Hertel Avenue
Buffalo, New York

Alex Bitterman, PhD

Little Italy
Identity System Proposals

Students:
Sheetal Aireja
Jackie Clements
Terry Ann Hayes
Christopher Petrides
Candice Reese
Hertel Avenue
“Little Italy”

Buffalo, New York
Identity System Proposals

RIT
Rochester Institute of Technology
School of Design
College of Imaging Arts and Sciences
© 2009 Alex Bitterman, PhD and Rochester Institute of Technology Rochester, New York

Students retain student copyright on student work presented in this book.
Arrival of Italians in Buffalo

Approximately 50 years after the town of Buffalo was founded, Luigi Chiesa arrived as the first Italian immigrant in 1848. He was eventually Anglicized to Louis Church, and he set up a store along Genesse and Elm selling bird cages and mouse traps (Cardinale). Waves of other Italians gradually followed Luigi, and during the 1880s and 1890s, fourteen thousand immigrants left their native villages for Buffalo. Italians left their homeland for various reasons, including drought, crop failure, and high taxes (Eberle).

They settled in various neighborhoods that remained divided according to the part of Italy they came from. A large group of Sicilians settled in the Canal District on the Lower West Side of the city. (crowding several generations into small tenement buildings). This area in the lower West Side became known as Buffalo’s Little Italy, particularly the area from the very southwest corner of Main Street, through Niagara Street’s northern tip and west to the water ('The Immigrant Experience'). People from Calabria, in very south of Italy, settled in South Buffalo. The Campanese from Naples went to the downtown area, and the Campobassese regrouped in the southeast Lovesjoy area (Eberle). Each of these little pockets were relatively isolated from the rest of Buffalo, providing a safe haven for immigrants amidst the challenges and hardships of a new country (Goldman 180–1).

Italian men typically began doing heavy labor in Buffalo, in construction or along the docks. They often found work through a ‘padrone,’ a fellow Italian who would ease their transition to America. Despite their helpfulness, many padrones exploited the new immigrants by charging huge fees for his services. Since this sort of contract work was not always constant, many Italians began working in family businesses, selling various foods such as fruits, vegetables, pasta, or serving customers in restaurants. With hard work, these endeavors would later afford many Italians the status of middle class (Eberle). Very few Italian immigrants were able to gain the status of upper class, ‘…one percent of working-age first-generation, males, headed the occupational hierarchy’ ('The Immigrant Experience'). Most often these men were involved in macaroni production and imports or real estate.

One Italian who was able to distinguish himself as a prominent business man was Luigi Onette, an importer and manufacturer of pasta. Above is an advertisement for his goods, posted in the local Italian newspaper.

Though males were the primary breadwinners, women were used to doing fieldwork in the summers to make extra money, which they continued after their arrival in the U.S. Their other duties consisted of attending to any boarders living in their homes, and child-rearing. Italian-Americans maintained a very stable family life, and divorce and broken families were virtually non-existent in these Buffalo communities (Eberle).

<table>
<thead>
<tr>
<th>Year</th>
<th>City of Buffalo Population</th>
<th>Italian-American Population in Buffalo</th>
</tr>
</thead>
<tbody>
<tr>
<td>1850</td>
<td>42,2261</td>
<td>7</td>
</tr>
<tr>
<td>1892</td>
<td>260,000</td>
<td>2,500</td>
</tr>
<tr>
<td>1900</td>
<td>352,387</td>
<td>6,000</td>
</tr>
<tr>
<td>1920</td>
<td>506,775</td>
<td>16,000</td>
</tr>
<tr>
<td>1930</td>
<td>570,760</td>
<td>20,000</td>
</tr>
</tbody>
</table>

The table above shows the large increase in Italian-Americans from 1850 to the early part of the 20th century ('Italians in Buffalo')
Buffalo's Pan-American Exposition
Many Italian immigrants labored in the construction of the 1901 Pan American Exposition, and worked the ‘Midway concession, Venice in America,’ which recreated and performed scenes from Italy. Italian immigrants were hired as gondoliers and mandolinists, as well as other musicians and performers, to take part in communicating their culture and homeland at the exhibition (‘The Immigrant Experience’).

Italian Culture
As of 1901, Italian immigrants were still fairly new to the Buffalo area, however their churches, cultural groups, mutual-aid organizations and their newspaper Il Corriere Italiano were experiencing great success in the Canal District. Written in Italian, the newspaper documented local news as well as events from Italy. Its editor, Ferdinando Magnani, produced a book called La Città di Buffalo, which was intended for potential immigrants in Italy, that described and applauded the city of Buffalo. Italian music also began to thrive in Buffalo at the turn of the century. Opera and instrumental music became popular and Italian bands began to form, such as the Scinta, which played at numerous social events around the city (‘The Immigrant Experience’).

Johnson Immigration Restriction Law
In 1924 the Johnson Immigration Restriction, gained favor and eventually became law. This restriction targeted Catholic and Jewish communities from Eastern Europe, who had settled in Northeastern, U.S. cities. As a result of this law, significant restrictions were imposed on immigration and the number of Poles permitted to immigrate dropped from 26,000 to 9,000 a year, Italians from 42,000 to 4,000, Czechs from 14,000 to 2,000, Hungarians from 5,000 to 688, and Greeks from 3,000 to 235’ (Goldman, 212). According to Goldman, there was little resistance from within the U.S. Eastern European communities to fight the bill. As a result of its passing, the growth and unity of these immigrant communities suffered (Goldman).

History of North Park/Hertel Avenue
Hannan Colvin was one of the first residents in the area around Hertel Avenue. In 1823, he settled in a log cabin which was located at what is now the corner of Hertel and Colvin Avenues. His property consisted of the land west of Parkside Avenue, which was primarily Buffalo Plains Indian territory. By 1900, North Park became more populated, and with the invention of the automobile significantly more people came and settled there. North Park became home to many Italian immigrants moving from the deteriorating lower west side of Buffalo (the Canal District), as well as many Russian Jews, who, like the Italian immigrants, relocated from their original neighborhoods in the 1930’s to the Hertel Avenue area (Napora).
Shopping and Dining on Hertel Avenue

Main Street and Hertel Avenue have long been hot spots for shopping, dining, and entertainment. During the early part of the 20th century, trolleys were a main source of transportation for the citizens of Buffalo. Trolley tracks crisscrossed Hertel Avenue, bringing people into the area to shop at dine at places such as Van Slyke’s Pharmacy and Klaiber’s Delicatessen. The trolleys also shared the roads with cars, and before the recent renovation of Hertel Avenue, the area contained many more trees than are present today ("The Archives"). One of the most famous stores that operated on Hertel Avenue for the majority of the 20th century was the Sample Dress Shop. The founder, Anne Bunis, was a Russian immigrant who decided to open a store that sold dresses after purchasing 48 one-of-a-kind dresses, known as ‘samples’ in New York City. The Sample Dress Shop opened at 1635 Hertel Avenue in 1928 on the first floor of her house (Rizzo 39–40).

Anne Bunis sold her dresses for $12.75 apiece, and was so successful that she made the equivalent of $1.47 million in today’s dollars in the first year. By 1929, the store expanded to include the house next door at 1631 Hertel. Part of the Sample’s success can be attributed to their innovative marketing efforts. Airplanes would drop Sample Shop brochures all over the city, and they would also host fashion shows in the windows of the houses for spectators seated on the lawn (Rizzo 40). The Sample’s semi-annual ‘pup’ sales were also a popular way to draw in customers (42).

The Sample’s popularity continued to grow, and the owners undertook multiple expansions of the store. After a few years, the store covered all three floors of the original house in addition to the neighboring house they purchased in 1929. There were 60 employees in 1939, which increased to 200 by 1946 (Rizzo 40). During this year, the company destroyed the original houses to build a new, cohesive store.

After the expansion, the Sample included infant/children’s, men’s, jewelry, and shoe departments in addition to a beauty salon and nursery (40–41).

In 1952, the company opened two other stores in Lancaster and Lockport. By 1988, they operated a total of eleven stores in the Western New York region, with the last store opening in the Walden Galleria Mall. Despite their prosperity through the years, the company fell into a decline during the 1980s. They began to close stores as a result of the depression and rising rent rates in the various suburban locations. Employment dropped from 190 to 75 following the death of the company’s president Maer Bunis (Anne Bunis’ son) in 1990, and the original Hertel Avenue store closed its doors on January 31, 1991. Currently a plaque at 1631 Hertel Avenue reads: ‘Year founded: 1928; Year closed: 1991’ (43).
North Park Theatre

The North Park Theatre, located just east of the Italian section on Hertel Avenue, was built in 1920 as part of the Shea’s chain of theatres. Designed by architect Henry L. Spann, the building is reminiscent of the Neoclassic/Classic style both on the exterior and interior. This theatre once possessed a grand pipe organ (a Wurlitzer 2Manual/6Rank theatre pipe organ Opus 365) as well as Tiffany lights which hung in the concession area, however, these items have since been removed (‘North Park Theatre-Buffalo, NY). The theatre is not longer part of the Shea’s chain, and is now affiliated with Dipson Co (‘Index: North Park Theatre’). The North Park Theatre building remains a historical example of architecture as well as an area wide attraction for viewing independent films.

Italian Festival

Buffalo’s Italian festival dates back to its first Italian immigrants. Held in their original settlement known as ‘Little Italy’ in the Canal District, the celebrations paid homage to traditional feast days associated with the regions and villages from which the Italians emigrated. The celebrations were primarily religious and churches, namely St. Anthony of Padua Church, founded in 1891, served as the center point of the activities.

In 1976 the first annual Italian Village Festival was held on Connecticut Street to honor and revive the traditional celebrations that took place around St. Anthony of Padua Church. Chuck Griffasi, chairman of the festival described the event, says ‘…for four long days. Connecticut Street will become the Via Romano. There will be Italian singing, dancing, food and games… and fruit and flowers everywhere… We are trying to revive the old St. Anthony’s tradition... [and] to recapture the old ways of bringing people together’ (Buffalo Italian Festival). The festival gained significant popularity among not only Italians, but other ethnic groups as well. Because of its popularity, the festival needed to be moved to an area with greater capacity, and in 1988 it was relocated to Hertel Avenue, becoming the ‘Hertel Avenue Italian Festival.’ Once at Hertel, the board of the festival wished to minimize the carnival atmosphere of the event and focus more on Italian heritage and culture in attempts to ‘…make for a warmer, pleasant street gala’ (Buffalo Italian Festival). Today, the festival is called The Sorrento Cheese Buffalo Italian Heritage Festival, in honor of its main sponsor. The festival is held every July and is one of the five largest street festivals in the U.S., drawing an estimate of 600,000 people each year (Buffalo Italian Festival).
Work Cited


Buffalo’s Little Italy is located in the center of Hertel Avenue between Delaware and Colvin. Set in North Buffalo to the West of Main Street, it is the home of vibrant commercial life including restaurants, nightclubs, boutiques, delis, groceries, and professional offices.

The area attracts a wide range of visitors including both residents and tourists. It is conveniently located in close proximity to many of Buffalo’s attractions including, the Buffalo Zoo, Delaware Park, and Hoyt Lake. In addition, Little Italy is central to several universities and colleges, as well as, many of Buffalo’s thriving suburbs.

A short drive from several major roadways including, the New York State Thruway, Youngman Memorial Highway, the Scajaquada Expressway, and the Kensington Expressway make Buffalo’s Little Italy simple to find.
Maps of Buffalo's Italian District

Local Area Map

Directory

1. North Park Branch Library
2. Bella Mia Chocolates Shop
3. Burger King
4. Avenue Pizza & Subs
5. Class Act
6. Absolute Art
8. Tringali Auto Service
9. Cawau Kitchens
10. Good Looks Hair & Fashions
11. Terrapin Station
12. Great Looks Hair Salon
13. Bakery
14. Aladdin Market
15. Elko Wireless
16. Buffalo Building Association
17. Johnny's Meat Market
18. The Guzman Lawfirm
19. Cafe Garanzela
20. Energy
21. Lisa's Hair Gallery
22. Restaurant 1307
23. Chateau Buffalo
24. Avenue Books
25. Antique Lamp Co.
26. City Nails
27. Ristorante Lombardo
28. All Neer Grocery
29. Caruso's Dessert Bar & Bakery
30. Capriano's Catering
31. Vito's Barber Shop
32. Canada's Italian Imports
33. Olympic Remodeling Inc.
34. Chico's Barber Shop
35. Chalk's Hair Performance
36. Final Touch Barber Shop
37. Top Shelf Music
38. ABC Extermination
39. Kabob House
40. City Grocery
41. Joe's Shoe Repair
42. Babylonia Photography
43. Good Faith Shepherd Chapel
44. Vacant
45. Miss
46. Doccia's Pizza
47. Stern
48. Pangaea
49. Filippo's Restaurant
50. Lunetta's Restaurant
51. AR Automotive
52. Herbst Hardware & Plumbing
53. Podiatrist
54. Behringer's International Inc.
55. Blue Moon Tanning
56. Valerie's Restaurant
57. Gabbata's Lounge & Restaurant
58. Moreno & Julitte's Cafe & Bakery
59. Risa's Pizza
60. Buffalo Bean & Leaf
61. Perino-Pellegrino Funeral Home
62. Murray's Tavern
63. Joe's Doll
64. Mastron's Restaurant
65. Copy Company
66. Barber Shop
67. Topspin Sporting Goods
68. Rural Framemaker
69. Sunoco
The Hertel Avenue strip breathes vibrant commercial life into North Buffalo as a great place to eat, shop and play. The strip (from Elmwood Avenue on the west to Main Street on the east) is lined with boutiques, delis, groceries, professional offices, four-star restaurants and nightclubs, all within easy walking distance for neighborhood residents and an easy ride from anywhere in the region.

The street recently underwent a $10 million public works project aimed at upgrading the street and its sidewalks, maintaining the strip’s architectural “look” and improving parking and accessibility.

The Hertel strip attracts numerous shoppers and visitors from the adjacent Parkside neighborhood, which draws tourists and visitors to attractions such as the Buffalo Zoo, Delaware Park and Frank Lloyd Wright’s Darwin Martin House.

With its eclectic mix of everything from coffee houses to gourmet restaurants to antiques shops and clothiers, Hertel Avenue appeals to consumers ranging from college students to members of the growing families that live within strips of this lively commercial strip.

The surrounding tree-lined residential streets and neighborhood provide a strong and loyal client base for the Hertel Avenue commercial core.
Attraction and Amenities
The Italian Heritage and Food Festival (Hertel Ave. between Colvin and Delaware Avenues, above) takes place every year in July. Set along a multi-block section of North Buffalo’s Hertel Avenue, this annual celebration of Italian culture and cuisine features entertainment, games and rides for the kids as well.

For a taste of the ambiance of Buffalo’s old Italian West Side, as well as distinctive salads, home made mozzarella, fresh produce, imported vinegars, olive oils and pastas, stop by Guercio’s at 250 Grant Street.

Between Delaware and Stairn avenues, Hertel Avenue houses several antiques shops, most of which are located between North Park and Stairn avenues. Restaurants on this section of Hertel reflect the neighborhood’s Italian heritage, including Lombardo’s Ristorante, Garangelo’s Cafe and II Fiorentino. Other restaurants include Romeo and Juliet’s Cafe between Delaware and Colvin, and North End Trattoria, La Dolce Vita Cafe, and La Marina located between Norwalk and Parkside avenues.

Hertel Avenue is home to Buffalo’s most noted movie house for independent films, the North Park Theatre.
Hertel Avenue “Little Italy”
Design Solutions
Colors, Fonts & Logos

**Color Palette**

<table>
<thead>
<tr>
<th>Color</th>
<th>Description</th>
<th>Pantone coated</th>
<th>Pantone uncoated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td></td>
<td>383 C</td>
<td>383 U</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C 89, M 8, Y 100, K 1.96</td>
<td>R 165, G 189, B 54</td>
</tr>
<tr>
<td>Red</td>
<td></td>
<td>202 C</td>
<td>202 U</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C 0, M 100, Y 81, K 43</td>
<td>R 152, G 0, B 46</td>
</tr>
<tr>
<td>Beige</td>
<td></td>
<td>7500 C</td>
<td>7500 U</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C 0, M 2, Y 15, K 3</td>
<td>R 247, G 237, B 212</td>
</tr>
<tr>
<td>Brown</td>
<td></td>
<td>504 C</td>
<td>504 U</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C 66, M 100, Y 100, K 35</td>
<td>R 87, G 29, B 31</td>
</tr>
</tbody>
</table>

**Paint Palette**

- *Dark Lime*: 2027-10
- *Currant Res*: 1323
- *Ancient White Oak*: 940
- *Wenge*: AF-180

**Logo Variations**

- [ITALIA](#)
- [ITALIA](#)
- [ITALIA](#)
- [ITALIA](#)

**Design Guidelines**

The Hertel Avenue Italia identity system has been developed to foster a sense of Italian culture and cuisine, as well as to reflect the existing vitality of Hertel Avenue. To maintain the integrity of the identity, it is suggested that the selected color palette and typefaces be utilized to communicate Italia in current and future design solutions.

**North and South Side Identification**

To communicate the north and south sides of the street, green banners shall be placed on lamp posts on the north side and red banners shall be placed on lamp posts on the south side. This color coding system is reflected in the Italia Eats dining guide as well, to help pedestrians identify on which side of the street specific restaurants are located.

**Italia Boundary Identification**

Street painting and the placement of larger sized banners on the first set of lamp posts at the entrances to the Italia section are intended to help pedestrians and vehicular traffic to recognize the boundaries of Italia on Hertel Avenue.

**Fonts**

- Berthold Akzidenz Grotesk Light
- Berthold Akzidenz Grotesk Light Condensed
- Berthold Akzidenz Grotesk Extended
- Rockwell Extra Bold

*Italian olives inspired the logo, color palette and the spirit of the lower case ‘i’ in Italia.*

Note: On the following pages, fabrication materials of the objects are written in italic below each item.
# Italia Identity System Overview

## Building Mural & Street Entrance Painting
- Benjamin Moore exterior paint
- Cast aluminum encased flood light

## Billboard
- Polyethylene substrate
- Printed cover stock paper

## Banners
- North Side Sunbrella Canvas
- South Side Sunbrella Canvas

## Street Furniture
- Bus Stop Sign
  - Printed mylar
- Pedestrian Signage
  - Front, rear & side view
    - Aluminum, galvanized steel, enameled colored panels, acrylic plate graphics
- Free Parking Sign
  - Front & side view
  - Aluminum posts & panel
- Bench
  - Existing benches
  - Exterior paint
- Trash Can
  - Wood, metal
- Tree grate (aerial view)
  - Cast iron

---

The curving lines used in the Italia identity system are inspired by the importance of pasta in Italian culture.

Trash cans were selected that are reminiscent of wooden Italian wine barrels.
Streetscape Before & After

Before

After
Light Pole Banner Fabrication/ Day & Night Scenes

Banner Installation

Wire Frame View

Day

Building Mural
Billboard
Free Parking Sign
Pedestrian Sign
Bus Stop Sign

Banner Parts

Side View

Night

Straps
Bracket
Banner rod
Banner fabric
Wind vent
Lamp post
Design Locations & Project Phases

**Phase 1**

- Large entry banners: 4
- Small banners: 14
- Building mural: 1
- Street painting: 2
- Dining guide: TBD

**Phase 2**

- Hanging baskets: 18
- Free parking sign: 1
- Billboard: 1
- Benches: 6

**Phase 3**

- Pedestrian sign: 1
- Tree grates: 30
- Trash cans: 4
- Bus shelter signs: 3
Identity Concept

The proposed identity system is inspired by the existing signage placed on selected light poles throughout Hertel Avenue in Buffalo’s Italian District.

The existing signage displays a flowing vine and grape motif in conjunction with several typographic elements. The identity system seeks to modify the existing motif to create a modern, abstract pattern that eludes to the original design, as well as captures the vibrant atmosphere that surrounds Hertel Avenue and Buffalo’s Italian district. This concept can be seen in the circles that appear in the logo, as well as, in the interlocking circle pattern that appears throughout the identity system.

Inspiration (Existing Signage)

Logo Variations

Fonts

Aksidenz Grotesk Light
Aksidenz Grotesk Light Extended
Aksidenz Grotesk Bold

Colors

Primary colors:
Pantone coated: 202 C
Pantone uncoated: 202 U
C 0, M 100, Y 61, K 43
R 35, G 31, B 32

Pantone coated: 391 C
Pantone uncoated 391 U
C 13, M 0, Y 100, K 33
R 164, G 165, B 16

Secondary colors:
Pantone coated: 7500 C
Pantone uncoated: 7500 U
C 0, M 2, Y 15, K 3
R 247, G 237, B 212

Pantone coated: 5185 C
Pantone uncoated: 51851 U
C 80, M 100, Y 85, K 25
R 76, G 36, B 50
Phase 1: Signage Materials & Cost

Banner Materials

Signage
Graphics are digitally printed, double sided on 16 oz. Vinyl. Pole sleeve folded, sewn, and reinforced with velcro. Grommets are placed above and below pole sleeve.

Hardware
Use of existing hardware

Cost
The cost for 22, 30” x 96” banners is approximately $77 each

Free Parking Sign Materials:

Post & Panel Sign
Made from aluminium alloy with high temperature cured polyester color coating.

Lighting
This sign comes with an internal fluorescent illumination option. It creates atmosphere and improves visibility in locations where it is essential to be able to view the signs at night. Requires an electrical source capable of handling a 110 volt bulb.

Benefits
Post and sign system is durable, designed to withstand all weather conditions, accidental damage and vandalism.

They can be used in any environment, in parks and gardens or alongside any style architecture.

Cost
The cost of this sign including internal lighting option is approximately $5,000.

Based off of Modulux’s Legacy Exterior Options
Phase 2: Printed Map & Kiosk Options

You Are Here Map (Folded and Opened View)

Outdoor Wall Mounted Brochure Dispenser

**Materials**
The dispenser is made from high impact acrylic. It has a sprung hinged lid that is resistant under normal wind and rain conditions. Logo can be screen printed on the exterior of the dispenser.

**Size**
The pocket capacity is 2.5 inches and is made to hold materials up to an 8.5x11 format. Custom sizes can also be requested.

**Cost**
A single dispenser is approximately $30. When purchasing 5-9 dispensers the cost is approximately $25 each.

*Pricing based on Luminati Inc.*

Outdoor Freestanding Brochure Dispenser

**Materials**
The dispenser is made from Polyethylene Terephthalate Glycol (PETG) a high impact resistant material. It has sprung hinged lids which fit over pockets to ensure weather resistance.

**Size**
Each pocket is adjustable and can be adapted to fit letter, tabloid, or broadsheet literature.

**Cost**
A single dispenser costs approximately $365. When purchasing 5-9 dispensers the cost is approximately $320 each.

*Pricing based on Luminati Inc.*
Phase 3: Additional Signage

**Unofficial Street Sign**
To be placed on Hertel Avenue at the Colvin and Delaware Avenue intersections. This marks the beginning and end of Buffalo’s Italian District.

**Bus Station Signage**
To be placed on existing bus stations along Hertel Avenue.

**Storefront Signage**
The storefront signage provides a systematic system to unite storefronts along Hertel Ave. They are available in a wide range of color combinations allowing stores to maintain their individuality.

**Color Combinations**
Top rows represent text colors. Bottom rows represent background colors.
Before and After Panoramics

North Side: Before

North Side: After

South Side: Before

Benjamin Moore Paint Colors
Heritage Red E-25

Benjamin Moore Paint Colors
Chrome Green E-41
Inventory Map

This map indicates where each item of the proposed identity systems would be placed along Hertel Avenue, and how many items are needed.
Hertel Avenue Italian District
Terry Ann Hayes

Problem
The Italian neighborhood around Hertel Avenue has been looking for ways to promote their heritage and communicate this to visitors and locals alike. Recently, a series of banners and small signs were installed in the area using the phrase “Little Italy,” and iconic Italian symbols, including the Colosseum and grapes. However, these signs are a long way from forming the kind of consistent identity system that Hertel Avenue needs to maintain satisfaction of the local population while also appealing to the needs of tourists. Moreover, many residents have complained through online forums that the area is lacking street furniture and other pedestrian accommodations.

Solution
In order to communicate the idea that Hertel Avenue is a unique blend of Italian heritage influenced by American customs, rather than simply a small version of Italy, the name “Hertel Avenue Italian District” is proposed instead of Little Italy. The overall identity system for the area was strongly influenced by the many Italian restaurants and grocery stores along Hertel. Food is a vital part of Italian culture, and families come together to celebrate and relax over meals. The tomato was chosen for the logo and imagery because it is an essential ingredient in many Italian dishes, including pasta, pizza, and bruschetta. The color palette reflects the Italian flag, but in a new and dynamic way. Both residents and visitors will be able to relate to this new identity since enjoying food is shared by all, regardless of location or beliefs.

Color Palette

<table>
<thead>
<tr>
<th>Primary Colors</th>
<th>Secondary Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Red</td>
<td>Light Red</td>
</tr>
<tr>
<td>PMS DS 82-1 C</td>
<td>PMS DS 92-2 C</td>
</tr>
<tr>
<td>Dark Olive</td>
<td>Light Olive</td>
</tr>
<tr>
<td>PMS DS 315-1 C</td>
<td>PMS DS 306-3 C</td>
</tr>
<tr>
<td>Dark Purple</td>
<td>Light Purple</td>
</tr>
<tr>
<td>PMS DS 322-1 C</td>
<td>PMS DS 324-8 C</td>
</tr>
<tr>
<td>Cream</td>
<td></td>
</tr>
<tr>
<td>PMS DS 7-7 C</td>
<td></td>
</tr>
</tbody>
</table>

Logo Variations

Design Guidelines
1 Olive green should be used on the North side of Hertel Avenue for all signs, street furniture, murals, etc. Dark red should be used on the South side of Hertel for the same items.

2 Each primary color should be used with its lighter secondary and cream in a single design. This maintains the monochromatic look.

3 The sans-serif font (Berthold Akzidenz Grotesk) should be used on all signage and wayfinding to ensure readability.

4 The logo and large tomato look best when used separately. The large tomato should be cropped to show one-half or less of its shape, except in the instance of murals or other decorative pieces.

Typography Palette

| Bodoni BE Medium            |
| Berthold Akzidenz Grotesk Light |
| Berthold Akzidenz Grotesk Bold |

Inspiration for the proposed Hertel Avenue Italian District identity system.
The following wayfinding solutions were designed with several functions in mind. A main goal was to firmly establish the identity of the Italian District neighborhood with consistent color, typography, and signage design. Furthermore, the directional signage will aid both pedestrians and vehicles as they are traveling within the district. Lastly, the signs placed beyond Hertel Avenue will catch the attention of motorists and encourage them to visit.

All signage designs are based on ASI Modulex’s sign solutions. Individual specifications are listed below.

**Directional Signage Outside of District**
- Compass Series
- Aluminum panels and posts
- Vinyl graphics

**Boundary Signs Within District**
- Messenger Series
- Aluminum panels and posts
- Vinyl graphics

**Directional Signs Within District**
- Compass Series
- Aluminum panels and posts
- Vinyl graphics

**Identity Banners**
- Signs & Banners/Kastwell Inc.
- Double-faced vinyl
- $104 each
The addition of street furniture to Hertel Avenue will greatly improve citizen satisfaction and convey a more welcoming feeling to tourists. The trash can, bus shelter, and bench designs were adapted to fit the current items that are already located along Hertel to ensure the greatest cost savings. All other street furniture is based upon Petersen Manufacturing’s product catalog.

The business cards and letterhead at right will allow each business to instantly communicate their association with the Italian District, while still maintaining a unique identity, given the choice of several color variations.

**Business Cards**
*Printed cardstock*

**Letterhead**
*Printed letterweight*

---

**Trash Cans**
*Steel, printed mylar*

**Bus Shelter Displays**
*Printed mylar*

**Benches**
*Model LB72*

- Steel, powder coated, Burgundy 3009 and Pro Green II

**Flower Planters**
*Model P-30x72*

- Portland cement, precast concrete Light Brown LSB

**Bike Racks**
*Model BRKBB, Breckenridge Series*

- Steel, powder coated, Gray Mini-Tex
Directional Signage Fabrication & 3D Rendering

This page shows the specifics of how the directional signs would be fabricated. They would be post and panel signs with panels made from formed aluminum sheet and posts made of extruded aluminum.

The proposed fabrication is based on ASI-Modulex’s Compass sign series. This group of signage solutions is durable, cost-effective, and comes with a two-year parts and labor warranty.

Elevation (Front) View

Plan (Aerial) View

3D Rendering

Each sign will be made of three aluminum panels that are joined together. There is slight gap between each panel, but the design of the sign ensures that this break does not occur in the main text area.
Before and After Images

Implementation of Identity System
The new identity system for the Italian District would be gradually implemented over time in three phases. This would allow citizens to adapt to the new identity without being forced to embrace it all at once. There are also cost benefits to this plan.

Phase 1: Banners and Boundary Signs
The light poles along Hertel Avenue already have fixtures in place to hold banners, therefore adding new banners to them would be relatively easy. Colorful banners with the new name and logo would instantly brighten up the street. Adding the boundary signs at each end of the Italian District would quickly show visitors and locals where the area begins and ends.

Phase 2: Street Furniture
Adding benches, planters, and imagery on the existing trash cans and bus shelters would make Hertel Avenue a friendlier place. The benches and flowers would encourage people to slow down and spend more time in the area. Since some of these items are more costly, it would be best to add them after the first phase.

Phase 3: Directional Signs and Other Signage
Installing directional signs along Hertel Avenue would especially help pedestrians. Once the initial phases were completed, signs outside of the district would bring more people to the area.

Before

This image shows east end of the Italian District, at the intersection of Colvin Avenue and Hertel Avenue in its current condition.

After

The addition of boundary signs, light pole banners, and an identity billboard would allow visitors to easily recognize that they are entering the Italian District.
This map and images show the locations where each part of the identity system would be placed in the Italian District area of Hertel Avenue. The key at the bottom explains the meaning of each symbol.
Existing signage system

**Italia, Hertel Avenue welcome signage**

The street signs welcome guests to ‘Little Italia’, the metal sign is painted in traditional Italian colors, grapes and leaves are used as additional graphic elements.

![Image of signs](image1)

---

**New Identity**

**Inspiration**

The explorations were inspired by Italian food and some of the ingredients like pasta and olives that are typically Italian.

 ![Image of pasta and olives](image2)

---

**Solution**

The final solution uses a symbol which is not only inspired by Italian food, but also signifies a small community within a larger city.

![Image of logo](image3)

---

**Typeface selection**

*Neutra Text TF Book*

*Berthold Akzidenz Grotesk Bold*

---

**Color palette**

The selected colors are inspired by the traditional Italian colors comprising of red, green and white.

*Primary colors*

- Pantone Coated: 7427 C
- Pantone Uncoated: 7427 U
- C 20, M 100, Y 100, K 20
- R 190, G 20, B 26

- Pantone Coated: 57 C
- Pantone Uncoated: 57 U
- C 90, M 40, Y 100, K 30
- R 108, G 106, B 40

*Secondary colors*

- Pantone Coated: 7500 C
- Pantone Uncoated: 7500 U
- C 0, M 5, Y 95, K 10
- R 232, G 216, B 181

- Pantone Coated: 428 C
- Pantone Uncoated: 428 U
- C 90, M 100, Y 100, K 0
- R 77, G 52, B 57
Signage system

The new signage system focuses on creating a place identity and applying it to different aspects of the street. This panel shows the sign’s that can be incorporated on the street. The signs serve the act as identifiers, for the local community as well as distant visitors. In addition to this the new signage system will help in representing Italia/Hertel avenue as a popular tourist spot.
Free-standing parking sign

Vehicular sign

Flag mounted sign

Free-standing no parking sign
**Information Signage**

The information signs are special signs established for pedestrians walking along Hertel avenue as well as for store owners in the locality to promote their stores in a unique way. These signs could be used to promote areas of interest in the locality and provide information about them as well as their location on the street.

The icons of stores on the north of Hertel avenue are color coded red while the ones on the south are green in color.

This is similar to some other aspects of the new branding which follows the same system.

**Material specifications**

- Stone cut sign with painted finish
- Color: Matthews Mexicali Red LRV 9.4

Made using granite which is durable or a more inexpensive option would be, Granulates: stone panel made with different binding material.

- Alphabets cut from a 1" thick metal sheet using a plasma-cutter.

- Printed on a weather resistant acrylic sheet
**Material specifications**

The graphic on the glass panel of the bus stop is an adhesive perforated print. Perforated films can be printed and applied on glass panels. They help in retaining the transparency of the glass panel.

The stripes in the middle of the bench are painted green on the south side of the street. The benches on the south side of the street are have the green stripes while the ones in the north are painted red.

- Color: green
- Matthews Kryptonite Green LRV 21.7

Red
- Matthews Persimmon LRV 15

Painted stripes on the edge of the road can be used as identifiers and also as markings for stalls during the Italian festival.
Identity Concept

The identity concept created was inspired by Italy’s rich agriculture, especially its vine leaves.

The vine leaf image is already incorporated into Hertel Avenue’s design identity, as it is found on various lamp posts located in its main street.

The new design identity created aims to simplify the existing design without taking away from its familiar association with the street’s Little Italy character.

Logo Variations

Fonts

Rockwell Extra Bold
Type Selection
Serif font: Bodoni BF
Sans-serif font: Aksidenz Grotesk
Display font: Rockwell Extra Bold

Colors

Primary colors:
- Pantone coated: DS 851-1 C
- Pantone uncoated: DS 827-1 U
- C: 28, M: 100, Y: 190, K: 30
- R 154, G 22, B 30

- Pantone coated: DS 355-1 C
- Pantone uncoated: DS 355-1 U
- C: 50, M: 48, Y: 190, K: 30
- R 158, G 190, B 41

Secondary colors:
- Pantone coated: DS 7-7 C
- Pantone uncoated: DS 3-2-7 U
- C: 0, M: 25, Y: 70, K: 16
- R 235, G 275, B 161

- Pantone coated: DS 322-1 C
- Pantone uncoated: DS 322-1 U
- C: 55, M: 100, Y: 190, K: 6
- R 72, G 33, B 57
Identity System Throughout Hertel Avenue

This bus stop signage will be placed in the place of existing bus stop signs throughout Hertel Avenue.

This You are Here Map will be placed on the beginning and end of Hertel Avenue to help commuters and visitors find their way around.

Pedestrian wayfinding Signage will be placed near intersecting roads along Hertel Avenue.
Lamp post banners will be placed along the Hertel Avenue's main road to establish a stronger identity to the area and attract more visitors.

Recycling bins can be given more attention with the new design identity approach. These recycling bins will be placed all around Hertel Avenue.

These benches with the new color identity will be placed along Hertel Avenue's main road and intersections.
Inventory

- Bus Stops (8)
- Information panels (6)
- Wayfinding signs (8)
- Lamp post banners (10)
- Traffic signs (10)
- Recycling bins (15)
- Benches (10)

This wayfinding map can has been made to assist visitors in indicating where things are located within “Little Italy’s” Hertel Avenue.
Banner Construction

These “Welcome” banners were created to advertise Little Italy for visitors.

Each of these banners will be placed around the outskirts and within Hertel Avenue.

The banners will be tied to lamp posts and projected across the streets and roads.

Materials Used

- 18 oz vinyl
- Digitally printed
- Nylon scrim for added strength
- Double sided graphics
- Heat welded hemming
Hertel Avenue Before and After

Panoramic View

The photograph on this page shows what this part of Hertel Avenue currently looks like.

Here we see a new revised plan by comparing its existing state to the newly designed identity created.
Acknowledgements

Special thanks to Buffalo Common Councilmember Michael LoCurto and his office for support with this project.

The authors would like to thank:
Mr. Bradley K. Hamm
Dr. Kathryn Foster
Dr. Joan Stone
Ms. Eileen Buckley
Mr. Brian Meyer
Prof. Deborah Beardslee

Colophon

This book was designed by the Graduate Graphic Design Students in the winter of 2009 at Rochester Institute of Technology.

The text is set in Univers. Other typefaces used are Berthold Akzidenz Grotesk, Rockwell Bold and Extra Bold.

Identity System Proposals for Hertel Avenue’s Italian Section were a developed in the Design Applications II course at RIT, under the supervision of Dr. Alex Bitterman.

Contributions towards the content of this book include:

Cover Design
Candice Reese

History of Buffalo’s Italian Population and Hertel Avenue
Terry Ann Hayes & Candice Reese

Hertel Avenue Maps
Jacquelyn Clements

Hertel Avenue Current Events
Christopher Petrides