



ILLINOIS MAIN STREET

The new logo for the Illinois Main Street program was inspired by an 1897 design by Frank Lloyd Wright for Chicago's Luxfer Prism Glass Company. The design was pressed into a four-inch-square tile of glass. Grids of these tiles, held together with lead strips like a stained glass window, were installed above display windows of downtown storefronts in order to refract sunlight far back into the shop. This pattern was designed for an Illinois company by a famous Illinois architect for a product used on Main Streets throughout the state and beyond. Its symmetrical, four-sided shape perfectly represents the four committees of Main Street's 4-Point Approach (Design, Organization, Promotion, and Economic Restructuring). The burnt orange color suggests the 19th-century, locally made, orange brick that so many of our communities feature throughout their downtowns.