

A wide-angle photograph of the Chicago skyline at sunset. The sun is low on the horizon, casting a warm orange glow over the city. In the foreground, Millennium Park is visible, featuring its green lawns, winding paths, and modern sculptures. The city's skyscrapers, including the Willis Tower, are silhouetted against the bright sky.

# enjoy illinois

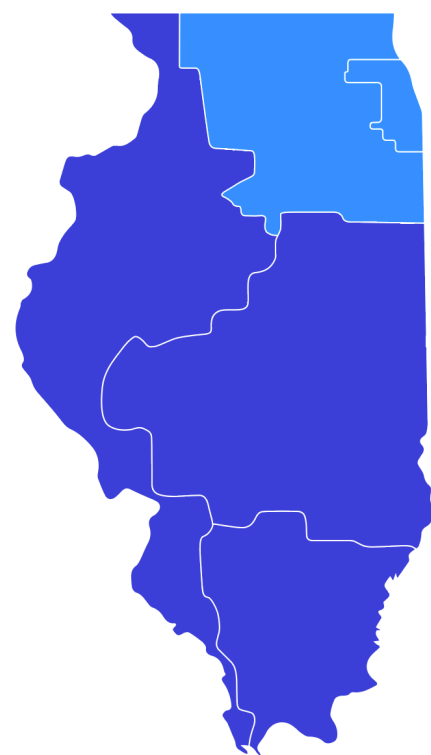
brand guidelines

august 2025





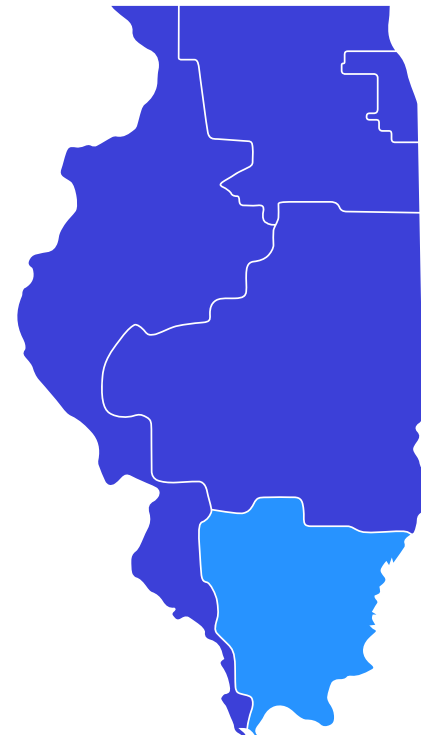
**The Illinois Office of Tourism manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents. We are committed to making Illinois a model of inclusivity and a celebration of diversity.**



## Chicago & Beyond

Chicago may be known as the Second City, but it's truly first-class in all things culture. From globally influential architecture, incomparable museums and theaters, award-winning culinary delights, and world-class shopping, there is no city on Earth quite like Chicago.

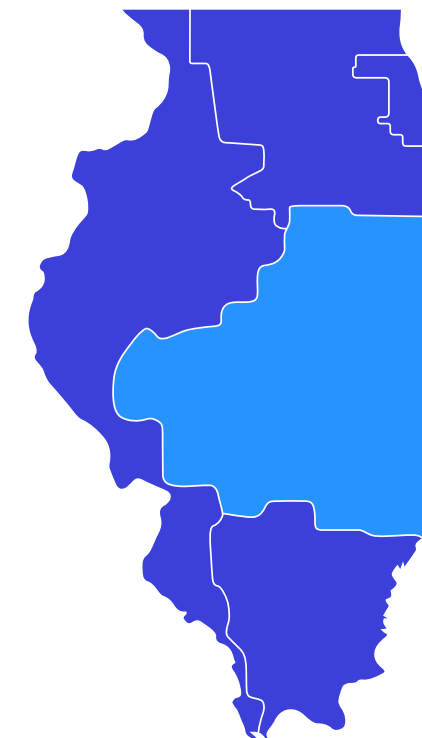
Just beyond the city you can explore charming towns, Frank Lloyd Wright UNESCO World Heritage sites, magnificent state parks, and the first 100 miles of Route 66.



## Trails to Adventure

An area perfect for outdoor adventures whether you are looking for ziplining, golfing, hiking, biking, rock climbing, horseback riding, and kayaking, you can find it here in Shawnee National Forest.

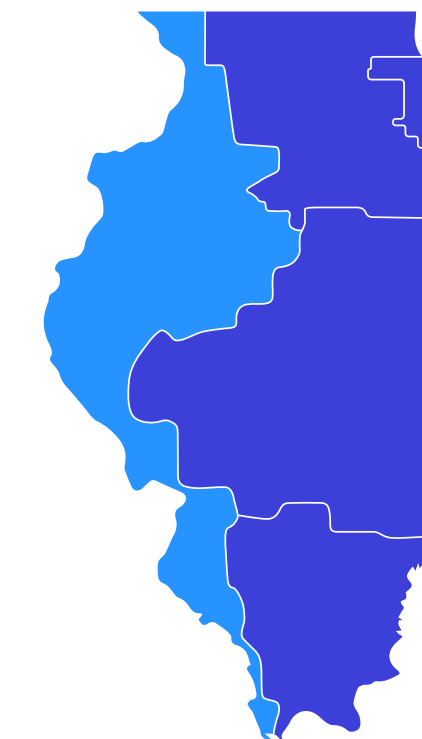
Visit several wineries along the Shawnee Hills Wine Trail and enjoy the breathtaking scenery. Lots of cabins to get close to nature or stay at a new casino resort. It's the perfect place for exploring wildlife.



## Land of Lincoln

Visit the state capital of Springfield and walk in President Abraham Lincoln's footsteps at the Lincoln Home National Historic Site. Enjoy his life's journey at the Abraham Lincoln Presidential Museum and other Lincoln sites in the area.

You can explore Amish Country, visit two major state university towns, and experience an American-sized serving of roadside nostalgia along Route 66.



## Great Rivers Country

Explore charming river communities along the Mississippi and Illinois Rivers.

Adventure through historic 19th-century towns, sip wine in vineyards, and explore everything from French forts to ancient civilizations at a UNESCO World Heritage Site.

From Main Street shopping to outdoor adventures and beautiful state parks, you will see some incredible scenic river views. Make sure not to miss the ziplining and alpine coaster fun.





# brand logo

The Enjoy Illinois logo is simple, modern, and visually positions Illinois as a must-visit destination, through the use of its dynamic location pin element.

To ensure the Enjoy Illinois logo variations stand out, and are treated uniformly across materials, please review the guidelines on the following pages for rules on usage and clear space.

For our full Enjoy Illinois logo suite, visit the link below.

Logo Suite

PRIMARY BRAND LOGO







**BRAND LOGO VARIATIONS**

The new Illinois logo is simple and modern. To ensure the logo stands out beautifully, please review these guidelines below on usage and clear space.



**Primary logo**

This is the primary Illinois logo that should be used in all communications. The smallest height it can be used at is .5in or 60px. For anything smaller the small space version should be used.



**Small Space Logo**

This small space version of the logo should be used when the height is less than .5in or 60px.



**Clear Space**

Clear space around the logo is based on the width and height of the location pin around "illinois" in the word mark.

No text, image or other graphic elements should encroach on this space.



COLOR PALETTE

The Illinois Blue is the primary color for our logo. The logo is also available in two single-color options, black and white. When selecting a color, be sure the color contrasts with the background. An extended color palette will be available at a later date.



Primary Color

Pantone 2369  
C 77 M 67 Y 00 K 00  
R 60 G 64 B 218  
#3C40DA



Reversed

C 00 M 00 Y 00 K 00  
R 255 G 255 B 255  
#FFFFFF



Black

Pantone Black  
C 00 M 00 Y 00 K 100  
R 0 G 0 B 0  
#000000



BEST PRACTICES

Consistent use of the Illinois logo is paramount in gaining instant recognition across all media channels. Avoid the following to make sure the Illinois logo remains clear, legible and instantly recognizable.

**DO NOT**

Distort the logo vertically or horizontally



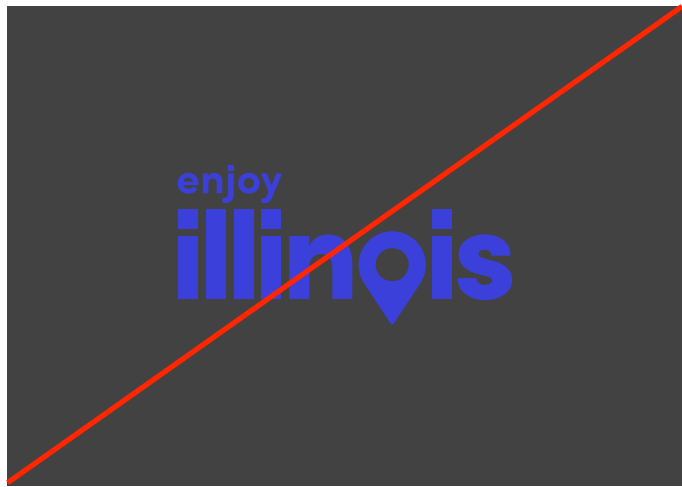
**DO NOT**

Resize only one word



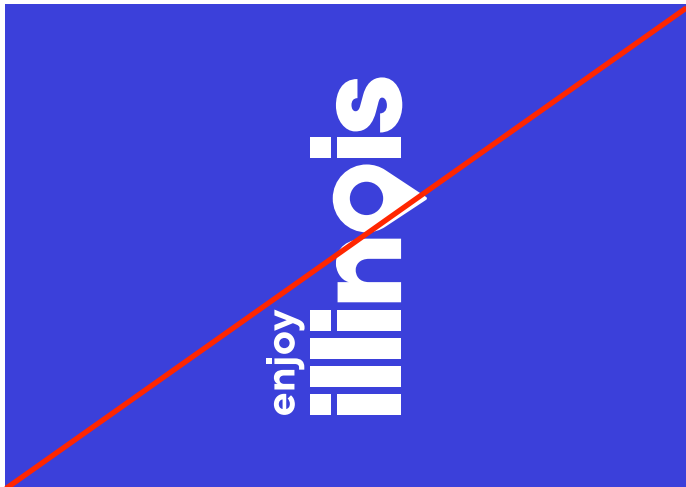
**DO NOT**

Place the logo on a hard-to-read background



**DO NOT**

Rotate the logo



**DO NOT**

Use multiple colors for the logo



**DO NOT**

Fill the pin with a color



**DO NOT**

Resize the location pin



**DO NOT**

Fill the logo with a pattern or gradient



**DO NOT**

Use the logotype without the pin



# LGBTQIA+ logo variations

The Enjoy Illinois brand system proudly features logo variations representing the members of our LGBTQIA+ community.

These logo variations are to be used across all LGBTQIA+ advertising and communications, and to highlight audience-specific events such as Illinois’ vibrant and inclusive statewide Pride celebrations.

Usage

When integrating a headline under the pin, always select the logo variation without the word “Enjoy”.

LGBTQIA+ PIN



LGBTQIA+ PIN WITH HEADLINE





# additional partnership guidelines

When working with the Illinois Office of Tourism as a partner, there are a few additional rules that apply, depending on the advertising medium.



### Digital

Use the logo at the minimum size or larger.

All display banners must link to a page where the Illinois logo hyperlinks to [enjoyillinois.com](https://enjoyillinois.com)

All websites must include the Illinois logo and link to [enjoyillinois.com](https://enjoyillinois.com) for the first year from the beginning of funding.



### TV

The logo must always be placed in the 4x3 title safe area and must be at least the minimum size.

The logo is required to appear on-screen for at least three consecutive seconds.



### Social & Mobile Ads

If you encounter space constraints when working with mobile and social media communications, then the brand does not have to be represented in the initial communication.

Our logo, however, must appear on the ad's click-through page and link to [enjoyillinois.com](https://enjoyillinois.com).



### Print

Use the logo at the minimum size or larger.

The logo must be placed in the lower right-hand corner of the layout unless there is a more prominent placement that is complementary to the ad available.



### Radio

When the Illinois brand identity is used by a grantee in radio, it should be placed at the beginning or end of the advertisement and include words to the effect of: "Brought to you by (sponsor)... and the Illinois Office of Tourism."

The announcer may be male or female. Delivery should always be in a confident and proud tone of voice.



### Travel Guides, Brochures & Magazines

The logo must appear on either the front or back cover.



# brand typography

Much like the Enjoy Illinois logo system, the brand’s typography communicates modern simplicity, while allowing the other elements within our toolbox, like our dynamic photography, to shine.

The system consists of multiple typographic styles coming together to establish and support a clear messaging hierarchy.

Though not all styles will be utilized in every piece of brand communication, the diversity and flexibility of the Enjoy Illinois typographic system ensures that multiple types of content are always accounted for.

BRAND TYPOGRAPHY ON WHITE

Acumin Pro Bold

All Caps

Acumin Pro Bold

Lowercase

Acumin Pro Light

Title Case

Acumin Pro Regular

Sentence Case

Acumin Pro Bold

Title Case

EYEBROW TYPE

headline goes here

Subhead Goes Here

Body copy type. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Caption & Call-Out Type



# type on color

Illinois values communication, accessibility, and inclusivity, therefore contrast and legibility are key factors when it comes to the correct utilization of type style and color.

## Usage

While the main color of each palette can support white typography, the gradients and supporting colors must be handled with care.

White type may only be placed on the darker portions of the system’s gradients, while the lighter supporting colors, with the exception of the overarching brand blue, require darker type.

TYPE ON HERO BRAND & SPRING/SUMMER PALETTE

### headline goes here

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed do  
eiusmod tempor incididunt ut labore  
et dolore magna aliqua.

### headline goes here

Lorem ipsum.

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed do  
eiusmod tempor incididunt ut labore  
et dolore magna aliqua.



thank  
you

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