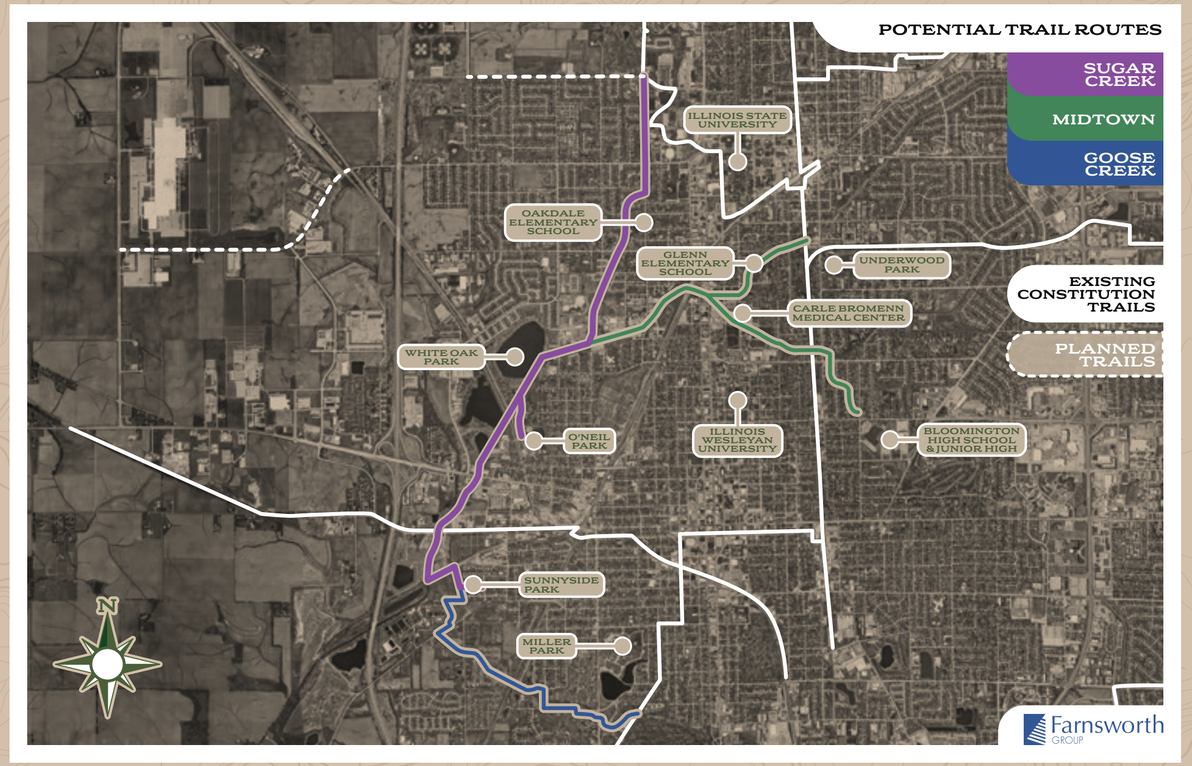
Themed book detailing the plans for the development & funding options of a new trail addition in Bloomington Normal, Illinois.

The client for this project added on a plan for extension and expansions of the previous proposal, with 3 new proposed branches.

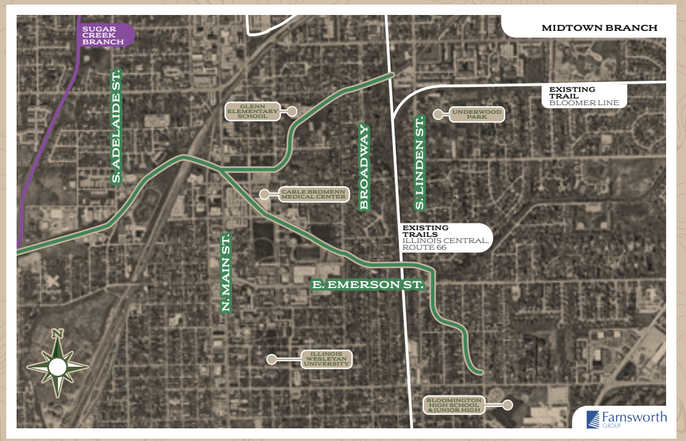
11x17 digital

- MASTER PLAN
- COMMUNITY CONTEXT
- PERSPECTIVES
- AMENITIES




POTENTIAL TRAIL ROUTES
SUGAR CREEK
MIDTOWN
GOOSE CREEK
EXISTING CONSTITUTION TRAILS
PLANNED TRAILS
ILLINOIS STATE UNIVERSITY
OAKDALE ELEMENTARY SCHOOL
GLENN ELEMENTARY SCHOOL
UNDERWOOD PARK
CARLE BROMENN MEDICAL CENTER
WHITE OAK PARK
O'NEIL PARK
ILLINOIS WESLEYAN UNIVERSITY
BLOOMINGTON HIGH SCHOOL & JUNIOR HIGH
SUNNYSIDE PARK
MILLER PARK
N
Farnsworth GROUP


SUGAR CREEK BRANCH
CONTINUED
GOOSE CREEK BRANCH
SUNNYSIDE PARK
W. WASHINGTON ST.
W. MARKET ST.
WHITE OAK RD.
WHITE OAK PARK
EUCLID AVE.
O'NEIL PARK
EXISTING TRAIL
INTERURBAN
MIDTOWN BRANCH
N
Farnsworth GROUP


MIDTOWN BRANCH
SUGAR CREEK BRANCH
S. ADELAIDE ST.
GLENN ELEMENTARY SCHOOL
UNDERWOOD PARK
EXISTING TRAIL
BLOOMER LINE
BROADWAY
S. LINDEN ST.
CARLE BROMENN MEDICAL CENTER
EXISTING TRAILS
ILLINOIS CENTRAL
ROUTE 66
N. MAIN ST.
E. EMERSON ST.
N
ILLINOIS WESLEYAN UNIVERSITY
BLOOMINGTON HIGH SCHOOL & JUNIOR HIGH
Farnsworth GROUP

9TH STREET / PEORIA ROAD
MASTER CORRIDOR PLAN
SPRINGFIELD, IL

// CASE STUDY //

FROM THE BOOK

9th Street / Peoria Road has long been a vital corridor that provides a strong north-to-south connection for the thousands of residents and visitors who pass through it daily. It also is home to numerous businesses that for decades have provided the livelihood for many who live throughout the region. Traveling this corridor, one experiences unique and diverse neighborhoods, and some of the most historic and culturally significant places within the City of Springfield...

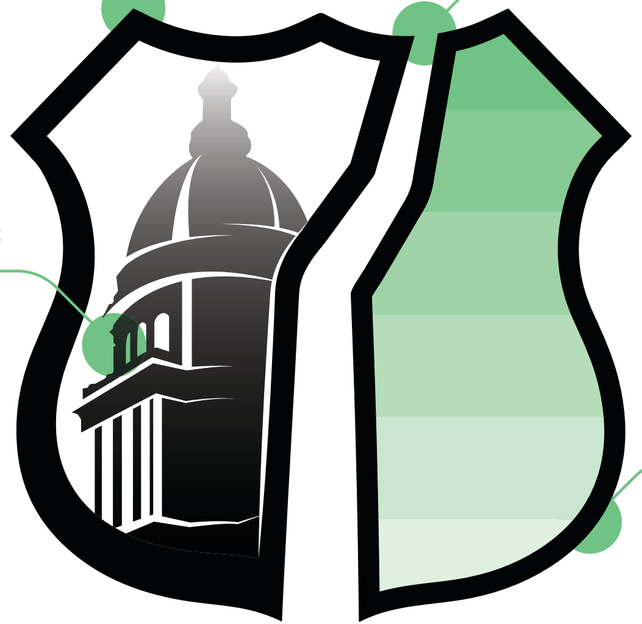
...To effectively elevate both 9th Street / Peoria Road and Route 66, the Springfield-Sangamon Regional Planning Commission commissioned the preparation of two corridor plans. This report is devoted to the 9th Street / Peoria Road Master Corridor Plan, but has been developed in close coordination with the Sangamon County Route 66 Corridor Plan.





SHIELD FORM EVOKING THE IMAGERY OF A HIGHWAY SIGN

SHAPE OF THE CORRIDOR SPLITS FORM INTO 2 HALVES, PEORIA RD. & 9TH STREET



STYLIZED SILHOUETTE OF THE ILLINOIS CAPITOL BUILDING

6FC284

WHILE THE OVERARCHING NEON COLOR SCHEME LENDS ITSELF TO THE ROUTE 66 THEME, THIS PARTICULAR GREEN IS REPRESENTATIVE OF THE "GREEN BOOKS," WHICH SERVE AS IMPORTANT REMINDERS OF THE HISTORY OF ROUTE 66 AND OF THE CIVIL RIGHTS JOURNEY IN THE UNITED STATES, AS DISPLAYED IN SPRINGFIELD'S ROUTE HISTORY MUSEUM

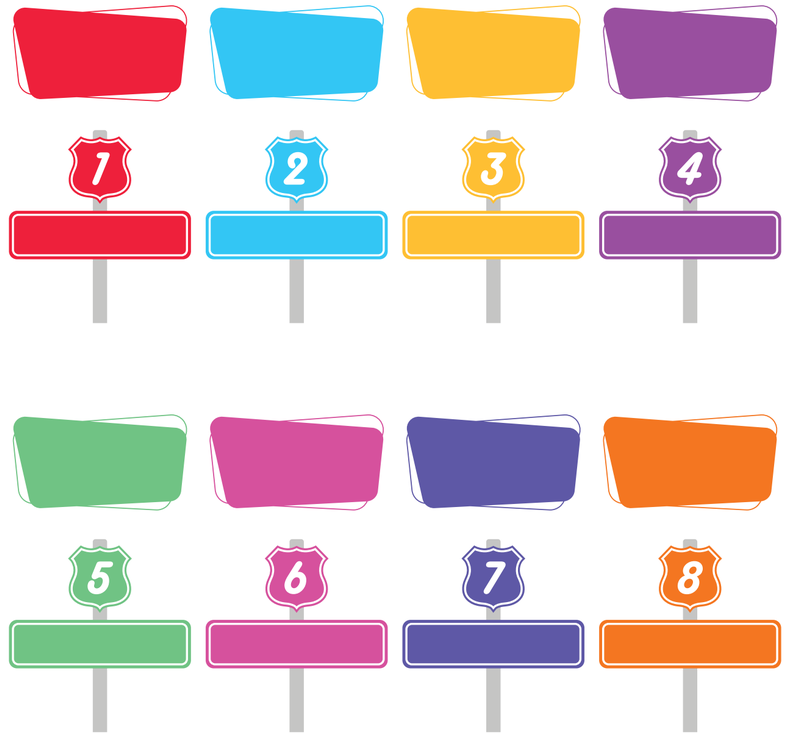
GRADED COLORS REPRESENT FULFILLING THE RENOVATION

ICONOGRAPHY

Visual clarity was an important part in the early stages of the book's development. Color-coding was used in order to break up large sections of text.

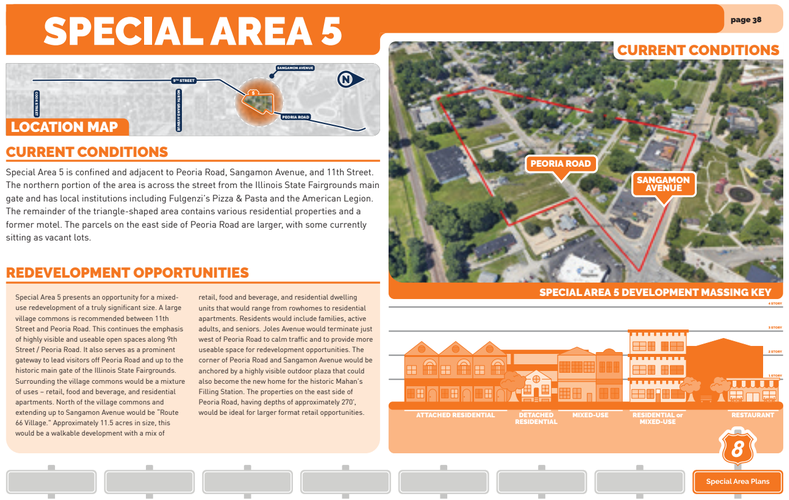
The top icons for each colors are used on the section header pages, and are evocative of neon signage and mid century stylings, especially for businesses and marketing.

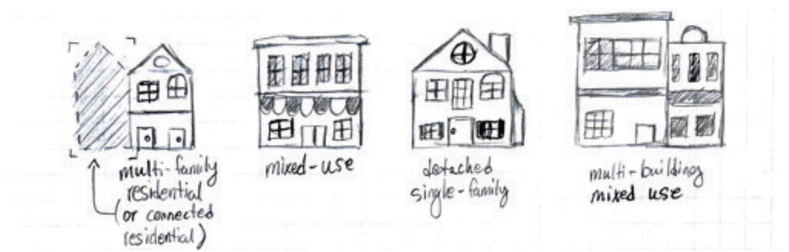
The street signs utilize the same form that was used in the project logo for consistency, and the lower sign is in the shape of a typical road sign, used to hold the section title on the pages of content that follow each header.



What started out as a visual simply to fill in some empty spaces in the book became a full-fledged building key to help visualize proposed improvements in the area, as the only other visual indicators of the improvements are on the other page of the spread. Having these illustrations right next to the text explaining them reduces the back-and-forth previously required by readers.

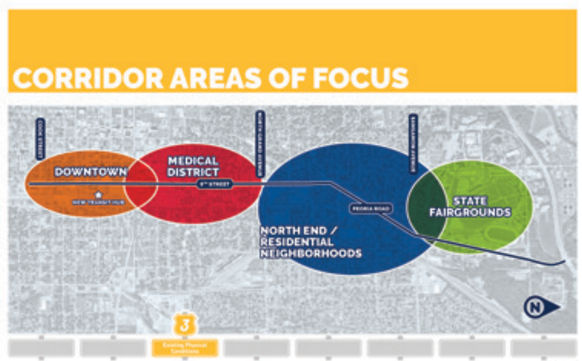
These simple graphics illustrate different kinds of buildings for varied use, including retail space, single-family housing, and mixed-use real estate.

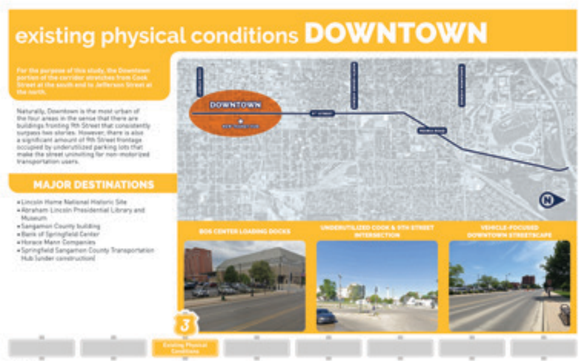












03

ENVIRONMENTAL GRAPHICS

PFC. ROBERT C BURKE MEMORIAL PARK SIGN//

Project design for an acrylic sign to be placed at a rededication ceremony for the youngest medal of honor recipient. Worked side-by-side with landscape architects on the project to design meaningful graphics not only for the panel but for the biography and citation panels placed around the central work.







FEDERATION OF SOUTHERN COOPERATIVES //

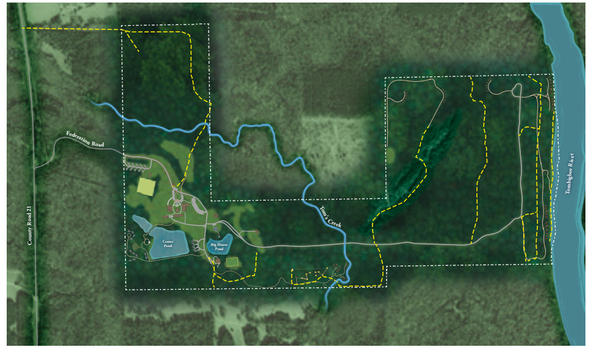
Conceptual signage design created for a master plan. Client is located in Alabama and plays a strong role in the history of African American agriculture in the southern US.

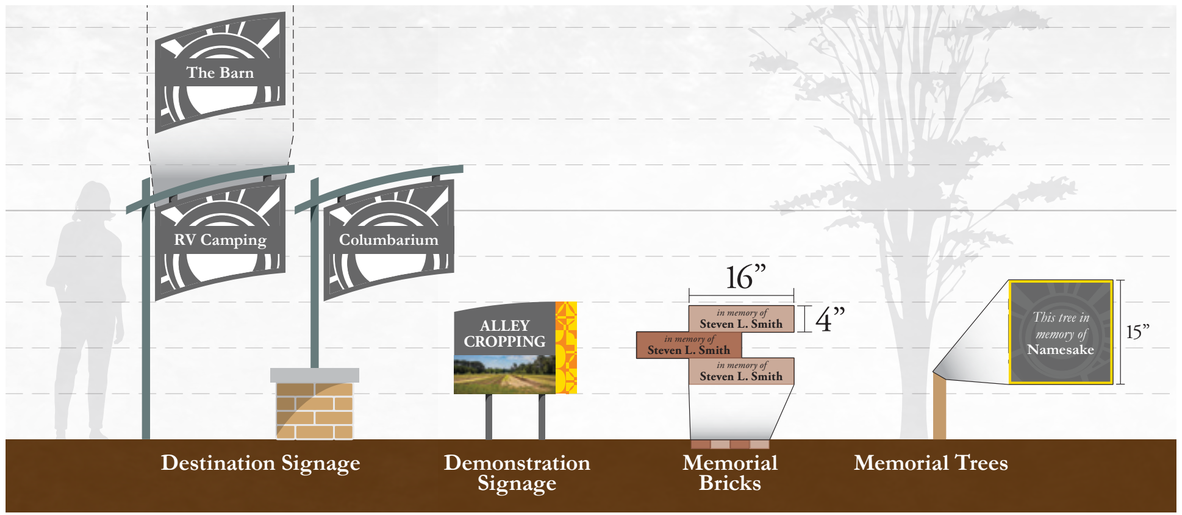
The master plan envisions the current site as an outdoors destination, with cabins, trails, and history.











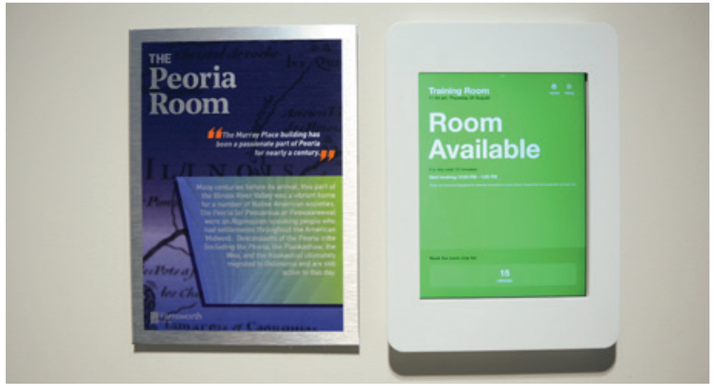
04

INTERNAL MARKETING

MEETING ROOM SIGNAGE //

Nameplates created for easier navigation & wayfinding around the office that also provide information regarding the history of the Murray building & its role in downtown Peoria.

Printed on 3mm brushed aluminum dibond.





VALUES SIGNAGE //

Redesigns & reprints of signage originally used for a shareholders meeting.

Poster-quality paper mounted on gator board. Affixed to wall with Command Strips.









GREAT PLACE TO WORK GRAPHICS //

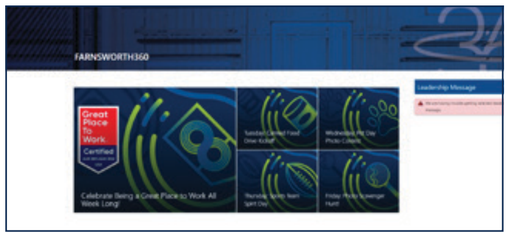
Graphics & art direction for internal-marketing materials used to congratulate and inform staff on celebrations related to our 8th-consecutive Great Place to Work certification.

Photo booth props, postcards, digital graphics for web & social media, pickleball paddles.









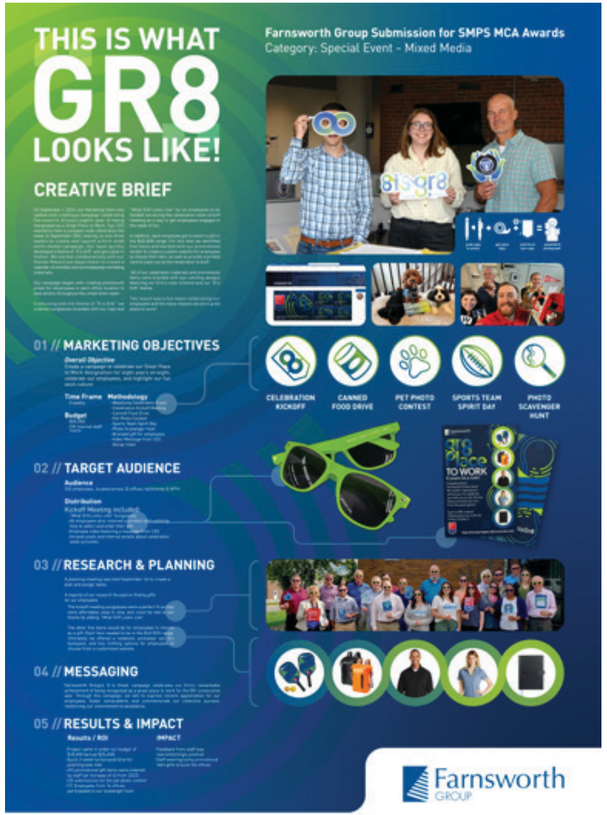




SMPS AWARD SUBMITTALS //

Awards submittal graphic to accompany a more traditional PDF layout. Illustrates and visualizes campaign design and art direction while utilizing the same theme & style.

Submitted to SMPS 2024.





Awards submittal graphic to accompany a more traditional PDF layout. Theme & style inspired by Frutiger Aero design of the early 2000s.

Submitted to SMPS 2024.

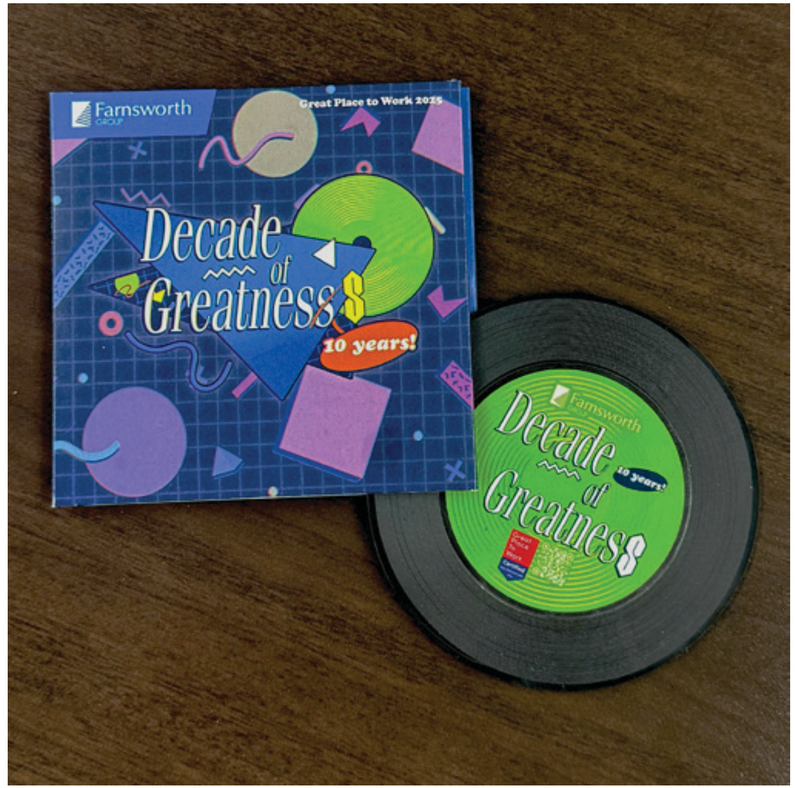
CLIENT CARE CALENDARS //

A desk calendar to go hand-in-hand with a new company initiative, highlighting ways to bring client care to the fore-front of all employees' minds and workflows. Handled design direction throughout the process including creation of physical mock-ups, and coordinated printing of 700 pieces.



DECADE OF GREATNESS COASTERS //

Tie-in gift for Farnsworth Group's 10th-consecutive Great Place to Work certification. Themed "A Decade of Greatness," the design featured on the sleeve set the tone of mixing different notable aspects of design from past decades.




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