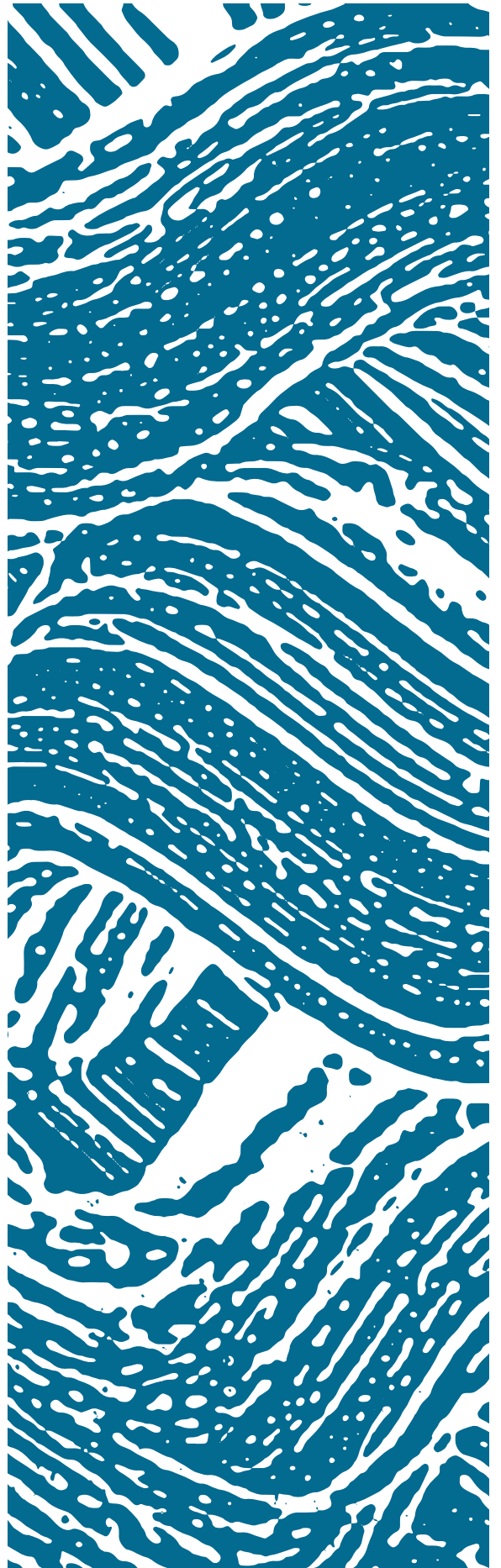
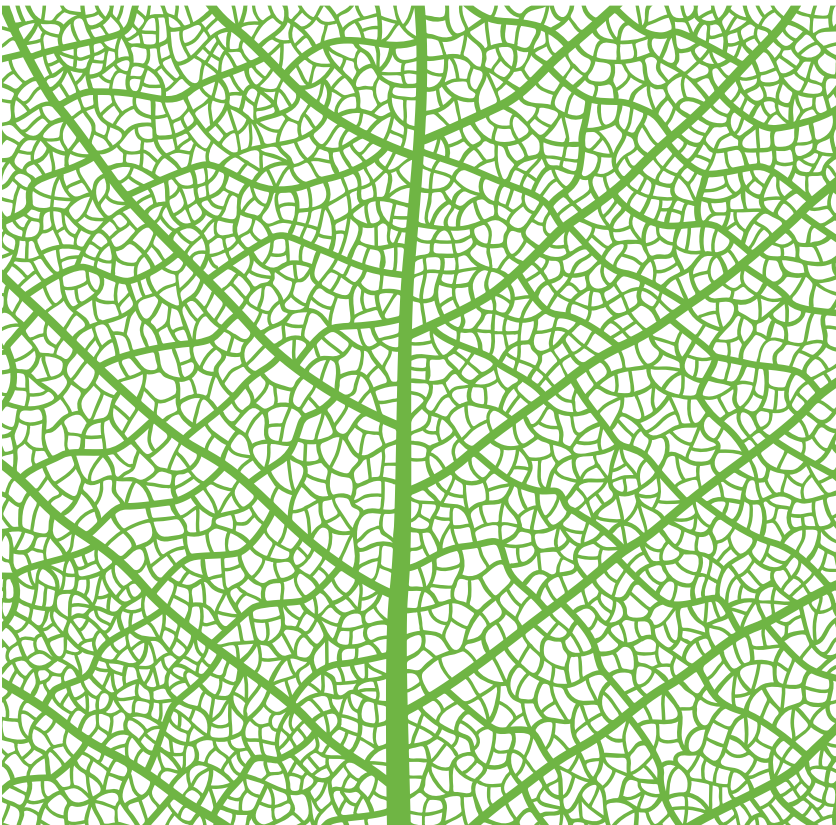
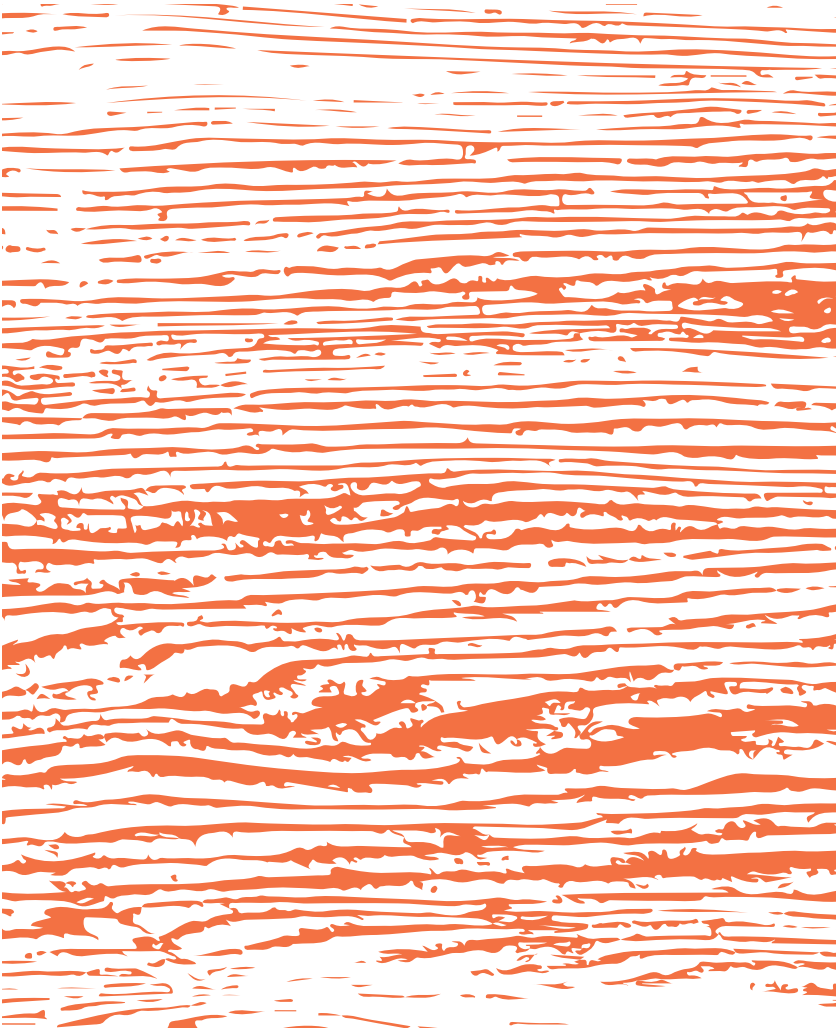




BRANDING
Guidelines

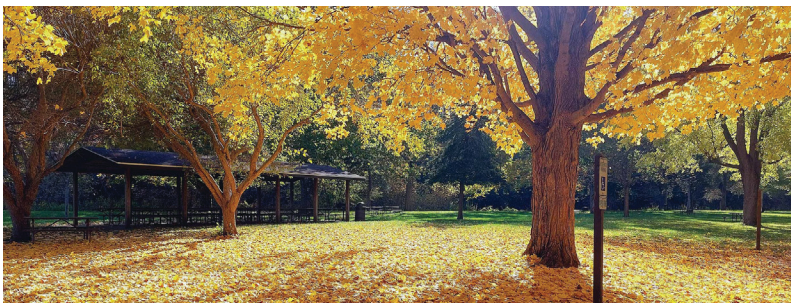
01. About

Just about an hour and a half drive from Chicago, Milwaukee, Madison, and Cedar Rapids lie the rolling hills, old growth forests, and pristine rivers of Northwest Illinois. A place where every mile is steeped in history, surrounded by outdoor beauty, and dotted with distinctive small towns.



BRAND PROMISE

With an expanse of over 2,700 square miles, it's not hard to get lost in Northwest Illinois. And that's exactly the point. From the mighty Mississippi that carves out our western border to I-39 that frames our east side and everything in between, Northwest Illinois is more than a place on a map...it's a giant quilt made from a patchwork of unique places, people, sights, and sounds. Oh, and tastes. We don't expect you take in everything we have to offer all at once. In fact, it's better not to. Because we are best enjoyed in bits and pieces. Over a few hours, a couple of days, or maybe even a week. Northwest Illinois is an enriching escape for your inner explorer and a worthy accomplice to your outgoing experience gatherer. So, if you're looking for memories to make and moments you'll never forget, look no further than Northwest Illinois. And if you get a little off track on your journey, just go with it. Northwest Illinois. The far from one thing, near enough getaway.





02. *Lagos*

MAIN LOGOS

The Visit Northwest Illinois logo family consists of two logos: 1) One with a graphic and text and 2) one with just text in a circle. Each share the same typefaces and colors. Color variations and reverse options may be used in the appropriate situations. The text in a circle version should only be used when space is limited. The icon may be used separately from the logo.

1)



1)



LOGO VARIATIONS

2)



2)



CORRECT USAGE

Use the "nw" to determine the safe space around the logo. The logo should not appear smaller than one inch wide.



INCORRECT USAGE



Do not stretch the logo.



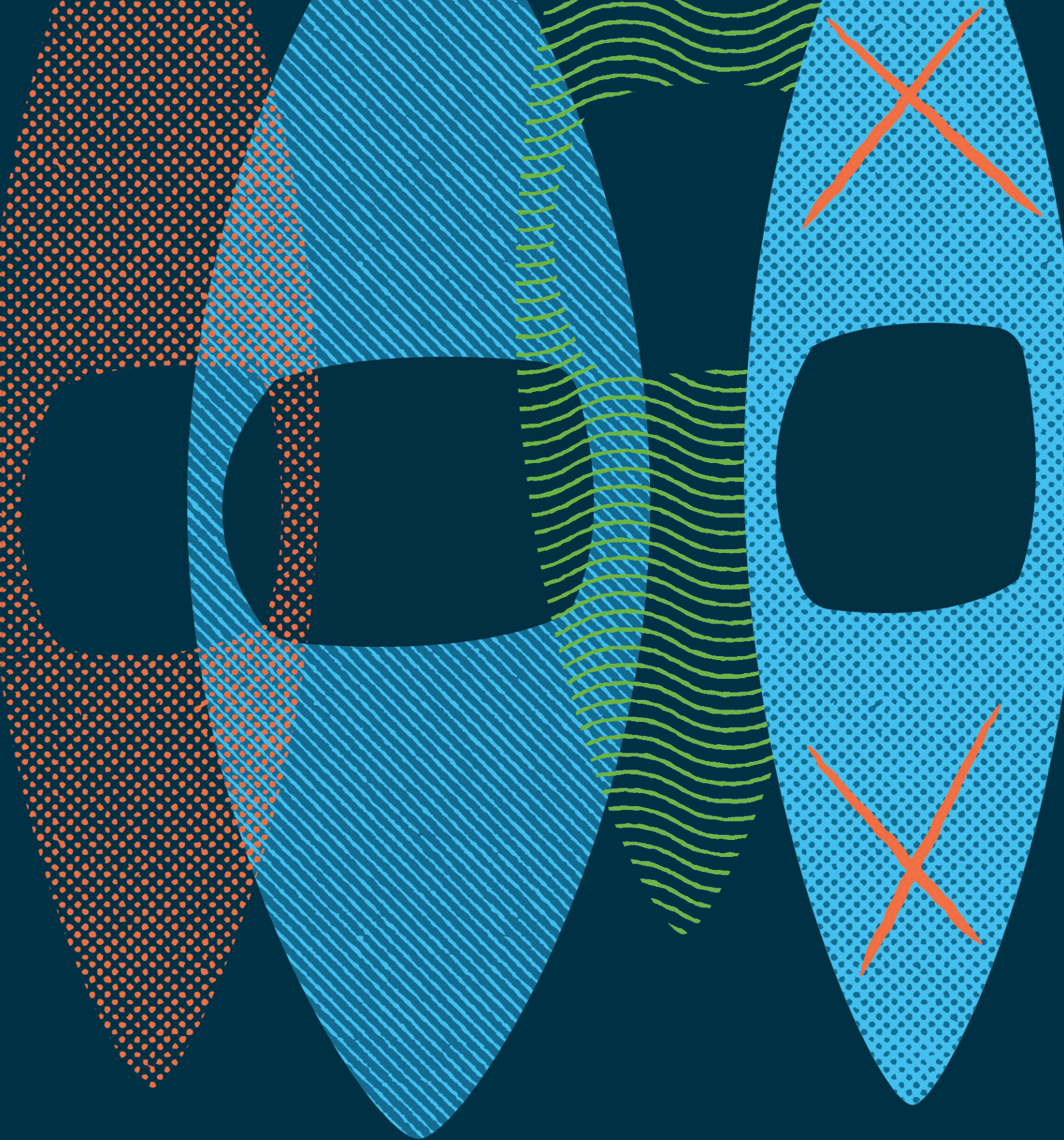
Do not remove elements from the logo.



Do not change the color of the logo.



Do not change the logo typeface.



03. Colors

PALE GREEN

RGB 237, 246, 237
CMYK 6, 0, 7, 0
HEX #EDFED

DEEP BLUE

RGB 0, 48, 67
CMYK 98, 72, 50, 49
HEX #003043

SKY BLUE

RGB 66, 190, 238
CMYK 62, 4, 0, 0
HEX #42BEEE

COLORS

These are Visit Northwest Illinois' primary brand colors: Charcoal, Deep Blue, Deep Aqua, Sky Blue, and Off White. The secondary and accent colors are: Leafy Green, Pale Green, and Sunset Orange. Colors are inspired by the natural landscape of Northwest Illinois.

DEEP AQUA

RGB 0, 105, 143
CMYK 92, 53, 27, 6
HEX #00698F

LEAFY GREEN

RGB 111, 181, 68
CMYK 62, 5, 100, 0
HEX #6FB544

OFF WHITE

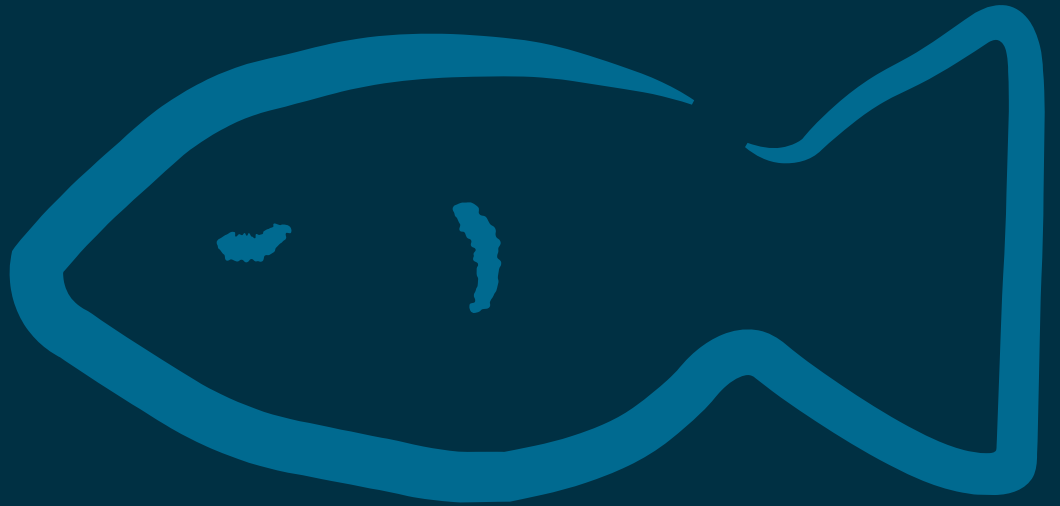
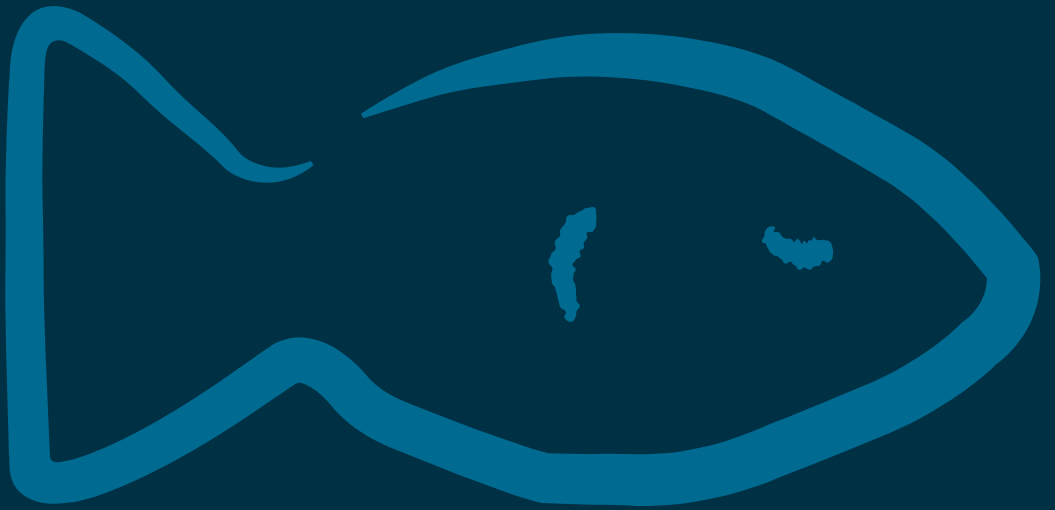
RGB 255, 254, 244
CMYK 0, 0, 4, 0
HEX #FFFEF4

SUNSET ORANGE

RGB 243, 133, 66
CMYK 0, 70, 80, 0
HEX #F37142

CHARCOAL

RGB 42, 45, 42
CMYK 71, 62, 66, 65
HEX #2A2D2A



04. *Typography*

TYPOGRAPHY

Typefaces when used consistently create an effective presence and provide a sense of familiarity for the viewer. They also provide a unified look and feel throughout all communications.

The Museo font family features simple, open forms that have highly original details. It is available in slab serif and sans serif versions.

Aa

Museo Slab 700 Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Museo Slab is perfect for headlines and subheads. It is to be used in all caps with extra tracking.

Aa

Museo Sans 500

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Museo Sans is available in upper and lower case and should be used when legibility is key, especially for body copy. Use in various weights when appropriate.

Aa

Interstate Compressed Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

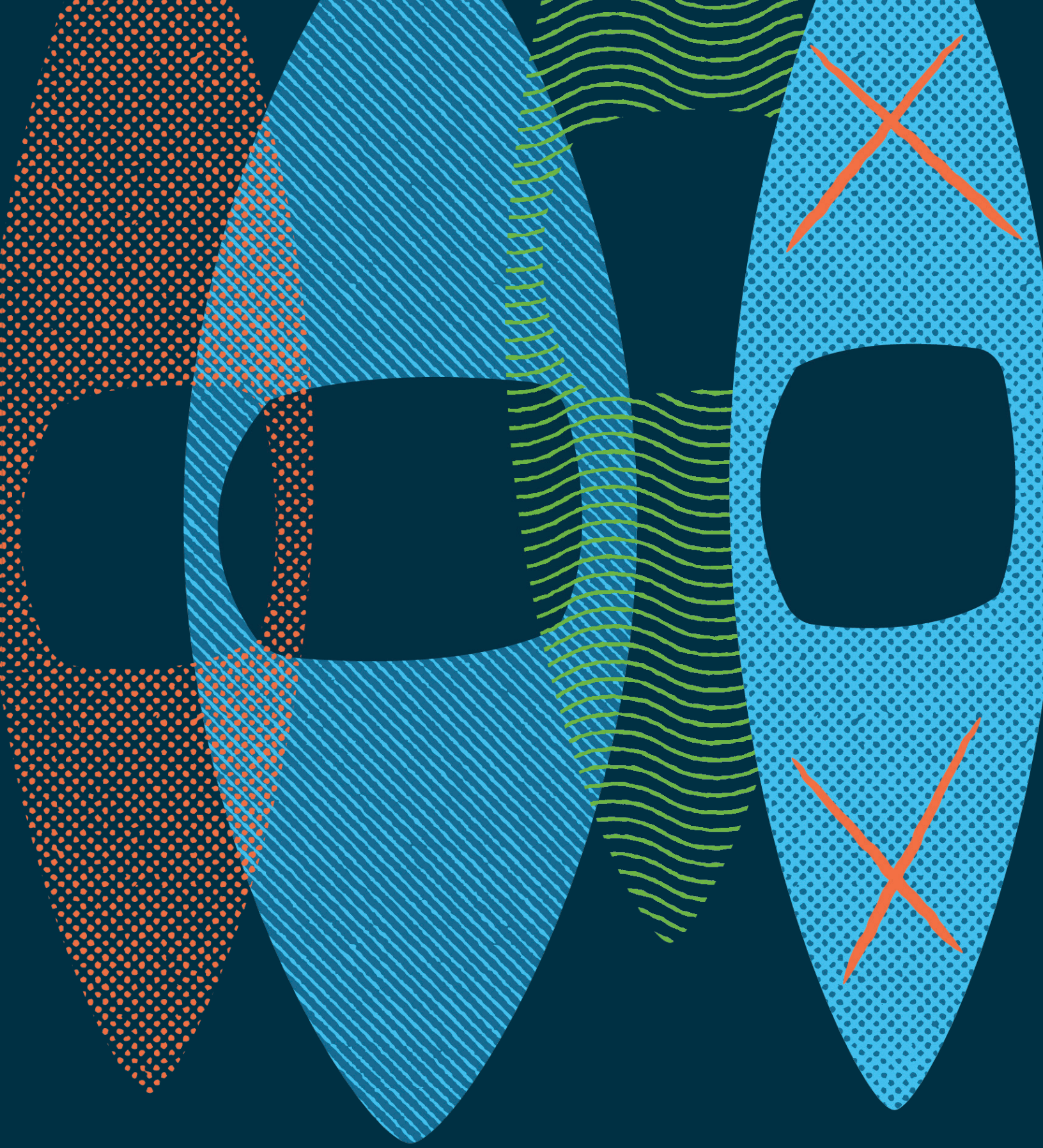
Interstate Compressed is a condensed typeface and can be used for subheads in all caps with 75 pt tracking.

Aa

Fairwater Script Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Fairwater Script is a more playful font and works well as both a headline and accent font. It is meant to be used in a large size to draw attention and add personality to a piece. It should never be used in all caps.



05. Brand Elements

BRAND ELEMENTS

BADGE

The NW Illinois badge may be used as a social icon and a design element.



ICONS

Icons may be used along side activities that correspond with each category.

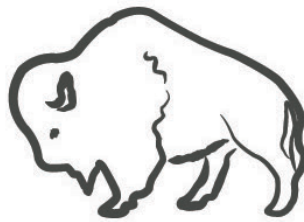
They may also be used as design elements.



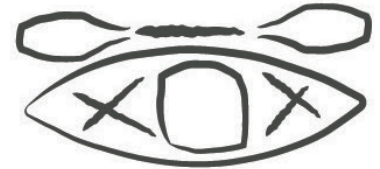
LIVE MUSIC



FARMERS MARKET



NATURE



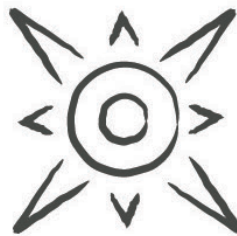
KAYAKING



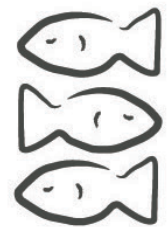
HIKING



THE ARTS



HISTORY & ARCHITECTURE



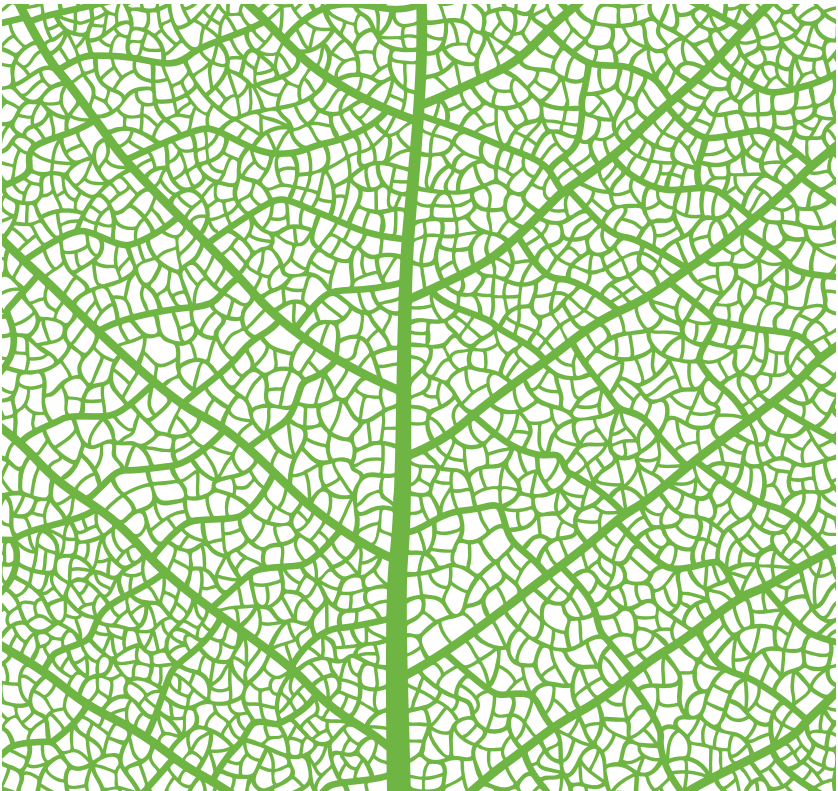
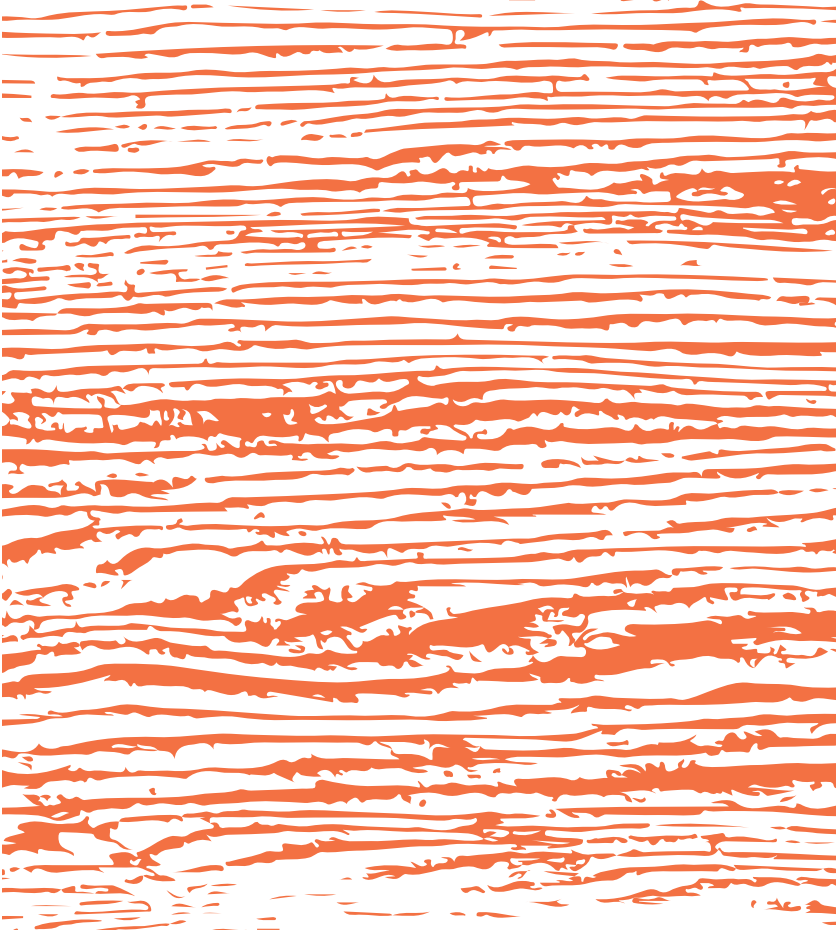
FISHING



BRAND PATTERN

The Northwest IL brand pattern can be used as a design element in merch and print pieces.

TEXTURES





06. Stationery

STATIONERY

LETTERHEAD



Greeting,

Ut quamus ea cor res eum rem ium con parum ium ut eum volescima conet que doluptaturit maio dolorec tatis de nos dolore as sequunt repelicli ipitamenis voluptatem ipsam quia simolenihit, temolup tatiam, conempore, nullorita dolorepuda volenimet, is poreperum est acepedi ciaspicimi, omnini alit, ullutem rendit offic teecessuntur audici illaut adis eatem nis aspitaquo et dolestis incte eni imusaped quodis vella dis ut voluptate od utatorem fugiti bea qui susdae enis dem accullu ptaturis maiorporrum volorrorem ab iunt vellorem ipsantur ad quia illesse quaspelitas dolest eos este sinihicae derum quas verferibus.

Ditium ex elias deribus vit offic to dist quis quature ssimagn ihicimi llendip isimet ut lante nest fuga. Itae secaeptate vero debet, nulpa illaut magnatis et omnim apercipicis nobitate dolorit, verume et volo temporum illique int labo. Tur senitius es si duciet unt, conseqe cum rerunt in ni doluptatur? Qui tem quis paristrum sit eum voluptat ommoloriate explique debitatem sit, optatur? Ur mi, to et pra inullabo. Umquia sit quo debis dolloresto dit et ius volo quia quam necae officim aut dolorro rechil esecaborit mos doluptat restrup tation et et pedis quo conecat hariatia dolioeptiur aliqui ipidit ut deritatur?

Et qui alit voluptent id ut eicipsapient quod magnissi idestot tempori strumet atur? Quiaspi tiosae deluptat ad magnatia sequia volorat autem ipiet quidi deles aut anim eossed utatemp eliquunt atecupatus ut dolorem nobit que voluptate dicatem fugias et rem aliquae cturhe ndisimu santurit omnis de officisci consequm que arcidendis modi officita noused ut que ni int harchil et pari berro volut esenis aut ut eaturiam idebist otatium latis autatibus dit que nis repro con repe cor magnam, sae commodit illibus pro berumquo velendus ipienimo quo ius dolupta sitatem que solor abo. Itasimilit, nonseque omno odit et ut volorib eruptionem ipiet aliquam cuptatia quibus ipsapiderum dolorem. Ut utet quat omnis illiatum et endamus andaes alicia et, ipsum quo tet laut acero quidusant qui cument labores ciusam quia veni biande volutatem alit et occupatae. Et aut voluptasitis expeles tiatempore, unt exceper eperiorero vercium eveilas vellique dotore remo venduci pisque conem fugiam, offici autaqueero ipicita iunt, ut qui nisim noused esto beratur as sitati dolentem quassus alique lab id ut in eium erae praecat quas es aut volume endaes sumet aut perum resequia pe venis et quasper sperita dis si dolum aut utaeper ittempores aut aut eos qui ad quantit apides vel idesequ aepudaest, que simincim a prioritur, con cuscim doluptatur? Unt voluptatias explatecum aut fugiae conet quis voloria conseqe excerum is iduciet et quo officientur? Obis eossedis et eum lit quuntio nseria dolupta volor magnam, cum si odipici alibuscid et aut aut qui que core et endiandae pre conseqe atendendam eatas.

Otatem voluptatectete porem imusam sum latur?

VISIT NW ILLINOIS • 201 N. FRANKLIN AVE. • POLO, IL 61064

BUSINESS CARDS



**MATTHEW
LENOX**
EXECUTIVE DIRECTOR


800-678-2108
matthew@bwcvb.com
201 N Franklin Ave
Polo, IL 61064



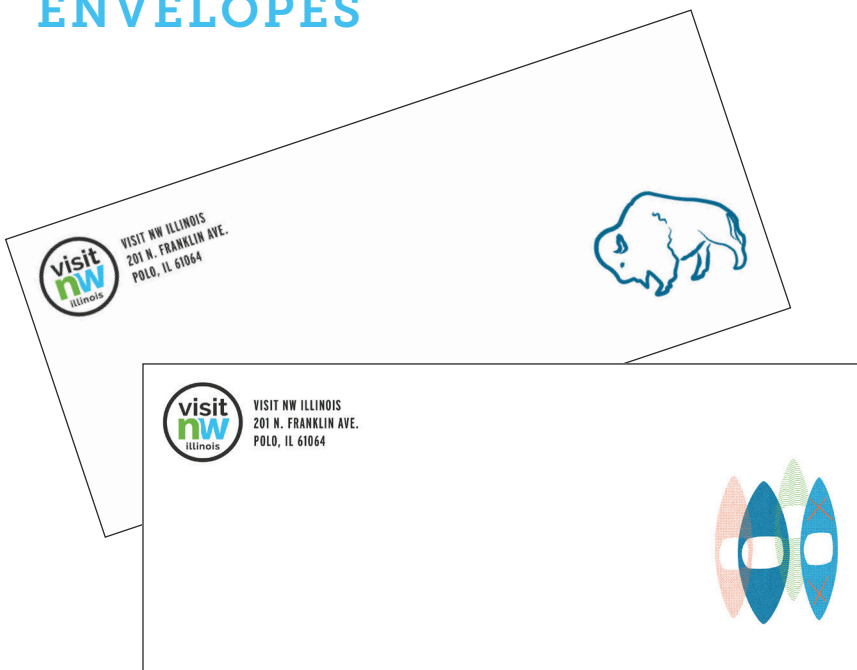


**JAYNE
ROSE**
VP MARKETING

800-678-2108
jayne@bwcvb.com
201 N Franklin Ave
Polo, IL 61064



ENVELOPES





07. *Digital*

DIGITAL ADS

DIGITAL ADS CONSIST OF FIVE ELEMENTS:

1. Image relating to the topic, place, or event being promoted.
2. "What's a memory worth? MAKE IT PRICELESS" lockup.
3. Single corresponding word in Fairwater Script that creatively relates to the subject matter.
4. Visit Northwest Illinois logo in a circle.
5. Enjoy Illinois logo.

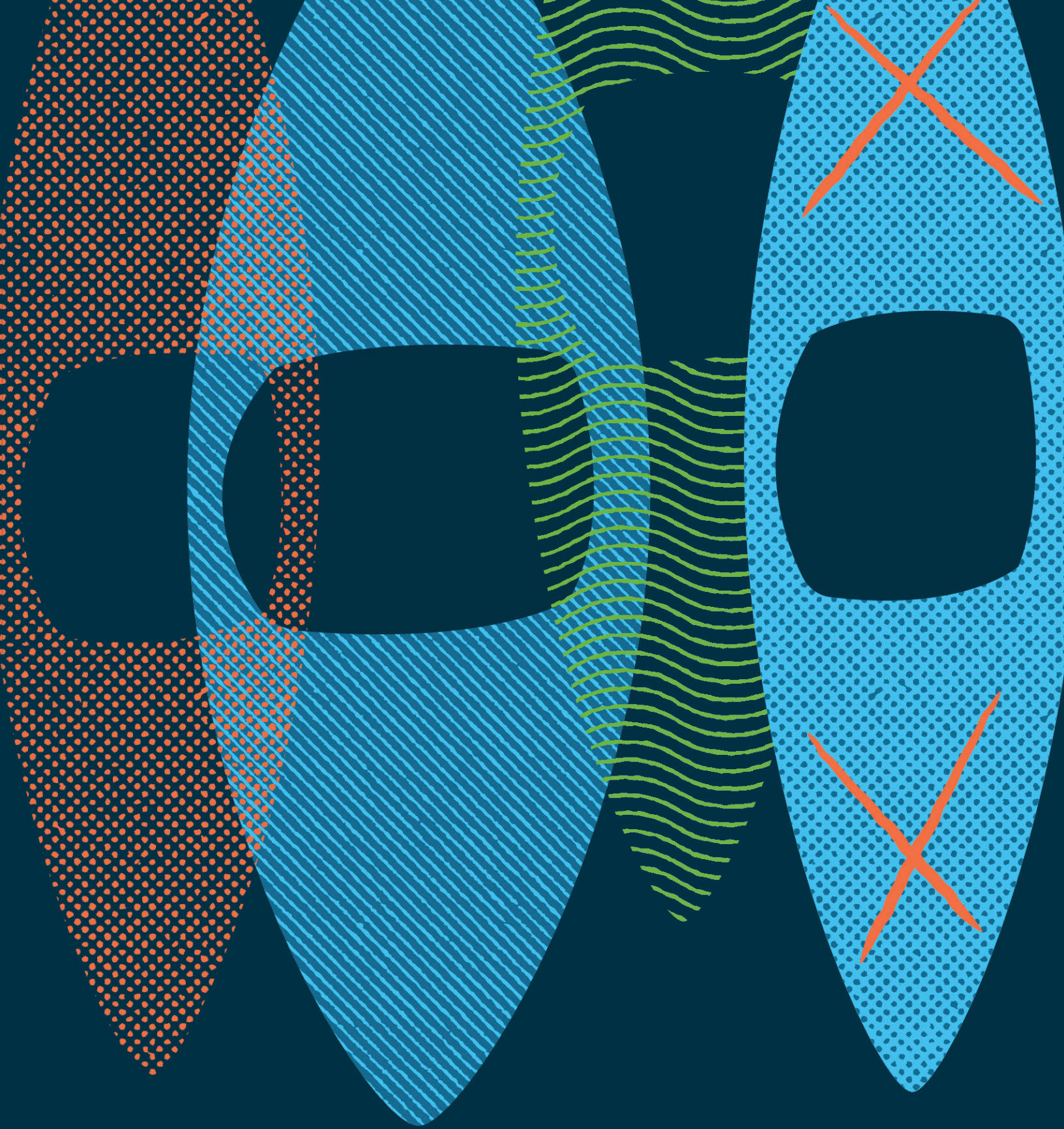




08. Merch

MERCH





09. *Signage*

SIGNAGE







McD

REMARKABLY UNCOMMON.

Brand Guidelines developed for
NW Illinois by McDaniels Marketing.

Questions, contact: info@mcdmarketing.com or 309-346-4230.

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